

Jumpstart Tools For Fast Cash

Welcome to the '*Jumpstart Tools For Fast Cash*' guide.

As you have probably noticed, **Steammaster Academy** is a huge program with dozens of strategies to grow your carpet cleaning business.

If you follow these strategies, I'm confident you will soon have a carpet cleaning business that allows you to live the lifestyle you have always wanted.

However, I also understand that you probably want to start making money as quickly as possible.

That's why I created this jumpstart guide.

In this guide you will discover systems, tips and templates that you can use right now to start growing your business.

I encourage you to start reading and implementing them as soon as possible.

Don't delay, take action today.

Enjoy!

Tam Le
Steammaster Academy Founder

3-Letter Sequence Introduction

After more than two decades in this business, I can tell you that the single most important question I get from carpet cleaners is...

"How Do I Get More Clients Fast?"

Without new clients, you end up relying on referrals and word-of-mouth. Your cashflow is up- and down... and there's a constant underlying stress about where the next job will come from.

But when you get as many clients as you want - *when* you want - everything becomes easier. You can plan in advance. You can sleep easy knowing that you can cover the bills... and you can focus on providing the best service possible to clients.

So how can you generate a steady stream of clients?

There are lots of ways, but what I'm going to tell you about now is one of my favourites.

You can implement it very quickly and cheaply and you don't need to hire any experts or freelancers, yet it works brilliantly.

What is this method?

I call it the 3-step letter.

**The 3-step letter is a sequence that offers a
free carpet clean and audit to prospects.**

The first letter in the sequence gives a reason why you are making the offer (in this case it's the neighbour) and spells out the offer.

The second letter essentially repeats the first one. The key difference is that you acknowledge that you already contacted them.

The final letter is a 'push' letter. You put all the focus on taking action now. This is your last chance to turn a prospect into a client and you want them to feel that urgency when they read the letter.

The result you will get from sending this sequence will depend on the area and market you are in. However, you should aim to get 2-3 clients for every 100 letters you send. If you are getting fewer, then you may need to reconsider the suburbs you are targeting.

Other important points

In the first letter you will notice that I have used a client's name.

To get a neighbour's name for your letter, simply ask an existing loyal client if you can use their name. Then allow them to read the letter so they can understand what you are doing. Most people will be happy to help out.

Also, when you read the letter, you may be worried about giving a free carpet clean. Don't. Nobody wants one clean room, so you will get 'paid' and the long-term profits from getting new clients and their referrals will help you to grow your business rapidly.



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.

#2 – Letter To Existing Clients (The “I Miss You” Letter) Introduction

As you saw in the program, one of the easiest, fastest and most effective ways to grow your profits is to sell more to existing clients.

The ‘I Miss You’ letter is a great way to do just that for a number of reasons:

- 1. It is inexpensive to implement.** All you need is some stationary and stamps. You can mail it in envelopes with your logo, or just use plain white ones.
- 2. It doesn't require a lot of time.** You can simply fill in the blanks in the following template, print the letter out, slip it into an envelope and send. You can typically get ‘cash in the bank’ within 7 days.
- 3. It is potentially very profitable.** The response rates from existing clients is generally pretty high. I’ve seen case studies where you can get as much as \$1,500 worth of work from a database of 40 clients.

However, there are some important point to keep in mind when you use this strategy if you want it to be a success.

- First, only mail it to clients who haven’t had their carpets cleaned in the last 6 –12 months. A client who hasn’t contacted you in over a year will probably not respond.
- Second, you should only mail it to clients who have not scheduled work. This might be obvious to you, but you would be surprised...
- Third, if you have a long list of existing clients, only mail it to 100 of them. Otherwise you may overwhelm yourself with new jobs. Yes, it can happen!
- Fourth, if you want to increase results, send the letter three times at weekly intervals. Just put ‘second notice’ and ‘final notice’ in red at the top of the first page.
- Finally, mail it now! Your previous client list that hasn’t scheduled new work is a potential gold mine of cashflow for your business. You are costing your business money every moment you delay sending it.
- The letter template is in a separate document, so you can just fill in the blanks and print it.

