

# Step-by-Step Guide to EDDM



By

HitMan  
Advertising



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You are responsible for your own advertising in your business.

# **“A NEW Kick-Butt Direct Mail Service That Will Make You Lots of Money.”**

**...Be the top cleaner or service company in any neighborhood.**

**...Send only to the best neighborhoods.**

**...The cost is as little as \$.16.5 per house**

“Nothing has excited me more in the past couple years than this. If you enjoy servicing clients in select neighborhoods or areas of town, you **MUST** look into this right away as time is of the essence.” -John Braun

**90% of your competitors have no idea how to do EDDM!**

I'll reveal how to use this direct mail service that allows you to send to EVERY home and business in your area for as little as \$.16.5 a piece. It's the best thing I've ever seen for targeting neighborhoods!

To find out how it works, I've created this **FREE** report for you. I suggest you **devour this report right now**. It'll only take a few minutes and will head you off in the right direction in advertising to your ideal prospect.

It's called “Every Door Direct Mail” (aka EDDM).

**You'll get killer EDDM postcard templates, training, and HELP getting EDDM done in my Ad Coaching Club. See details:**

**[www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)**

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)

# When to Use EDDM vs Standard Mail?

This report is all about EDDM. But lately we've done a lot of mailing to homes and businesses through standard or bulk mail. Know the difference.

When you use EDDM, you need to mail to the ENTIRE mail route. See and pick the mail routes here <https://eddm.usps.com/eddm>

## **Are you sending to a mail route with apartments or homes you want to leave out?**

If yes, use standard or bulk mail instead of EDDM.

## **Are you mailing to commercial?**

If yes, use standard or bulk mail instead of EDDM.

EDDM is cheaper per home than standard or bulk mail. But if you want to NOT mail to some of the homes or apartments on the mail route, it's best to use our mail house where they can pull a list for you. This way, you'll only mail to homes with a certain value or household income. If you want, you could mail to specific demographics like pet owners or parents.

The cost for EDDM is currently 16.5 to 19.2 cents per home. The cost for bulk rate mail is around 29 cents per home, plus another 1 - 2 cents per home for the mailing list.

## **Targeting your ideal client**

If your chosen mail route includes all the homes you want to target, use EDDM.

But if your chosen mail route includes apartments or homes NOT in your target market, use our mail house. This way, you'll only mail to the homes you want to target. It'll cost more per home, but it's the best target.

Yes, we have options for mailing both standard mail and EDDM postcards entirely for you. Inquire about the done for you mailing options.

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)



# What is Neighborhood Marketing All About?

This is a new service brought to you by the folks at the United States Postal Service. In Canada, you can be part of a similar program called Precision Targeter. And in the U.K., there are also similar mail programs.

## Here's the secret...

All else being equal, homeowners and small businesses would rather choose a service company who is based within a few miles of where they are located. Why?

- 1. They feel you can service them faster**
- 2. They feel you may service them better**
- 3. They feel something of an obligation to use the "local" guy**

It's true. Don't you prefer to use services near your home or office? Even if the service comes to you, you'd rather do business with someone close.

What if you don't live near an area you want to service? No problem! I've taught hundreds of cleaning companies to use the "local" advantage even if they were based in a city 50 miles away.

You can be the "Neighborhood Service Company" without being physically located in or near their actual neighborhood.

How can you still claim the local advantage if you aren't located near your ideal prospect? I'll admit, it takes a tiny bit more work in this case. But the benefits are well worth it.

It requires proving to your prospect that you are the "Neighborhood Cleaner" or service company of choice. A well planned EDDM campaign can do this for you.

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# Using Every Door Direct Mail

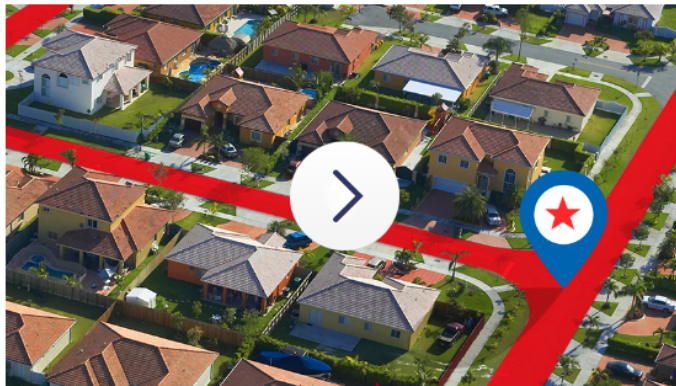
## What is EDDM?

USPS® Every Door Direct Mail® (EDDM®) is an affordable targeted advertising technique that lets you map your marketing mail audience by age, income, or household size<sup>2</sup>. You can use the EDDM mapping tool to choose the ZIP Code™ and carrier route that will target your best possible customers—current and future. The EDDM mapping tool is easy to use and discounts are available even for small businesses.

