

Marketing Strategy 64: Thank You Letters

Let me ask you a question...

When was the last time you received a thank you letter from a company you did business with?

It's sad that we live in a time where doing something so simple can give you a competitive advantage... but here we are.

In today's lesson, I want to talk to you about thank you letters... and how for less than a dollar you can create a loyal trusting client who will send you referral business over and over again.

TODAY'S TASK: Implementing thank you letters

1. Leave a thank you card right after service, in the client's home. But you are going to go beyond this...

2. Send a thank you letter to the client one day after the job. You can use the template below on paper with your company letterhead.

[DATE]

Dear [Client name],

My name is [Your Name] from [Your Company] and I wanted to take a moment to thank you. We cleaned your carpets a few days ago.

As you probably know, cleaning your carpets every 6 to 12 months has a number of benefits like:

- You save money because you don't have to replace your carpet as often.
- It reduces indoor air pollution like the dirt and chemicals that you track in from the outside.
- Normally, these harmful substances would get redistributed into the air you and your family breathe.

Well, now you have great looking carpets and cleaner air. I appreciate your business, thank you.

If you have any questions or concerns, please call me immediately at [PHONE NUMBER]. I will take care of it right away.

Thank you again,

[Your name]

[Your company name]

[Website]

P.S. I've also enclosed some information about our client dinner, referral program, and our other services.