Referral Program

When you've completed the job, go over the work that was done with the client. If the customer is happy with the results, ask them nicely to complete this questionnaire while you clean up.

Nine times out of ten... you'll get it right back completely filled out!

This questionnaire:

Helps you track how you get clients. For example, they may answer they found you from a yellow pages ad. This information is extremely important. It allows you to see how much money you made from that ad in the yellow pages (or whatever marketing method they came from) and compare that to how much you spent on the yellow pages ad or other method.

Helps you get more referrals. You should aim to get receive three referrals for every client.

If you have employees, train them to hand the questionnaire to clients as well. It's absolutely an amazing way to grow your business.

So don't wait. Make plenty of copies, and start using it today!

Once you have referrals... What do you do next?

The first and most effective way to contact a referral is by phone. There is a script in the resources folder that you can use as a guide.

You should call the referral within 3 days of receiving their name and information.

It's a waste of time if you get referrals and never follow up. So, if you personally dislike making cold calls, then have one of your employees do it or hire someone.

With the referral call script you should be able to book an appointment for a Free Carpet Cleaning Inspection with at least half of the referrals.

From those appointments, you should be able to close at least half as clients. With an average job of at least \$250, this is an extremely profitable way to get new customers.

Another way to get referrals

The second way to contact a referral is to send them an email. There is an email template for referrals also.

Within a day of receiving the name, use the template and send an email to the referral.

Since, new email from places or people not recognised can end up in the junk folder, the referral may not see it.

If they do call after receiving the email, you simply finish out the appointment making process and go do the Free Carpet Cleaning Inspection.

However, if you do not hear from them after no more than 2 days, but you have a number, then call them to follow up on sending the email.

The third way to contact referrals

A third way to contact your referrals is to mail them something. Turn the phone script and email template into a one page letter or post card and mail the offer to the referral.

Again, get them in the mail right away, as you want them to get it in about 3 days or less. If they contact you after receiving the mail piece, confirm the appointment. If not, follow up to be sure they received the mail you sent, then make the appointment.

You will find the scripts for referrals in the resources folder.

We Would Love Your Help

(Please complete the following)

Your Name: _____

I heard about you from the following:

- A. I am a previous client ☐
B. Ad in the newspaper ☐
C. From a friend ☐ Name of the friend _____
D. Yellow pages ☐
E. Letter ☐
F. Online search ☐
G. Facebook, Gumtree (please be specific) _____
H. Other _____

Dear Client,

Our service doesn't stop after the clean. So if you have any comments, questions or issues, please feel free to contact us for help.

I'd also like to ask you a small favour.

As a small business, we rely word of mouth to get a lot of our clients. If you know any family members or friends who might want our service, I'd like to reward you.

I will give you _____ for every referral who becomes a client.

Anybody you tell us about will be offered a Free Carpet Cleaning Inspection. They will learn valuable information about their carpet. But they are not under any obligation to use our services.

We'd love your help!

NAME	PHONE	EMAIL
1.		
2.		
3.		
4.		
5.		
6.		

Thank you very, very much!

Email To Send To Referrals

Subject: (Insert name) Had Their Carpet Cleaned

Hello Mrs. / Mr. _____.

This is _____ with _____.
A few days ago, Mrs. /Mr. _____ had her/his carpet
cleaned and was very, very impressed.

She/he was so thrilled with my service, she wanted me to give you a free gift. The
gift is a **Free Carpet Cleaning Inspection and One Free Room of Carpet Cleaning.**

What is a Carpet Cleaning Inspection?

It's an expert evaluation of your carpet. We'll check for unwanted stains, tell you
how you can get them out or if they might be permanent stains.

I'll analyse the condition of your carpet and give you an estimate of how long it will
last based on the current maintenance.