**Price – USPS Marketing Mail™ Flats up to 3.3 oz**  
EDDM Retail® USPS Marketing Flats \$0.177 per piece  
EDDM BMEU USPS Marketing Mail at \$0.156 per piece

EDDM Mapping Tool

## Advertise with EDDM - Video



EDDM Mail Marketing Transcript (TXT | 4KB)

## What is “Every Door Direct Mail” (aka EDDM)?

First, I usually shy away from complicated marketing plans. And I especially avoid recommending complicated stuff to my clients. But EDDM is easy.

Every Door Direct Mail enables you to extend your customer reach via saturation mail without the need for mailing lists, permits, and the associated fees. With Every Door Direct Mail, you create a saturation mailing without applying individual names and addresses to each mail piece.

## How Easy is EDDM?

All you need to do is print the correct size postcard (see page 8). Stack the postcards in stacks of 100 and place a rubber band around each stack. Place an EDDM cover sheet on each stack. But if you have a bulk mail permit, you can often skip the stacking step and just put one cover sheet in for each mail route. Bring the cards to the Post Office and you’re done!

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)

# Step-by-Step EDDM Mailing:

Note: Get help with your campaign and EDDM postcards designed by contacting Hitman Advertising.

1. Go right here to get started  
<https://eddm.usps.com/eddm>

2. Pick the mail routes you want to mail to (best to choose high-end neighborhoods).

3. Click “Next” and sign in or register an account if you don’t have one.

4. Pick the date you will drop the mailers off and click “Post Office Drop-Offs” to see which post office you should drop the mailers off at.

5. You’ll get a total price for the mailing and be able to pay online (online payment is easier).

6. After payment is made or you click to “Pay at post office”, you need to download your mailing statement AND facing slips.

7. Put one “Facing Slip” that you printed out on each stack of 100 postcards and place rubber bands around each stack.

8. Take your EDDM mailers to the proper post office (as shown in step 4).

9. That’s it! It’s that easy. \* If you hold a bulk mail permit, read page 10.

**EDDM is EASY**

**Design it.**  
Must be at least 6.25”x8” and up to 12”x15” in dimension

**Print it.**  
Add proper address and EDDM insignia before printing

**Stack it.**  
Put rubber bands on each stack of 100

**Mail it.**  
Pick the mail routes to send it to on USPS.com then take them to your local post office

The graphic includes a sample postcard with the following text:  
Since You're Our Special Neighbor, You Get \$25 Off Your Next Cleaning  
Dear Friend and Neighbor,  
Hi! My name is [Name], and I'm located right around the corner from you at 1116 Olive Road.  
Because you are our special neighbor, I wanted to send you this special offer for \$25 off your next cleaning. Oh, and you can now get window cleaning included in your final invoice. And when you call now, you'll get \$25 off window cleaning and any other cleaning service you like.  
So that's why I'm coming up with this offer. Just call us now for any cleaning over \$100 and get \$25 off. (see details below)  
**\$25 off your next cleaning**  
Call 474-1133 now!  
Residential Customer  
Pensacola, FL 32514

The graphic also shows a stack of postcards with rubber bands and a USPS logo.

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)



## What are the Benefits of EDDM?

EDDM is one of the easiest advertising media I've used. And it requires no special permit if you are mailing less than 5,000 pieces per day.

### You can use Every Door Direct Mail to:

- **Target a location without an address list**
- **Send out local mailings or national campaigns**
- **Build more traffic**
- **Find new customers**
- **Increase revenue**
- **Reduce mail preparation costs**

When you register for EDDM, you get access to an online tool that helps you choose mailing routes by neighborhood, ZIP Code™, city, or a target area around your business.

The tool even identifies the number of active households and businesses in your chosen areas to estimate postage. The tool also generates and prints the appropriate documentation to take with your mailing to the Post Office.

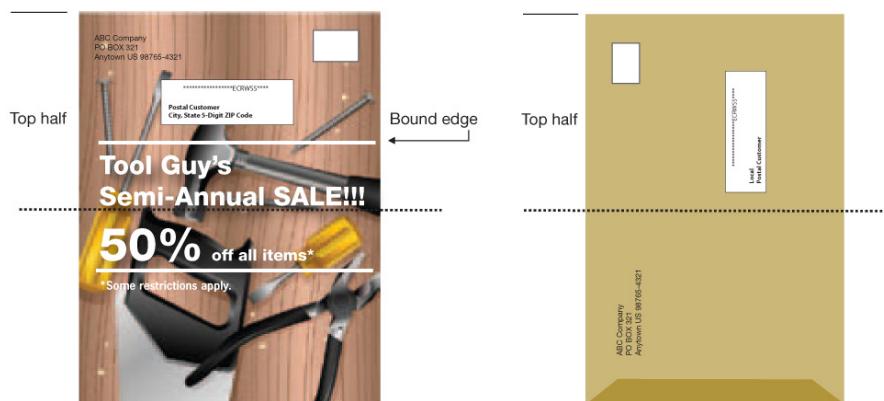
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# What are your EDDM mailing options?

