

Marketing Planning Guide

for Cleaners

By

HitMan



Advertising



Legal Notice:

COPYRIGHT:

Copyright 2014, 2015, 2017, 2021 Hitman Advertising, all rights reserved.

LIMITS OF LIABILITY / DISCLAIMER OF WARRANTY:

This report is NOT legal or accounting advice. You need to do your own due-diligence to determine if the information in this report is right for YOUR business. No earnings claims are being made anywhere in this report or in the marketing of this report. The publisher of this report is not liable for any damages or losses associated with the content in this report.

You are responsible for your own advertising in your business.





Introduction:

It's an exciting time for a cleaning business! Why? Consumers hire experts to do services for them now more than ever before.

The trick is to spend just enough money on advertising to stay busy without spending TOO MUCH.

PRINT THIS REPORT OUT RIGHT NOW!

This PDF report contains a marketing plan example of what I've used in my own company and have given to coaching clients over the years. This stuff works and it would be wise to take note.

Want help with getting more cleaning clients?

You can get my coaching, plus the templates for all these ads in this marketing plan. Get my **client postcards, newsletters, Facebook graphics, EDDMs, Google ads, brochures, and commercial mailers** that have gotten my members BIG returns on investment.

Sometimes getting business can be tough. But we're here to help.

To get advertising strategies and coaching for cleaners go to...
www.Hitmanadvertising.com/adcoaching

Now see the next page to get your complete marketing plan...



How to Use this Marketing Plan

The next page is your marketing calendar, followed by an action plan. Print this out and use it for ideas in your marketing plan. And if you don't have a marketing plan yet, use this as your marketing plan.

Make a commitment to do **AT LEAST TEN** of these things every week. If you want to assure your success, do even more than ten. This is about massive action. Doing just one or two of these tactics may not be enough.

The bitter truth marketing "gurus" don't ever tell you is that marketing concepts don't work every time. Yes, each one of these concepts have worked VERY well for me and my clients. But there are lots of variables. And whether or not you'll execute each one properly is another story.

Adjust your marketing plan as you go. You'll eventually get too busy to take on new clients. In that case, decrease your marketing.

It's about smart marketing.

Print this report out. Then check off the items you want to put in play in your marketing plan.

Do it now!



Marketing Plan Calendar for Cleaners

WINTER

January



1. Develop your best special offer of the year
2. New Year Client Postcard to mail clients
3. EDDM Campaign to key neighborhoods with the best offer of the year
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

February



1. Develop an "I love my clients" campaign
2. Send your clients a valentine
3. EDDM Campaign to key neighborhoods with valentine offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

March



1. Develop an "Lucky St Patty's Day" campaign
2. Send your clients a St Patty postcard
3. EDDM Campaign to key neighborhoods with St Patty offer
4. Email newsletter with the same offer

SPRING

April



1. Develop an Easter or Spring campaign
2. Send your clients an Easter or Spring educational newsletter
3. EDDM Campaign to key neighborhoods with spring offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

May

1. Develop "Mother's" or "Memorial" Day campaign
2. Send your clients a Mother's Day or Memorial postcard
3. EDDM Campaign to key neighborhoods with same offer
4. Email newsletter with the same offer

June



1. Develop a "Summer" campaign offer
2. Send your clients a summer educational newsletter
3. EDDM Campaign to key neighborhoods with summer offer
4. Email newsletter with the same offer

SUMMER

July

1. Develop "Independence" campaign offer
2. Send your clients an independence postcard
3. EDDM Campaign to key neighborhoods with independence offer
4. Email newsletter with the same offer



August

1. Develop "Back to school" offer (2nd best offer of the entire year)
2. Send your clients a back to school postcard
3. EDDM Campaign to key neighborhoods with back to school special offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

September



1. Develop "Fall Cleaning" campaign
2. Send your clients a fall educational newsletter
3. EDDM Campaign to key neighborhoods with your fall offer
4. Email newsletter with the same offer

FALL

October

1. Develop "Spooky Halloween" campaign
2. Send your clients a Halloween postcard
3. EDDM Campaign to key neighborhoods with your Halloween offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

November



1. Develop "Thankful" campaign and offer (the offer can be minimal)
2. Send your clients a Thanksgiving postcard
3. EDDM Campaign to key neighborhoods with your fall offer
4. Email newsletter with the same offer