I'll also offer helpful suggestions on how to make it last as long as possible and still
look brand-new.

This will all be given to you in a written report of the current condition of your
carpet.

Then you can get your free "sample" of my service with your free room cleaning.

There is absolutely no obligation or cost. And I'll never pressure you to buy more
than you might need.

Please email me (*insert your own email here*) or call me to schedule your
appointment at (*insert your phone number here*).

My schedule is tight, so don't delay... call or email me today.

Thank you.

(*Your name*)

(*Your business name*)

Script To Use For Calling Referrals

Hello, Mrs. /Mr. _____.

This is _____ with _____.

A few days ago, Mrs./Mr. _____ had her/his carpet cleaned and was very impressed with our service and job we did for them.

She/he was so thrilled with my service she/he wanted me to offer you our **Free Carpet Cleaning Inspection and One Free Room of Carpet Cleaning**.

This carpet cleaning inspection is an expert evaluation of your carpet. I'll check for unwanted stains, tell you how you can get them out or if they might be permanent stains.

I'll analyse the condition of your carpet and give you an estimate of how long it will last based on the current maintenance.

I'll also offer helpful suggestions on how to make it last as long as possible and still look brand-new.

Afterwards, I'll send you a written report of the current condition of your carpet. Then you can get your free "sample" of my service with your free room cleaning.

There is absolutely no obligation or cost. And I'll never pressure you to buy more than you might need.

I run an honest and trustworthy company. After all, Mrs. /Mr. _____ surely wouldn't have chosen you to receive this free gift if they didn't think I was a good guy.

If NO: I understand you don't want to at this time, but would you at least be interested in receiving more information about it?

If NO: Thank you then so much for your time.

If OK. (But sounds like they don't mean it) If you're not interested at this time, that's OK. Please keep us in mind for the future.

If YES: Great. I'll get a packet of information right out to you in the mail.

If YES (to Carpet Cleaning Inspection): Great. You'll be so glad you are making the appointment. What day would be most convenient for you? Then schedule the time.

How To Give A Carpet Cleaning Inspection

A Carpet Cleaning Inspection is a simple procedure allowing you to analyse a carpet.

Here is exactly what to do:

1. First, determine all the problems with the prospect's carpet. Check for unwanted stains including pet stains and other difficult stains. Discuss with them whether or not they can be removed. If they are able to be removed, explain how that will occur.

2. Calculate the wear age of the prospect's carpet. The carpet may be 10 years old, but only have a wear age of 2 years. On the other hand, the carpet may only be 2 years old but has a wear age of 10. Explain how long it will be before new carpet will be necessary and give them a "prescription" to make her carpet last as long as possible.

You know carpets. You'll be able to tell how the carpet has been treated by looking at it and the information the prospect provides. Give them your best guesstimate as to how long it will last if the carpet continues to get the same care.

3. Determine if your prospect's carpet is in good health. Explain that the carpet's health can affect the health of the family. Just like dirt is tracked in from the outside, things like car exhaust, cigarette smoke, asphalt, chemicals, dust, germs, pollens, tar, soot, and many others. These pollutants get lodged into the carpets.

Clean carpets reduce indoor air pollution

It is true that indoor air is, in fact, more polluted than outside air. The main reason is because indoor air is trapped inside. It rarely gets completely replaced. On the other hand, outdoor air is moving constantly and blows away being replaced with cleaner air.

Trapped indoor air gets pollutants in it from the carpets. They are dragged in and lodge in the carpet. Then when people walk on the carpet, the pollutants get re-dispersed into the air and those living in the home breathe them in. Over and over. That's how indoor air gets more polluted than the air outside. It's a vicious cycle.

However, cleaning the carpets thoroughly on a regular basis gets rid of the pollutants in the carpet and make for much cleaner air to breathe inside.