For most companies just starting, you'll want to use the Every Door Direct Mail Retail. This covers 5,000 pieces of mail or less and a weight of 3.3 ounces or less. This Retail option is FREE and requires no permit.

You'll need to mail at least 200 pieces. The cost will be 19.2 cents per mailer.

Here are the requirements according to the USPS.



## EDDM mailpieces must be done with these guidelines:

Rectangular with four square corners or finished corners that do not exceed a radius of 1/8-inch. (A square is considered a rectangle.)

Be one of the following: more than 11 1/2 inches in length OR more than 6 1/8 inches in height OR more than 1/4-inch thick.

Cannot be more than 15 inches in length OR 12 inches in height OR 3/4-inch thick. **Common sizes are 6.5 x 9, 6 x 11, 8 x 11, or 9 x 12 inches (Yes, HUGE).**

Note: To be considered a flat, a mailpiece must exceed only one of the letter dimension maximums but be within all of the flat maximums, otherwise it is a parcel. For more information, see DMM® 601.1, Mailability: General Standards, and DMM 301.1, Commercial Flats: Physical Standards for Flats.

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)

However, if you need to send more than 5,000 pieces per day, there is a program for Every Door Direct Mail Business Mail Entry Unit (BMEU). It does have a yearly fee for use of this service. But most small business will find the FREE EDDM Retail service will suit their needs. However, if you choose to get a mail permit for around \$200 per year, you can mail your EDDM pieces for 16.4 cents postage per home.

Just like bulk mail, you'll need to put a statement such as shown below on your postcard. But you do NOT need to pay a yearly fee.

PRSRT STD ECRWSS US Postage PAID EDDM RETAIL
--

Residential Customer  
Springfield, MO

\* If you do hold a bulk mail permit, use the addressing on the next page. Also, we can now do your EDDM prep and mailing for you in my Ad Club.

## **What is the best advertising a cleaning biz can do?**

I've always found Internet marketing and direct mail to be the top advertising return for cleaning businesses and other home service businesses. And now, Every Door Direct Mail makes direct mail cheaper and better. You really should try it out.

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)



## Doing Lots of EDDM Mailing? Get Bulk Permit

Now you can use your bulk mail permit to save about 1 cent per mailer if you have a bulk mail permit. This is the key to mail for just 16.4 cents per mailer.

As of 2021, the price for EDDM went to 19.2 cents per mailer for non-bulk mail permit holders. But if you have a bulk mail permit to mail to your clients, you can use the permit to save a little on EDDM.

Funny thing is you'll get different rules depending on which postal service rep you speak with. So my advice is to read the reference guide carefully. And then go down to your local bulk mail office and ask them about what you are wanting to mail.

The reference guide is located over at

<https://www.usps.com/business/every-door-direct-mail.htm>

Also, know that there is slightly different wording you'll need on your EDDM piece when you mail with your bulk mail permit (see right).

Once you have your bulk mail permit, you should be able to mail for about one cent less per mailer. Also, some bulk mail offices may not require you to stack your cards in stacks of 100 postcards with rubber bands around the stack.

### Acceptable Every Door Direct Mail label options for entry at Business Mail Entry Units (BMEU)

\*\*\*\*\*ECRWSEDDM\*\*\*\*  
Postal Customer  
City, State 5-Digit ZIP Code

\*\*\*\*\*ECRWSEDDM\*\*\*\*  
Residential Customer  
City, State 5-Digit ZIP Code

\*\*\*\*\*ECRWSEDDM\*\*\*\*  
PO Box Holder  
City, State 5-Digit ZIP Code

PRSRT STD  
ECRWSS  
U.S. POSTAGE  
PAID  
CITY, STATE  
PERMIT NO.

### Permit Indicia example

All mailpieces must contain ECRWSS in the address area or within or below the Permit Indicia.

To mail with your permit, log in at <https://reg.usps.com/register>

Follow the same guidelines on page six to prepare your mailing. Then take your mail to your bulk mail, business mail office where your permit is held.

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)

## How do you get the most from EDDM?

With any advertising you do, choosing the right media is important, but not everything. You can have two ads in the same media and one ad can do exceedingly well while the other **ad does horrible**.