December



1. Develop "Christmas" or "Holiday" campaign
2. Send your clients a Holiday postcard
3. EDDM Campaign to key neighborhoods with your holiday offer
4. Email newsletter with the same offer
5. Google Adwords & Facebook campaign

Notes: This is a sample campaign to give you ideas. Send postcards or EDDM mailers at the beginning of the month and preferably on a Monday. Adwords and Facebook ads are used as needed. When you're busy, turn the ads off. When you're NOT busy, spend more. For templates, see www.Hitmanadvertising.com/coaching

Here's the Full Marketing Plan

❑ First and most importantly, **Mail a Postcard or Newsletter to EVERY SINGLE ONE** of your current clients every other month. Thank them for being a client and mention your referral program to stimulate referrals. Educate them about cleaning and include an offer to get them to call you again. This postcard is an example of a newsletter/postcard with a short article.



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 slide for spring specials!

❑ **Mail a Reminder Postcard** to your clients who haven't used your service in the past year. Remind them that they haven't had cleaning in over a year. Educate them on the benefits of yearly cleaning. Make sure to include a killer offer.



It's Time Again For Sparkling Clean Carpet, Rugs and Floors.

PREMIUM Carpet Care

❑ Run a **Google Ads** pay-per-click campaign targeting your city or best neighborhood with keywords for your service. It's perfect if you want to target a certain zip code or section of town. Also, it's perfect for targeting specific services. **IMPORTANT:** To pay the least amount of money, target keywords for services like "Area Rug Cleaning, Pressure Washing, Tile Cleaning, or Air Duct." When you set your entire campaign up with the right keywords, you'll save money and get **MORE** clients. We run campaigns like this that get us a 40-to-1 return on investment some weeks.

● [Area Rug Cleaning in Omaha | Call Today For Current Special | Free Pick-up and Delivery +... arearugcleaningomaha.com/arearugcleaning... Find Out The Top 5 Reasons Not To Steam Your Rugs & How We Carefully Hand Wash... View assets details](#)

● [Area Rug Cleaning in Omaha | Call Today For Current Special | Free Omaha Pick-up &... arearugcleaningomaha.com/arearugcleaning... Wool, Silk, Cotton, Nylon, Polypropylene, Safe For All Rug Fibers. Call for Free Estimates.... View assets details](#)



❑ Post to **Facebook** each week, giving your Facebook subscribers a killer special that only Facebook subscribers can get. Post pictures of what you are doing in your business. Involve your Facebook people. Post things to get a “Like” and comment on what you post about.

❑ Set up a **Facebook Pay-per-click** campaign. You can set this up for as LITTLE as \$1 - \$3 per day! Give a SPECIAL OFFER to get new clients. But BEWARE, Facebook ads take a lot of testing to make work. Start with a small budget.

❑ Send an **Email Newsletter** every week or two to your prospects and clients with an educational article and a killer, limited time offer. And put links to your blog and website in the email newsletter to get traffic to your website. We now have software to email and text message all your clients and it’s FREE to Ad Coaching Club members.

❑ Put **SEO strategies** in place to rank higher in the search engines FREE. To start, set the keywords on your website. But beware that adding too many keywords can hurt your ranking. This is the #1 problem we’re seeing with SEO lately. **DO NOT over-optimize** your website. But do make sure your title tags, H1 and H2 tags contain your main keywords in a natural way. Gain at least one new link coming into your site every week. Look for local or cleaning related sites to get links from.



PREMIUM Carpet Care

How to Keep Your Carpet & Floors Beautiful All Year Long...

Throughout the year, it can get tough. I'm not just talking about carpet, but it gets tough with tile, grout, hardwood floors, and the rugs you throw over the floors. Many of our clients who replaced carpet with hard floors agree.

But we really shouldn't be surprised at how dirty our homes get. Every time we walk inside from the outdoors, we're trampling in all kinds of dirt, oils, pollen, and other contaminants. Let's not forget the cooking oils, drinks, and other household items we bring inside. It's a chore to keep a home clean. Add kids the mix and it's twice as hard.

How can you KEEP your carpet and floors clean?