4. Test your prospect's traffic areas. Because traffic areas are the main spots that get walked on the most, they usually look more worn and dirtier. Explain how you can make even those heavy high traffic areas look as good as the rest of her carpet or very close to it.

5. After analyzing the carpet, provide your prospect with the complete written report of the condition of the carpet. Discuss with the prospect what the carpet needs. If it needs any of the services you provide, you can choose to give her a quote for how much it would cost and how long it would take to do the work. It's good to give your prospect this information before you leave the house. You don't want to have them waiting to get the quote. And, they might be ready to get on the schedule.

Remember ... all of this is **FREE** and there is **NO OBLIGATION**. And that's why people are willing to get it done.

Just a little note of terminology that will be a huge help when doing these visits.

Don't give estimates, give a Free Carpet Inspection. Then explain what that is.

This works beautifully. Prospects become much more interested and place much more value on the Carpet Cleaning Inspection than they do the "estimate".

Personally, I think the word estimate implies you aren't exactly sure how much the job will cost them. It may be higher or may be lower. A "quote" however, is precise. It's the exact amount they can expect to pay for the service you will provide.

Prospects who receive the Free Carpet Cleaning Inspection are much more likely to become repeat clients. After the inspection, they understand the importance of cleaning their carpets on a regular basis.

Carpet Cleaning Inspection Form

CLIENT NAME: _____

INSPECTION DATE: ____/____/____

SERVICE ADDRESS: _____ POST CODE: _____

CLIENT PHONE: _____ REFERRAL SOURCE: _____

CLIENT EMAIL: _____

CARPET MAINTENANCE HISTORY

CARPET AGE: _____ CARPET COLOUR: _____

WALK OFF MATS? ☐ YES ☐ NO

VACUUM FREQUENCY ☐ WEEKLY ☐ MONTH LY

TYPE OF VACUUM CLEANER: _____ DOES THE VACUUM CLEANER HAVE A ROLLER BRUSH ☐ YES ☐ NO

GENERAL CONDITION ☐ POOR ☐ AVERAGE ☐ GOOD ☐ EXCELLENT

BAGS/ CANISTER FULLNESS (empty) 1 2 3 4 5 6 7 8 9 10 (full)

LAST CLEANING? _____

WHAT METHOD? _____

HOW OFTEN? _____

WAS PROTECTION RE-APPLIED ☐ YES ☐ NO

CARPET USAGE

NUMBER OF OCCUPANTS: ADULTS _____ CHILDREN _____ PETS _____ SMOKERS _____

SOIL LEVEL: ☐ LIGHT ☐ MEDIUM ☐ HEAVY

IS CARPET MATTED? (none) 1 2 3 4 5 (extreme)

INSTALATION PROBLEMS? ☐ YES ☐ NONE NOTICED

ARE TRAFFIC AREAS WORN? ☐ LIGHT ☐ MEDIUM ☐ HEAVY

CAUSED BY: ☐ SOIL ☐ WEAR ☐ BOTH

CONDITION OF CARPET: ☐ POOR ☐ AVERAGE ☐ GOOD ☐ EXCELLENT

TYPE OF FIBRE: ☐ SYNTHETIC ☐ WOOL

NOTES:

CURRENT CONCERNS:

PET STAINS: _____ RUST STAINS: _____ DYES: _____ OIL: _____ BLEACH: _____

PAINT: _____ WOOD STAIN: _____ MAKE-UP: _____ COLOUR LOSS: _____

FOOD & DRINK: _____ UNKNOWN: _____

LIKELIHOOD OF PERMANENT DAMAGE: 1 2 3 4 5 6 7 8 9 10

	MEASUREMENTS	AREA SM
LIVING ROOM	_____ X _____	= _____
DINING ROOM	_____ X _____	= _____
FAMILY ROOM	_____ X _____	= _____
HALLWAY	_____ X _____	= _____
HALLWAY	_____ X _____	= _____
KITCHEN	_____ X _____	= _____
MASTER BEDROOM	_____ X _____	= _____
BEDROOM	_____ X _____	= _____
BEDROOM	_____ X _____	= _____
BEDROOM	_____ X _____	= _____
OFFICE	_____ X _____	= _____
STAIRS: _____	X \$ _____	EA=\$ _____
STAIRS: _____	X \$ _____	EA=\$ _____
TOTAL SQUARE METRES: _____		