### **IT'S THE MESSAGE THAT'S MOST IMPORTANT.**

You can get a series of professional Every Door Direct Mail postcards created personally by me that have been proven to get killer returns. All you need to do is sign up for my Advertising Coaching Club. Over the next coming weeks, it's the only place where you get can proven EDDM postcards specifically for cleaning and restoration companies.

Every Door Direct Mail is the thing that can take your business way ahead of your competition. Are you going to jump on this now or allow your competitors to use it?

Get proven EDDM postcards **ready to use NOW** in my Ad Coaching Club by seeing the link below.

<http://www.Hitmanadvertising.com/adcoaching>

**PLUS, we'll design the postcards for you and help you get them mailed out to your best neighborhoods!**

**Thanks for reading this report! I hope you jump on this now and take full advantage of this effective way to advertise.**

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)



# Here are Some Samples of EDDM Postcards You Will Get in My Advertising Coaching Club

## ...Plus You'll Get Help Getting Your Campaign Done the RIGHT Way!

**Just For Northcrest Hills Neighbors...**

Here are  
**3 FREE Gifts**  
Just for YOU!

**FREE Gift #1**  
 FREE 100 square feet of **carpet cleaning** (up to \$34 value) that rinses and extracts for maximum soil removal while leaving your fibers clean and dry within just a few hours.

**FREE Gift #2**  
 FREE 50 square feet of **tile and grout or vinyl floor cleaning** (up to \$50 value) that leaves your floors sparkling clean.

**FREE Gift #3**  
 FREE 12-ounce bottle of our **professional spot remover** (\$10 value) to help you remove spots between professional cleaning. Our clients love this stuff. Plus, stop by our office at 1116 Olive Road any time for a FREE refill.

Just call to book any cleaning job in your home, big or small, within the next 10 days and you get these 3 FREE GIFTS valued at \$94.

This offer is not valid with any other offers and some exclusions may apply.

Why would I give you all this? It's simple. You're our neighbor, so I wanted to give you something special so we can get to know each other. Call us today!

Call now to take advantage of this offer to make your home sparkling clean.

See more about our cleaning system at our website: [www.Yourwebsite.com](http://www.Yourwebsite.com)

**PREMIUM Carpet Care**  
474-1133



Local Postal Customer  
Pensacola, FL

PRSRT STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

**I'm Giving Away 3 FREE Gifts to Our Neighbors in Northcrest Hills Neighborhood**  
Response required within 10 days

Dear Neighbor,

Since you live in a neighborhood near us, I want to give you a special gift to try our services. So I want to give you 3 FREE gifts just for trying us out.

In case you don't know me, I'm John Braun- owner Premium Carpet Care. We've serviced your Northcrest neighbors for the past 20 years with a higher standard than your average cleaner.

In fact, we promise you'll get the cleanest carpet, tile, area rug, and upholstery in Pensacola. We even back our services with a 100% GUARANTEE: **"If you're not happy, it's FREE."** Plus, you get a **NO SPOTS RETURNING** guarantee. If any spots return within 60 days after cleaning, we'll come back at no charge.

Since we're around your neighborhood a lot, I wanted to give you these 3 FREE Gifts just for calling us for any cleaning job, big or small. Just call and tell us you received this flyer. And when we come out to do any minimum cleaning for you, in addition, you'll get these 3 Gifts valued at \$94 for FREE.

Until later,

*John Braun*

P.S. Hurry, this offer with your 3 FREE Gifts expires 10 days from today. Just call us at 474-1133 now.

**\$94 in FREE Cleaning!**  
(see details on the other side)

  
John Braun, owner  
Master Cleaning Tech

**PREMIUM Carpet Care**  
474-1133

This new postcard campaign got my company a **12-to-1 return** or greater, in high-end neighborhoods, nearly every time it's been run.

These are 8x10 inch postcards created and ready for you to send off to your printer. We even create one of these templates ready to send to one of our favorite online printers that we recommend to you. All you need to do is pop in your logo, address and phone number and it's set to go. Or we'll even pop your logo and contact in for you at no additional charge.

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)

# EDDM Pieces for Carpet Cleaning, Tile Cleaning, Pet Odor Removal, Area Rug Cleaning and More Services to Come

## Pet Stain Removal Guide: Frequently Asked Questions

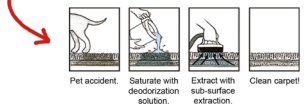
**Can you remove pet urine from carpet or rugs?**  
Absolutely! But you need to act FAST. Pet urine can cause damage to textiles as well as create an unhealthy indoor living environment. If left for months, it may permanently change the dye structure of the fabric and cause the fiber to deteriorate. To prevent permanent staining, clean urine deposits immediately. See below for some emergency tips.