1. Start by weekly vacuuming. In cases with kids or pets, two or three times a week is better. Even your hard floors need vacuuming to rid gritty soils that



❑ Create a **Blog and post** weekly tips to help homeowners care for the carpet, tile, rugs, and other services. Posting unique content to your site regularly helps your SEO ranking and involves your website users.

❑ Create one new **Social Media profile** each week, add pictures, and give links back to your home and sub-pages. Create one new citation or social profile each week that gives links back to your website. Use **Twitter, LinkedIn, Next Door, Tumblr, Quora, Twitter, Facebook, Foursquare, Yelp, Reddit, Periscope, Digg, Instagram, etc.**

❑ Double check that your **Google Local (aka Places) profile** displays your correct information. Simply Google your company name and see if your profile is found. If it's not, Google your company name along with your city name. If it's not there, set up your Google profile at this link here <https://www.google.com/business> Then, post to your Google My Business page **TWICE EVERY** week. Post pics, videos, and tell what's happening your business.

❑ Check your site on a **Mobile Device** to see how users see your site. More than **60% of your prospects** are using mobile devices when they surf your website!!! If you don't have a mobile friendly or mobile website, you're turning off prospects and losing lots of money. Fix it now! For most cases, a responsive Wordpress website is best.

❑ **Write a Press Release** about something newsworthy you're doing or about to do. Done correctly, this can get you some of the best backlinks for the time and money spent. Create the news from whatever you can come up with. It may be a new certification, new employee, new machine, or award you won. Submit it to several press release websites.

Cleaning Your Carpets: How to Know If They're Actually Clean

Home > Uncategorized > [Cleaning Your Carpets: How to Know If They're Actually Clean](#)

By John Braun June 14, 2021

Adding carpets can be an excellent way to spruce up your home, as they can make a space more comfortable and inviting. However, carpets are notorious for trapping dirt, debris, and dust within their fibers, especially if they're in an area with a high level of foot traffic.

This can be problematic for homeowners like yourself, especially if someone in your home has allergies. Fortunately, regularly cleaning your carpets can help avoid these issues. However, how do you know if they're actually clean?

With that said, check out this article to learn more about the signs of a clean carpet.

1. They don't smell.

Since carpets trap dust and dirt in their fibers, bacteria can build up, often resulting in a foul odor in the area where they're in. Frequent spills and excessive moisture can also result in your carpet developing a foul odor.

In fact, this occurs even if you vacuum them regularly, so if you or visitors notice a foul odor in the area where your carpet is, it likely needs cleaning.

On the other hand, if the odor disappears after having your carpets cleaned, it's an indication that they're already clean.

- They're more vibrant and more like how they used to be.

Search

Search here ...

Categories

> Uncategorized

Recent Posts

© June 14, 2021
[Cleaning Your Carpets: How to Know If They're Actually Clean](#)



❑ **Create a YouTube Video** about one of the services your company does and submit it to YouTube. Or take before and after videos, client testimonial videos, or create a reality TV cleaning show. It's a FREE! commercial. This can be done with your smart phone or any video camera. Make sure you keyword tag the video. Then place the video on Facebook and your website! Commit to creating one video every week and watch your YouTube channel grow. It doesn't need to be a masterpiece. Just start shooting!



❑ **Give Out Gift Certificates** to Realtors, commercial decision makers, flooring retailers, and others you REALLY want to establish a relationship.

Gift Voucher

This voucher entitles holder to \$100 in FREE Cleaning

Expires 7 days from delivery

From: John Braun, Premium Carpet Care owner

This voucher can be used on any area of cleaning. The office decision maker must be present at time of cleaning. For commercial use only. Call us at 474-1133 now.

\$100

❑ Offer a **FREE 60 or even 90 day "touch up cleaning"** to help take the client's risk away from the carpet getting dirty too soon. Mention this on the phone and in your ads.

❑ **Get Commercial accounts!** Make a point to target commercial accounts EVERY single week with a creative, attention getting mailer. Follow that mailer with another letter or a postcard. And after you've sent a sequence of three mailers, call them or stop by.

❑ Send a letter to **25 Doctors, Lawyers, or office professionals** each week. Offer a free demo and/or an offer with lots of extra freebies. Make sure you follow up with a phone call and at least one additional mailing.

Who Else Wants Their Office to Always Look Like a MILLION BUCKS?