TOTAL CARPET CLEANING INVESTMENT= \$ _____

ADDITIONAL QUESTIONS & COMMENTS:

PREScribed TREATMENT:

MARKETING CAMPAIGN CHECKLIST

Marketing To Do List

- ☐ 24-Hr Free recorded message
- ☐ Consumer awareness guide
- ☐ Yellow pages ad
- ☐ Newspaper ad
- ☐ The pink flyer
- ☐ Testimonial client eavesdrop line
- ☐ Healthy home client newsletter
- ☐ 3-Sequence "I miss you" letter
- ☐ Reminder card
- ☐ No-brainer maintenance program
- ☐ Voice blasts scripts from ART

Marketing To Do List: Direct Mail

- ☐ Hand address envelope
- ☐ "Live" stamp
- ☐ Text written first person (me to you)
- ☐ Hand deliver mailing
- ☐ Cross reference directory to get lists
- ☐ 3-sequencing of letters
- ☐ Include photos and or grabbers
- ☐ "Urgent" – "You've got to read what's inside..."
- ☐ Title company lists of 2nd year homes
- ☐ Track response, continue if it break even or better
- ☐ Mailing lists (target specific neighborhoods)
- ☐ House list (repeat business costs you less than to get "new" business)

Freebies to Leave

- ☐ Free bottle of spotter
- ☐ Memo board
- ☐ Baggie with "Found this while we were cleaning"
- ☐ Candy or dog treats
- ☐ Fridge magnet (emergency prep, water damage contact, etc.)
- ☐ Written consumer awareness booklet
- ☐ About or service booklet
- ☐ Water damage contact number, sticker on water heater, water shut off, washer, phone book cover
- ☐ Client folders (educational content about your company)

Grabbers & Ideas That Get Attention

- ☐ 5x9 envelope "You've got to see what's inside"
- ☐ Message in a bottle
- ☐ Fortune cookie
- ☐ One shoe (reserve the other for the meeting)
- ☐ Website auto responder lead generation
- ☐ Improve local Google search engine optimisation
- ☐ Joint venture and endorsement letters
- ☐ Postcards, door hangers, letters and campaigns
- ☐ Free reports – via direct mail online

Grabbers & Ideas That Get Attention

- ☐ Trade show package
- ☐ Referral reward program
- ☐ Real estate agent & broker campaign
- ☐ Insurance adjusters & agent campaigns
- ☐ Client council strategy & appreciation events
- ☐ Back issues of the Money Map & Call in Days
- ☐ Post it note
- ☐ Band-Aids
- ☐ Money
- ☐ Nuts
- ☐ Lottery tickets
- ☐ Key

Database Management

- ☐ Computerise your customer list
- ☐ Use social media for new contacts (Facebook, Twitter, LinkedIn)
- ☐ Cleanse list regularly
- ☐ Use 1st class stamps to update addresses and remove bad ones
- ☐ Categorise your clients (identify your top 20%)
- ☐ Fire your bad clients
- ☐ Collect all email addresses

Ad Headlines: Format

- ☐ Headline in upper and lower case
- ☐ Times Roman font or other easy-to-read font
- ☐ Use your USP
- ☐ Design around "So what? What's in it for me?"
- ☐ Call to action – create urgency