**How can you remove pet stains yourself?**  
You can prevent further damage by doing this first aid treatment. This will solve minor pet problems, but for more severe problems, contact Premium Carpet Care.

- If you have pets, use a wet vacuum!** Don't get a stack of paper towels to mash the urine into the padding. Use a wet vac or a small spot removal machine to suck up any liquid. This will allow the worst of the problem to be sucked up out of the fiber. Only if nothing else is available, use paper towels. But a wet vacuum will be of much more help.
- After you've removed all the liquid you possibly can,** treat the area with a neutral PH spot remover or enzyme. Do NOT use Resolve. You can dilute clear dishwashing liquid at 1-to-10 ratio and use this in a pinch.
- Rinse the spot with plain water.** After you've extracted as much of the pet stain as possible and then treated it with a proper cleaning agent, pour some water over the spot and extract again with your wet vacuum.

Visit us at [www.Carpetcaretips.com](http://www.Carpetcaretips.com)


**How will Premium Carpet Care remove pet stains?**  
You can see the diagram below that shows how we treat your carpet and pad. And then we extract the deodorizer with a special tool using our power truck mounted extraction system.



**What's the BIGGEST mistake?**  
The big mistake is doing nothing. Besides the fact that pet stains are unhealthy, they can eat away the fibers of carpet, rugs, and upholstery. FAST action is required. Use the tips in this guide the next time you have a pet problem.

**Call 474-1133 for a friendly estimate.**

See other side for specials!  
John Braun



## REFURBISH YOUR HARDWOOD FLOOR WITHOUT SANDING AT 1/2 THE COST

100% SATISFACTION GUARANTEED

- Make Your Wood & Laminate Floors Beautiful Again
- Low Dust, No Mess
- Easy and Convenient
- Walk on it in 2 to 4 hours
- Safe For Your Family

**FREE ESTIMATES!**  
▶▶▶ (770) 896-8876



Our Social Media: @TrumanSteemscarpetcleaning

## How Your Pet Odors and Stains are Removed

Your pet stain and odor problems will be eliminated with our professional system. Your home will smell fresh and clean. First, we'll use a urine detector to pinpoint the exact areas.

Next we'll treat the areas with our all-natural enzymes. For severe spots, we have a tool that pulls urine out of your carpet padding. You will save money and avoid costly replacement.

**Who Else Wants Fresh Carpet, Rugs & Upholstery?**  
Your carpet and rugs are cleaned by a company with one of the best reputations in town. Call us for a list of references.

See [CarpetCareTips.com](http://CarpetCareTips.com) for more information on how we'll make your carpet, rugs, and upholstery look and smell beautiful.

**FREE Deodorizer**  
Book an appointment **RIGHT NOW** and get \$25 in FREE Deodorizer. Do it now because the longer you wait, the more damage will be done to your carpet.

**Area Rug Specialty Cleaning**  
You can drop off your area rugs or call for pick-up and delivery. Any wool, silk, cotton, nylon, rayon, or polypropylene rug can be cleaned at our shop at 1116 Olive Road.

Hurry, offer expires 7/31/xx so call for a friendly estimate now!  
**474-1133**

Don't have pets? Give this card to a friend who does!

1116 E. Olive Road  
Pensacola, FL 32514

PRSR STD  
ECRWSS  
US Postage  
PAID  
EDDM RETAIL

Residential Customer  
Pensacola, FL

**FREE Deodorizer**  
Book any in-home cleaning appointment or area rug cleaning at our rug shop and get \$25 in FREE deodorizer. Not valid with other offers. Normal minimum charges apply.

You must present this coupon at the time of cleaning and call before July 31, 20xx

Call **474-1133** now.

(Left) Rinsing your carpet and pad with the water claw extractor. This is often the only way to remove urine without replacing your carpet and pad.




## GUARANTEED Sanitization Treatment ...In the Toughest Places

Residential Homes    Medical Facilities    Daycare Facilities    Real Estate Agents

Public Vehicles    Athletic Facilities    Auto Dealerships    Mold Remediators

Call us at 777-777-7777    [www.Yourwebsite.com](http://www.Yourwebsite.com)



On the left is a 6.5x9 inch EDM piece. Targeting pet owners is a gold mine for carpet cleaning companies because pet owners tend to get cleaning more often. Plus, they usually spend more than the average client when they purchase deodorizers. On the right are 6x11 inch Hardwood refinishing and deodorization postcards.

Get killer postcards for EDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)



# Also Get Client Postcard/Newsletters to Send Clients and Get MORE Referrals, HIGHER Job Tickets, and MORE Frequent Cleaning!

Get client postcards and mailers designed and mailed for you each month in my coaching club. Sending mail to your clients is by far the TOP way to build a steady cleaning business. You'll get MORE referrals and your clients will call you MORE often.