Dear Name,

Okay, you're probably wondering why I've attached a crisp MILLION Dollar Bill to the top of this letter. I have done this for two important reasons:

1. First, I have something VERY important to tell you and wanted to get your attention.
2. Since you have employees and clients, I know your office gets dirty and ugly over time. I want to give you a FREE trial of our services to make your building look great.

When you call right now (before Friday, July 15, 2014, ...)
You get these FREE Gifts below!

\$100 Gift Certificate toward your first cleaning. Call and mention this million dollar letter and we'll do \$100 of cleaning for you FREE. No obligation or risk. We'll show you what a great job we do and if you're happy, we'll do more...but there's no obligation.

FREE Bottle of Professional Spot Remover With LIFETIME REFILLS
You'll also get a 12 ounce bottle of great spot remover to use between cleanings. Any time you need a refill, stop by our shop and we'll refill it at no charge.
Suggested Retail Price: \$28.00

I have included a NO OBLIGATION \$100 gift certificate for you. Have us come in and clean any area you like. We'll make your office, carpet and floors sparkling clean. And if you're happy with what we



❑ Use **Every Door Direct Mail (EDDM)** to target neighborhoods. You can send large postcards for as little as 16.75 cents per household. Printing for each of these large postcards can cost as little as 5 cents a piece. This is one of the greatest things to come along for cleaners since Google. Capitalize on this now, especially during the spring and holiday seasons to target the high-end neighborhood you want to clean for. EDDM is the best way to become the “Neighborhood Cleaner.”

❑ Send a letter to **25 Realtors, Interior Designers, or Flooring Retailers** each week letting them know of your referral program. Go visit their office after the mailing and bring them goodies and a gift card. It’s important to bring professionally printed materials along with an irresistible offer. The \$50 gift card works GREAT for this purpose. They can be printed as a thick business card with rounded edges to look like a gift card. Or, print plastic gift cards.

❑ Use **Professionally Printed Brochures** (not on your own printer) to educate your clients and prospects. Pass out your brochures to the Realtors, Interior Designers and Flooring Retailers that you meet. Use the brochures to educate clients and prospects and get HIGHER job tickets. See brochure examples at www.Cleaningbrochures.com

Local Postal Customer
Pensacola, FL

PSRST 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

\$50 Gift Card
FREE Cleaning

PREMIUM Carpet Care

474-1133
CarpetCareTips.com

How to EASILY Remove Pet Stains
Includes:
4 Easy Steps To Remove a Pet Stain
The One Tool You Must Get
The Biggest Mistake to Avoid
Which Products Work Best?
How Professionals Remove Odor

Provided as an educational resource by:
474-1133
More information available at www.Cleaningbrochures.com

How to Care For Your Carpet & Rugs
Discover how to help your carpet last twice as long.

If you're tired of trying spot removal tricks that never work, this booklet will show you 3 EASY Emergency Steps to remove ANY spot or spill.

Provided as a resource by:
PREMIUM Carpet Care
850-888-8888
1116 OLIVE RD.
For more spot removal tips:
www.Yourwebsite.com

How You'll Get Consistent, Reliable Janitorial Services ...Guaranteed

PREMIUM Janitorial Services
800-888-8888

Your employees will be impressed and your Clients will be delighted to visit you! **GUARANTEED!**

Upholstery & Leather Furniture Care Guide

Includes:
4 Basic Steps For Spot Removal
Upholstery Cleaning Codes
How to Pre-Test a Specialty Agent
How to Identify Your Leather
What to Use on Upholstery
How to do Spot Removal on Leather

474-1133
More information available at www.Cleaningbrochures.com

Provided as an educational resource by:
PREMIUM Carpet Care

❑ Put **500 Flyers on Doorknobs** of high-end homes that you cleaned in each week. During the spring, this is the time you'll have the most likelihood for success with doorknob hangers.

❑ Run an **Advertorial Ad in the Newspaper**. Boast about your guarantee and how you give the cleanest carpet (tile, etc) in your city. Believe it or not, in small to medium sized cities, newspaper can still work well.

❑ **Personally Call 50 Clients** each week that you cleaned for in the past 6 - 24 months and thank them for their business. Remind them of how long it's been since you've been out to clean for them and ask if they need your services.

