

You've Won One Room of Free Carpet Cleaning Valued At \$XXX

(Neighbor Name) Said You Might Want My Services, So I'm
Giving You A FREE Room Clean And Carpet Inspection

Dear (Prospect Name),

Congratulations!

Thanks to *(neighbour name on street)*, you have won a free carpet clean for one room in your home, valued at up to \$XXX.

Here's what happened...

Recently I cleaned *(neighbour name)*'s carpet. She was delighted with the results. She promised to recommend me to everyone in the area.

That's why as a neighbour of *(neighbour name)* you can claim a free carpet clean valued at up to \$XXX for a limited time ONLY.

Here's how it works...

A FREE 15-Minute Carpet Inspection

Since I haven't cleaned your carpets before *(insert name)*, the first thing I will do is schedule a complimentary, no obligation 15-minute carpet cleaning inspection.

During this inspection I assess your carpet for the following:

- **Wear Age of The Carpet:** Does your carpet have years of life left in it, or is it on the way out? I'll tell you what you need to do to make your carpet last longer.
- **Carpet Problem Areas:** I'll check out unwanted stains, discolouration and odors and then tell you whether or not they can be removed.
- **Health Dangers:** Is your carpet full of nasty toxins that rub off from visitors' shoes. If you often feel tired or 'coughy', it may be because of pollutants lodged between the carpet fibres.

And much more...

This inspection takes just 15 minutes. It's free. There's no obligation attached.

But it can help protect the health of you and your loved ones, save you money by making your carpets last longer and make you feel proud when visitors call over.

Once I have completed the inspection, I can schedule the free carpet clean for the one room that requires it most urgently.

One Room of FREE Carpet Cleaning (Up to 20 Square Metres)

The reason I'm doing this is that I believe you will be delighted by the results. And when you see how your old worn carpet looks fresh, plush and luxurious again, you will want to use my services for the remaining rooms in your home.

Again, there is no obligation.

However, I can only do a limited number of free carpet cleans each month. So if you are interested you need to hurry before you miss out.

To secure your Free Inspection and carpet clean, call XXX-XXX-XXX now while you are thinking about it.

I apologise in advance if all the appointments are taken.

Sincerely,
(*Your Name*)
(*Business Name*)

P.S. Please don't put this off and miss out. There is no catch. You've won one room of carpet cleaning ... FREE (up to a \$XXX value), and a FREE carpet inspection. But you must claim your prize before your neighbours take all the spots.

2nd Notice

Time's Running Out To Claim Your Free Carpet Cleaning

(Neighbor Name) Said You Might Want My Services, So I'm Giving You
A FREE Room Clean And Carpet Inspection

Dear (Prospect Name),

The other day I wrote to you offering a free carpet clean for one room in your home. I was surprised when I didn't hear back from you.

After all, this free carpet clean is valued at up to \$XXX. There is no obligation. There are no catches and there is no small print. All you have to do is contact me as soon as possible and I will arrange a FREE carpet cleaning inspection followed by a FREE clean for one room in your house.

Call XXX-XXX-XXX while this offer is still available

Why am I doing this?

Well, if you missed my previous letter, here is a quick recap.

Recently I cleaned *(neighbour name)*'s carpet. She was delighted with the results. She promised to recommend me to everyone in the area.

So for a limited time only, as a neighbour of *(neighbour name)*, you can claim a free carpet clean valued at up to \$XXX.

And since I haven't cleaned your carpets before, you will also get a complimentary carpet cleaning inspection too!

That's more than \$XXX worth of services for the sale of a 60 second phone call. A bargain if ever there was one.

Call XXX-XXX-XXX while this offer is still available

Here Are The Details of How It Works...

When you call today, I'll schedule a convenient appointment for you, call to your home and assess your carpet for the following:

- **Wear Age of The Carpet:** Does your carpet have years of life left in it, or is it on the way out? I'll tell you what you need to do to make your carpet last longer.
- **Carpet Problem Areas:** I'll check out unwanted stains, discolouration and odors and then tell you whether or not they can be removed.
- **Health Dangers:** Is your carpet full of nasty toxins that rub off from visitor's shoes. If you often feel tired or 'coughy', it may be because of pollutants lodged between the carpet fibres.
- **High Traffic Areas:** I'll look at areas that are walked on constantly and show you how to make them look as good as the rest of the carpet.
- **Complete Written Report:** I'll summarise everything you need, so you know exactly what you need to do to protect your health, save money on new carpets and wow your visitors!

This inspection takes just 15 minutes. It's free. There's no obligation attached. Once I have completed it, I can schedule the free carpet clean for the room that you choose.

No time, energy or effort required on your part at all.

The reason I'm doing this is that I believe you will be delighted by the results. And when you see how your old worn carpet looks fresh, plush and luxurious again, you will want to use my service on the remaining rooms in your home.

What's The Catch?

There is only one - this offer is only available for a limited time because I simply can't afford to give free carpet cleans to everyone.

So if you don't call ASAP, you may miss out.

To secure your Free Inspection and carpet clean, call XXX-XXX-XXX now while you are thinking about it. I apologise in advance if all the appointments are taken.

Sincerely,
(Your Name)
(Business Name)

P.S. Please don't delay. You've won one room of carpet cleaning ... FREE (up to a \$XXX value), and a free carpet inspection. But you must claim your prize before your neighbours take all the spots.

Final Notice

Last Chance To Claim Your FREE Carpet Cleaning

(Neighbor Name) Said You Might Want My Services, So I'm Giving You A FREE Room Clean And Carpet Inspection

Dear (Prospect Name),

This is your last chance to claim a free carpet clean valued at up to \$XXX.

There is no obligation, no catches and no small print.

All you have to do is contact me as soon as possible and I will arrange a FREE carpet cleaning inspection followed by a FREE clean for one room in your house.

Last Chance: Call XXX-XXX-XXX Now Before You Miss Out

Don't miss out on this opportunity to get me to call to your home and do inspection your carpet for the following:

- **Wear Age Of The Carpet:** Does your carpet have years of life left in it, or is it on the way out? I'll tell you what you need to do to make your carpet last longer.
- **Carpet Problem Areas:** I'll check out unwanted stains, discolouration and odors and then tell you whether or not they can be removed.
- **Health Dangers:** Is your carpet full of nasty toxins that rub off from visitor's shoes. If you often feel tired or 'coughy', it may be because of pollutants lodged between the carpet fibres.
- **High Traffic Areas:** I'll look at areas that are walked on constantly and show you how to make them look as good as the rest of the carpet.

● **Complete Written Report:** I'll summarise everything you need, so you know exactly what you need to do to protect your health, save money on new carpets and wow your visitors!

This inspection takes just 15 minutes. It's free. There's no obligation attached. Once I have completed it, I will complete free carpet clean for one room in your home (up to 20m²).

Then when you see how your old worn carpet looks fresh, plush and luxurious again, I hope you will want to use my service for the remaining rooms in your home.

You Will Lose Your FREE Carpet Clean After Today

This is your last chance to claim this offer. So if you don't call today, you will miss out.

To secure your Free Inspection and carpet clean, call XXX-XXX-XXX now while you are thinking about it.

Sincerely,
(*Your Name*)
(*Business Name*)

P.S. Final notice. You've won one room of carpet cleaning ... FREE (up to a \$XXX value), and a free carpet inspection. But you must claim your prize today or you miss out.