## Why Hot, Humid Summer Days Activate Odors in Your Carpet, Upholstery and Rugs

Humidity reactivates odors. Drink spills, pet stains, soil from shoes-- they all have odor causing bacteria. They linger in your carpet, rugs, and upholstery until they are rinsed out. Urine problems have alkaline crystals that eventually dry up after several months. But when a humid day kicks in, you'll smell the odor again. The odors can **linger for years**.

What happens when you spill a drink like coffee? Sugars are embedded in the fibers. Tannin and dyes in the drink bond to the fibers as well.

Misting a good spot cleaner on the stain and wiping with an absorbent cloth helps. But the stain REALLY needs to be rinsed.

I suggest you purchase a small Bissell type spot machine available at most department stores. But remember, the smaller the machine, the more likely you are to get it out when a spill occurs. Huge bulky machines tend to sit in the closet. Get something that's light and easy to use.

If it's a spill, first extract all the liquid from the carpet. Then, mist on a quality spot remover. Call our office if you need recommendations for good spotters. Last, rinse the area with pure water from your small spot removal machine. That's it!

Just remember to **act fast**. The tips above can save you from ugly permanent stains.

Of course, carpet and rug makers still recommend a yearly cleaning. The cleaning will **completely** rinse those spots and odors out.

And for severe odor and pet problems, call us **right away**. We employ the best cleaning agents to neutralize odors. We even have a tool that can pull pet urine or drink spills from your carpet padding.

Call us at 474-1133 for questions or visit [www.CarpetCareTips.com](http://www.CarpetCareTips.com)



Get! Spot Flush FREE

Some pet stains and drink spills return over time when they are embedded in the padding. We can flush the spot out with our water claw padding extractor. Call in the next two weeks and get one spot flush FREE (\$20 value)

[www.CarpetCareTips.com](http://www.CarpetCareTips.com)

## 3 Reasons to Get Your Carpet Cleaned

### 1. Your home will look beautiful.

You can keep an environment your family and friends will enjoy being in. Your carpet strongly reflects your entire home. Half of the first impression is based on the appearance of your carpet and floors. Stain-free carpet leaves a great first impression.

### 2. You'll save money by your carpet lasting longer.

Maintenance is always cheaper than replacement. Carpet and rug manufacturers recommend professional cleaning at least every 12 months. In fact, many carpet warranties demand professional cleaning at least every 24 months or your warranty is void. Proper cleaning helps carpet last much longer.

### 3. You'll have a healthier home.

The EPA (Environment Protection Agency) recommends homes with children or pets have carpet cleaned every 6-12 months. Proper cleaning actually improves the health of your home by removing pollens, mold spores, dander, pollutants, and soils.



See other side for spring specials!

## 5 MYTHS

That Are Deadly to Your Tile & Grout

**MYTH #1** **Your grout was sealed when it was installed.** Usually not. Most tile installers don't bother to seal the grout after installation because it can't be sealed for 72 hours. This leaves your grout totally unprotected, and that's why it gets dirty so fast. Professional sealers are best to apply 72 hours after installation or after the grout is thoroughly cleaned.

**MYTH #2** **Mopping alone will keep your tile and grout looking good.** No. When you mop, dirt falls into the grout crevices. For frequent maintenance, an extraction machine or manual brush scrubbing will help maintain the grout. Additionally, your grout should be deep cleaned by a professional, high-flow extraction system every couple of years.

**MYTH #3** **Ugly grout can be painted to look good again.** NO WAY! Never paint your grout. Paint quickly starts to chip from the surface and turns ugly. A professional recoloring process uses a dye that penetrates into the grout, which gives a permanent cure to turn your grout any color and make it beautiful again.

**MYTH #4** **Bleach or vinegar is the best way to clean tile and grout.** Absolutely not. First, bleach can degrade any sealers on your grout. Secondly, bleach isn't really a cleaning agent. It's a disinfectant and color removal agent, so it may hurt your tile and items around your tile. Using a neutral PH cleaner made for tile is safest.

**MYTH #5** **Waxing your tile will make it look beautiful.** Only temporarily. When the wax starts to get old, it gets dirty and turns into a maintenance nightmare. NEVER wax any tile, marble, granite, or terrazzo floor.