❑ **Set up a Voice Mail Blast** to 300 clients who haven't used your service in the past year. Record an informal message and blast it. Simply thank them for their business and let them know you haven't heard from them in over a year. Ask them to call you if they want to hear the special offer you have just for them. **WARNING:** This is a tactic you only want to do a couple of times per year.

❑ Get **MORE Google & Facebook Reviews**.

Work on getting one review every week for the next three months. More reviews means better ranking and more credibility. Don't rely on chance, but use a system to get reviews. Here's a system that I've set up for some of my clients. <https://www.hitmanadvertising.com/more-reviews-free>

Your Neighbors Just Had Us Over...So NOW Here are 4 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.

FREE Gift #4
FREE **walk off rug or door mat cleaned up to 3x5 feet** (up to \$20 value) to show you how we clean area rugs.

There's no catch. Just call 474-1133 to book any cleaning job, big or small, within the next 7 days and you'll get these FOUR FREE GIFTS valued at \$114.

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.

John Braun, owner
Master Cleaning Tech

See MORE Examples of Killer Ads for Cleaners on the Next Pages!



Other tactics you may not have thought about...

❑ **Give out gift cards** for \$25, \$50 or \$100 to carpet retailers, interior designers, realtors, plumbers, or anyone else in the position to refer you on a weekly basis. You're giving them a gift they can give to their client. A gift card is perceived much higher than a coupon.



❑ **Theme your postcards, mailers, Facebook posts, and blog posts** to current holidays. For example, use New Year related graphics in January. Use Valentine related graphics during February and use Christmas graphics during December.



❑ **Call or do a voice blast** to your past clients. Thank them for their business and ask them if there's anything else you can do for them. Tell them about a FREE offer you want to give them if they book this week.

❑ **Knock on doors.** If you need to, knock on doors in nice neighborhoods and commercial offices. But NEVER go empty handed. Hand out bottles of spot remover, brochures, and gift cards. Be the giver of gifts when you go knocking and you'll be a welcomed guest instead of a pest.

❑ **Send a letter to past clients!** Letters always get a better response than a postcard. We've sent "Times are Tough" letters themed around winter that give an enticing offer to get clients to call us back for BIG jobs. The offer normally includes FREE trials of several different services that get MUCH higher job tickets. These letters get the phone ringing.



Some Quick Examples:

Clean Now to Keep ICE MELT From Ruining Your Carpet and Floors



Your carpet and floors don't look as good at the end of winter. Ice melt salt is a HUGE cause of this problem. It gets scattered **all over** and every time you walk inside your home or step into your vehicle, you track in harmful chemicals.

What does ice melt do to carpet and rugs?

Your first step of prevention is vacuuming. Vacuum very well so the salt crystals don't get embedded **deep** into your carpet backing. However, vacuuming isn't all you need to do. Many types of ice melt cause a sticky residue that can cause **ugly spots and traffic wear**. To prevent this, a thorough carpet or rug cleaning needs to be done after the ice melt is tracked inside. This should be done by the end of winter.

What does ice melt do to your floors?

First, the oily residue can be slippery on some floors, which can cause falling hazards. Secondly, the floor finish can be compromised.



Spring is the **PERFECT** time to get your carpet, rugs, tile, and floors cleaned to prevent ice melt damage caused by winter snow getting tracked inside.

Frequent sweeping and mopping is necessary throughout the winter to prevent major damage. But even with constant maintenance, the chemicals used in ice melt can **damage the finish** of hardwood, tile grout, natural stone, and vinyl. A professional deep cleaning should be done every 1 – 2 years along with evaluation of the sealer on your floor.

What about your kids and pets?

Ice melt can be **toxic**. Your pets may lie on the floor and get the ice melt absorbed into their fur.

Your kids may do the same and get the chemicals on their hands. Once the ice melt chemical is on them, it can be easily transferred into their mouths.

Now is the **PERFECT** time to get your carpet, rugs, and floors cleaned. Just call us for an **honest** professional assessment of what you need. We'll make your home or business clean and healthy again.

See the other side of this postcard for special **SPRING TIME SPECIAL OFFERS** you can take advantage of if you call right now.




Call 474-1133

In an area where it has snowed over the winter? Send this postcard to your client and targeted neighborhoods.

Carpet & Stains

What stains can be removed?