An Effective Ad

- ☐ Include a high resolution, close-up image of a person
- ☐ Use testimonials & social proof
- ☐ Use a compelling headline and strong USP (unique selling proposition)
- ☐ Include an obvious call to action – what do you want them to do after reading your ad?
- ☐ Include a colour coupon with graphics and images
- ☐ Add your guarantee to alleviate buyers' concerns
- ☐ Disturb – give damaging admission
- ☐ Picture of technician, person selling to babies, dust mites
- ☐ Advertorial – make it look like an article
- ☐ Use simple language, so a 10-year-old can read and understand
- ☐ Joe Sugaman's "Triggers"

MARKETING CAMPAIGN CHECKLIST

Phone Conversations & Conversion Tools

- ☐ Use a personalised voice recording - not a 10-second voice-to-text service
- ☐ Setup call forwarding to your mobile phone to ensure calls are always answered
- ☐ Give clients a confirmation call 24 hours ahead of appointments
- ☐ Give clients a thank you call and request service feedback the day after appointments
- ☐ Prepare a script for clients' voice message: "Sorry we missed you, just calling to follow up on our service"
- ☐ Ask for referrals and testimonials by offering incentives
- ☐ Train admin/office staff on FAQs and technical questions
- ☐ Practice overcoming objections and persuasions on calls

Follow up

- ☐ Send handwritten thank you card
- ☐ Request referrals using reward program
- ☐ Send client your testimonial form
- ☐ Give post-clean instructions training client on maintenance
- ☐ Add client to email database for post-clean e-newsletters
- ☐ Send client monthly e-newsletter with tips, offers, business news, product releases etc
- ☐ Periodically send client post cards promoting special offers

Location Marketing

- ☐ Add signage to your van with a clearly visible phone number
- ☐ 7-Arounds with "Neighbour Just Came Clean" offer
- ☐ Place a sandwich board out the front of client houses during service with flyers
- ☐ Door-knock neighborhood and see if any neighbours need cleaning services

Cleaning Inspection

- ☐ Inspection always outperform an estimate
- ☐ Profile house and keep on file for future work
- ☐ ID fiber type
- ☐ Use doormats and shoe covers to demonstrate diligence and care
- ☐ Let us show you concerns - use stickers to mark
- ☐ Use gloves to handle furniture
- ☐ Answer questions and educate clients
- ☐ Protectants: explain, show, test
- ☐ Look at client's vacuum
- ☐ Explain benefits of cleaning for health reasons
- ☐ Mention the other services you offer

Prospect Follow Up

- ☐ "Haven't heard from you" letter
- ☐ Use an irresistible offer
- ☐ Lost prospect questionnaire

Referrals

- ☐ \$10 cash for every referral in the form of \$10 notes or department store gift cards
- ☐ Give clients plastic gift cards from your business to give to friends as gifts (\$50 value)
- ☐ Give clients free room certificates to give to friends
- ☐ Thank clients who refer you in your newsletter and surprise them by sending a small token of your appreciation
- ☐ Referral contest - offer a raffle ticket for every referral and offer a big prize

Newsletters: Letters to Database

- ☐ Send email newsletters 12 - 20 times per year
- ☐ Always make an offer in your newsletter
- ☐ Include pictures and relevant images
- ☐ Provide information that educates, inspires, informs and entertains clients
- ☐ Pitch promos, tradeshow and competitions

Consumer Awareness Message

- ☐ Free recorded message
- ☐ Voice mail
- ☐ Give phone number
- ☐ Print response report
- ☐ Convert non-caller with mailing

Presentation Materials

- ☐ Certifications
- ☐ Staff pictures
- ☐ Before & after pictures of work
- ☐ Technical Bulletins
- ☐ Show work process
- ☐ Testimonials
- ☐ Compare systems, show pictures, show equipment, types and investments
- ☐ Package selling, constant clean program, no-brainer program
- ☐ Use digital photo frame to show before/after shots while you are measuring
- ☐ Use consumer awareness video in home or online

Business Card

- ☐ Tent card format
- ☐ Consumer awareness line
- ☐ Include phone numbers, email & website
- ☐ Menu card format with cleaning packages
- ☐ List your services