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)



# And Water Damage Restoration EDDM Postcards...All This and MORE

## 4 Emergency Water Damage Steps to Take Right NOW!

- 1. YOUR ENTIRE HOME IS AT RISK!**  
Moisture will not only destroy carpet. It absorbs into drywall, studs, baseboards and cabinets and will continue to do damage until professional mitigation has taken place to stop more damage.
- 2. TAKE IMMEDIATE ACTION!**  
The longer you wait, the more damage will be done. In some cases, failure to take immediate action after a water damage loss could limit your insurance coverage. Call a professional right away! Water inside your home is an emergency.
- 3. PREVENT MOLD!**  
Professional drying equipment can be used to dry your home or office building. Powerful extraction equipment and commercial dehumidifiers are used to pull moisture out of your walls and structure. If your home isn't properly dried, mold will return.
- 2. INSURANCE COMPANY BILLING!**  
Your insurance company typically wants you to call a professional water restoration company to STOP further damage. Call Premium Restoration now for 24 hour / 7 days a week emergency service at 850-474-1133

Pictured right is mold growing behind a baseboard. This, as well as mold growing inside a wall, is very common when a water problem isn't properly dried.

**What's the BIGGEST mistake?**  
The big mistake is doing nothing. Overlooked moisture problems are the cause of all types of indoor mold. At bare minimum, call for a moisture evaluation to see where you have moisture.

**Call 474-1133 for FAST response.**

See other side for offers!  
John Braun

Visit us at [www.WaterDamageinPensacola.com](http://www.WaterDamageinPensacola.com)




Targeting key neighborhoods with educational information before or immediately after high rains, hurricanes, or deep freezing is always a great idea.

## 24 Hour / 365 Days Water Restoration

Moisture in your home cannot be put off until later. It's imperative that you take care of the problem now!

Here's what we'll do to minimize damage and prevent mold.

1. First, you get a **full moisture inspection** with professional meters to determine where moisture may be hiding within your walls. This is the most common place for mold.
2. Your **carpet, rugs, and floors** are extracted with truck mounted equipment to remove as much moisture as possible.
3. Professional **drying equipment** is used to pull the rest of the moisture out of your drywall, baseboards, and cabinets.
4. Your home will be **back to normal** as quick as possible.

For more emergency tips see: [www.Premiumrestoration.com](http://www.Premiumrestoration.com)  
Call us today to minimize water damage and prevent mold from taking over your home.

Hurry! The sooner you call, the quicker we can help you.  
You'll get an honest evaluation of what needs to be done.

**Call 474-1133**

*No water damage? Give this card to a friend who does!*

**Moisture Inspection: Save \$50**  
The first thing we'll do is a moisture inspection with professional moisture meters. This will help us determine the extent of moisture that can't be seen behind your walls.  
You must present this coupon at time of inspection and call us within the next 3 days.

**MOLD** The goal is to STOP further damage and limit mold growth. Your home will be back to normal quickly.

1116 E. Olive Road  
Pensacola, FL 32514

PRSRST STD  
ECRWSS  
US Postage  
PAID  
EDDM RETAIL

Residential Customer  
Pensacola, FL





## 7 Water Damage Questions & Answers

- 1. If my carpet and pad is wet, is it ruined?**  
In some cases, your carpet and pad is restorable IF the water was clean and has been in the carpet for less than 24 hours. Repairs can often be done to the carpet if necessary to restore the carpet as it was before the flood. In most cases your home will be dry in 2 - 4 days.
- 2. What will happen if I try to dry my home out myself with a shop vac and fans?**  
Without the proper experience and equipment, the flooded area could take days, weeks, or months to dry. The water begins to wick up into the drywall and into the studs inside the wall. This makes a perfect environment for mold and wood destroying organisms to grow. Mold grows on wood, baseboards, drywall, and inside cabinets if the building is not quickly dried. If mold is present, the affected area must be replaced.
- 3. What about my hardwood floors?**  
When a hardwood floor takes in water, it will buckle within a matter of days if not properly dried. We use special moisture meters to determine how much moisture is present in the wood. If the flood has recently occurred, the hardwood may be restorable.
- 4. How much will water damage restoration cost?**  
Ask us for a current price list of restoration costs. Our cost for restoration is comparable, if not less, than most qualified professionals.
- 5. What is this musty odor?**  
If you smell a musty odor, you have mold growing inside your home. There is often a musty odor associated with a flood. This odor will dissipate soon after the building is completely dry. However, your home may not dry on it's own and professional help may be needed.
- 6. Will opening up my windows help the carpet dry faster?**  
No. In most all cases, professional drying environment that reduces mold growth is much more efficient and faster than opening windows.
- 7. Will my drywall, walls, and cabinets need to be replaced?**  
The sooner you act, the better your chances are for saving these. It varies by each case, but our goal is to attempt to save these items. Without a professional restoration procedure, moisture turns into mold and rots wood inside your walls, cabinets, and drywall.

www.Youwebsitesite.com

Disclaimer: This information is not meant for professional or legal advice. The statements mentioned are generalities and each individual case is different.