Often times when professional carpet cleaners are called upon to take care of stains or spots in carpets the first question will inevitably be "can you get it out"? If the first response out of the tech's mouth is a resounding "yes", then you might want to look into hiring someone else. The truth of the matter is not all stains are removable. We always have a "let's take a look at it and if it can be removed" mindset. If it can be removed, we have what it takes to get it out!

Sugar and oil based stains.

Most dark colored, brown or black, spots are sugar or oil based. These can be removed 90% of the time. Stains in this category include colas, tea, coffee, and non-red juices. With cola stains a traffic lane cleaner is usually the way to go and will take care of the problem almost always. Tea and coffee are sometimes a little more difficult and may require an acid rinse in conjunction with the traffic lane cleaner. Juices like grape or orange are relatively easy to get out. The problems occur when you get into the red juices such as grape or cranberry, especially on light carpets. Red juices fall into the red dye category and sometimes the only way to get those out is a heat transfer dye process. This process is usually reserved as a last resort and even then there are no guarantees.

Body fluids.

So what about stains such as blood, vomit, and urine? Well these, like all stains, need to be addressed quickly. The sooner you get them removed the better. The trick with blood is to not clean it with hot water or alkaline cleaning products. You might think you're helping the carpet tech out by trying to remove some of the stain yourself but these treatments will actually set the blood into the carpet. Your best bet is to leave it to the professional. Vomit and urine are similar in that they are removed through a process. And it is very important to get urine up as soon as possible. The longer it stays the more it will continue to deteriorate the carpet. These types of spots are usually removed by utilizing a pre-treatment that breaks down the stain. Then the spot is thoroughly extracted. These steps will be repeated as necessary and afterwards an enzyme is sprayed that will continue to break the spot down.

Mystery stains.

Sometimes you can get stains through no fault of your own. These would include stains from yellowing, water rings, and filtration soiling. Yellowing is one of those stains that can either be easily neutralized or impossible to remove. It is very common and can be treated with citric acid or an acid rinse. Water rings are also sometimes hit or miss. They are treated with traffic lane cleaner or an acid rinse. Filtration soiling is usually found in hallways near air conditioning units or where the carpet meets the baseboards. These are black lines that are caused by the carpet "filtering" soil. Getting rid of these stains requires using a special spotter and manually scrubbing the area with a towel. Due to the extra labor involved, this process may cost a bit more than you would like.

Remove it FAST!

The bottom line is that there are **no guarantees with spot removal**. What seems like an easy to remove stain could prove terribly difficult, and vice versa. But **SPEED** is your friend. Remove spots and stains **FAST** and you'll have better luck in removal.



How Often Should You Clean Your Carpet and Rugs?

What do Carpet Mills Recommend?

Carpet manufacturers recommend cleaning every about once every year. If there are no children or pets in the home, every two years may be acceptable. But if you have children or pets, you may need cleaning every six months.

Mostly, carpet makers recommend professional cleaning. The do-it-yourself machines don't have adequate suction to remove excess moisture. And many of the do-it-yourself processes include dry cleaning. Many carpet manufacturers frown on dry cleaning.

Shaw Industries, the world's largest manufacturer of carpet, recommends hot water extraction (aka steam cleaning) over any other method. As well, they demand that their carpet be professionally cleaned at least every two years to maintain its warranty.

What Does the EPA Recommend?

The Environmental Protection Agency recommends cleaning for a health benefit. Carpet and rugs are a fabric that you walk on. All the dirt from the bottom of your feet and dirty air that comes into a building eventually comes down to the carpet by gravity. So it only makes sense to clean not only to help your carpet and rugs look better, but also to keep your home healthy.

When we clean your carpet, we concentrate on cleaning for you health by using all natural cleaning agents. Plus, we rinse your carpet with hot water to help reduce bacteria and germs. And then all the dirty water gets extracted with a powerful vacuum into a tank in our cleaning van.

How Does Frequent Cleaning Help?

1. Your carpet and rugs will look better.
2. Your carpet and rugs will last longer.
3. Your home or office will be healthier

These educational postcards showcase YOU as the expert and keep your clients calling you for cleaning more often.