## IS YOUR FAMILY SAFE FROM MOLD?

**CALL TO SCHEDULE YOUR FREE ESTIMATE WITH A MOLD INSPECTOR TODAY!**

We Eliminate all Mold, Germs, Bacteria, and Viruses Inside Your Home & Business and Provide Independent 3rd Party Lab Results for Your Peace of Mind.

- Demolition Free Process
- EPA Approved, Non-Toxic
- 1 Year Guarantee
- Complete 3rd Party Lab Results
- Return to a Healthy Home

How is the air quality in your home?

Check out our reviews on **Angie's list**

Certified Mold Remediator LIC # MRSR3327  
Certified Mold Assessor LIC # MRSR3152

LEAD-SAFE CERTIFIED FIRM

**NORMI**  
NATIONAL ORGANIZATION OF REMEDIATORS AND MOLD INSPECTORS





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Remove to hang on door



## We tried to reach you

Please call our help line at 123-456-7890 to schedule your FREE cleaning quote or call us for an fast-friendly phone estimate.

We've been cleaning down the street. So we wanted to give you a special offer, just for our neighbors.

Please call me to get a FREE estimate.  
888-888-8888  
John

Please respond within 5 days!

www.yourwebsite.com

## Here's Exactly How You'll Get the Cleanest Carpet and Rugs in Pensacola!

You've probably seen Premium Carpet Care in the PNJ over the last several years. Now you can see exactly what they do to deliver such a great cleaning experience. For starters, they perform an exclusive deep carpet cleaning process designed to go **WAY** beyond what most cleaners do. Your carpet is cleaned by honest, experienced technicians who excel at pleasing you. John Braun, Premium Carpet Care's owner, said, "You'll love our technicians. We always do full background checks and only hire the most pleasant, service oriented people. All of our techs are fully trained in speciality stain removal."

they'll come back **at NO CHARGE**. They even have a way to remove pet stains and odors from your carpet padding. **Now you can truly remove odors without replacing your carpet or pad and save money!**

### Why You Should Hire a Cleaning Company With a Great Reputation

The best cleaning isn't only about the equipment. Yes, you should hire a company with state-of-the-art equipment. But make sure the company you hire backs up the work they do. Premium Carpet Care gives you a **100% guarantee**. If you're not happy, they won't even ask you to pay. And if any spots return within 30 days of cleaning, they'll come back and re-clean the area at **NO CHARGE**. Flooring retailers and Realtors all over the area recommend Premium because of their reputation. In addition, the readers of PNJ voted Premium one of the best carpet cleaners in the area. Robert Rockwell said, "I've been in real estate since 1974 and have found Premium Carpet Care to be one of the finest firms I have dealt with."

### Steam Clean or Dry Clean?

This system is designed to steam clean, yet dry **FAST**, and remove maximum soil. Braun said, "All carpet makers recommend steam cleaning most often, so we give you the best of both worlds by using truck mounted steam cleaning and turbo fast drying. This system **greatly prevents** spots from returning...guaranteed." To see more details go to [CarpetCareTips.com](http://CarpetCareTips.com)

Another perk is you get a **FREE** bottle of "Home Pro" Spot Remover with lifetime refills (\$20 value).

### No Returning Spots Guaranteed!

If you have any spots return within 30 days of cleaning,

### Sparkling Clean Tile and Grout

Another service Premium Carpet Care offers is tile and grout cleaning and grout dyeing. Your grout can be dyed one of **40 colors**. "If your tile and grout is looking less than perfect, we can make it beautiful again in almost all cases. Call for a **FREE** evaluation," says Braun.




### Area Rug Cleaning Shop

Premium Carpet Care was the first certified full service rug cleaning shop in Pensacola. Rugs with any type of soil or odor problem can be cleaned. Drop your rugs off at their cleaning facility at **1116 Olive Road** or call **474-1133** for pick-up and delivery. They are experienced in all **wool, silk, cotton, grass and synthetic** rugs. Hand washing, rinsing and dry cleaning is available for any delicate fabric.

**Get \$25 Off**

Summer special. Get \$25 off any cleaning if you call by June 30, 2012. Not valid with other offers. Normal minimum charges apply. You must mention this ad when booking your appointment. Call **474-1133** or visit [www.CarpetCareTips.com](http://www.CarpetCareTips.com)



**Call for a FREE estimate 474-1133**

The left, mimicks a doorknob hanger, but it's actually a postcard. The right is an 8.5x11 postcard that has gotten my cleaning company as much as a 12-to-1 return on investment.

To get personal help on your EDDM campaign, **tons more EDDM templates** and other postcards to target specific neighborhoods, see the link below.

<http://www.Hitmanadvertising.com/adcoaching>

Get killer postcards for EDDM already created for you at [www.Hitmanadvertising.com/adcoaching](http://www.Hitmanadvertising.com/adcoaching)