PREMIUM Carpet Care Clean Home Newsletter

5 MYTHS THAT ARE DEADLY TO YOUR CARPET

1 MYTH Wait as long as you can to clean your carpet. Not true! Years ago, when shampooing was the primary method of cleaning, it was true. Today, many homeowners receive poor cleaning jobs by low priced cleaners that soak their carpet, which can cause all of the spots to return after cleaning. However, if carpet is cleaned correctly, it should be rinsed of residue, dried within 8 hours, and your carpet will be much better off after cleaning.

2 MYTH Your carpet should only be cleaned when it looks dirty. False! Like the sheets on your bed, your carpet is a fabric. You don't wait until your sheets LOOK dirty before you wash them, do you? Every day you track grease, dirt, pollen, dust, and outdoor pollutants on your carpet. Your carpet is made to hide these soils. But if you wait until it looks dirty, it will be VERY soiled. Carpet makers recommends professional cleaning every 12-18 months.

3 MYTH Any method of carpet cleaning will get your carpet clean. No. Dry cleaning methods do not rinse your carpet with water. According to most carpet mills, the best method is hot water extraction from a truck mounted cleaning unit. This means hot water is used to rinse and then extract the soil. Shaw Industries, the world's largest carpet maker, primarily recommends hot water extraction.

4 MYTH Bleach is a good spot remover. No!!! Bleach is not safe for your carpet and it isn't good for humans either. If your carpet is nylon, the fiber will turn yellow. If the fiber is wool, the fiber will dissolve. Pouring bleach on a carpet can cause the backing to separate which will cause the carpet fibers to fall out. **DON'T USE BLEACH ON YOUR CARPET.**

5 MYTH There is a space-age, revolutionary stain remover that will remove any stain and odor in carpet. If you believe this, you've watched too much television. We bring in at least 12 different spot removers when we come to clean your carpet. Each spot remover works on different types of stains. And there are completely different cleaning agents used for pet odor problems.

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

- 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: [Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#) [YouTube](#) @TrumanSteemscarpetcleaning

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

Above left is a tri-folded holiday/educational newsletter and also a postcard in our Ad Club program. Above right are EDDM mailers to neighborhoods. Below are holiday email newsletter and Facebook posts.

PREMIUM Carpet Care
 Published by John Braun [?] · November 14, 2016 ·

Pensacola, FL- Thanksgiving Guests are Coming! Impress your guests with sparkling clean carpet, rugs, upholstery, and floors. Call us now and you'll also get FREE Spice Air Deodorizer in every room we clean. Call us at 850-474-1133 now or visit www.CarpetCareTips.com We still have appointments available, but they are going QUICK!



Holiday Cleaning Specials- Few Appointments Left Before Christmas

John Braun clean@carpetcaretips.com via aweber.com to me

PREMIUM Carpet Care

Before & After Clean-up.

Subject: Holiday Cleaning Specials- Few Appointments Left Before Christmas

Pensacola, FL- Appointments Still Available Before Christmas! Impress Your Holiday Guests With Clean Carpet, Floors, and Upholstery.

Get **FREE Cinnamon Deodorizer** and **Save \$25** on ANY Cleaning over \$150.

Want help getting MORE cleaning business?

Get ALL these ready-made proven ads, have us do the graphic design, printing, and mailing for you.

Plus, you get our coaching and help in getting it done!

In my Advertising Coaching Club, I'll be giving you ready-to-use examples of each strategy and training on exactly how to get each one of these tactics working for you.

You can get the templates for all these ads in this marketing plan plus my special **client postcards, newsletters, Facebook graphics, EDDMs, Adwords campaigns, brochures, and commercial mailers** that have gotten my members BIG returns on investment.

Now we even do the graphic design for you. Plus, we can get you HUGE discounts on printing. We've saved members hundreds of dollars on printing their postcards and newsletters. We'll even give you a way to have your client newsletter/postcards labelled and mailed at a big discount.

For training on these strategies and help getting this done go to...
Get \$1,834 in BONUSES (ending soon).

www.Hitmanadvertising.com/adcoaching

P.S. In the Ad Club, we not only coach you, but we do your advertising for you. **You get postcards, EDDMs, gift certificates, and more designed** and customized to your cleaning biz.

P.P.S. Right now Ad Club members get the **Commercial Marketing Course FREE** with all the letters, postcards, and training to get more commercial. Plus, other bonuses like FREE software to email / text your clients and access to our recent Google My Business course. See all the details now.

