

Profitable Paid Ads Cheat Sheet

Step 1: Identify and Maximize the Dream Outcome

- **Dream Prospect:** Top 20% of homeowners
- **Dream Outcome:** Relaxing in a clean home without stress or arguments over cleaning duties
- **Ad Hook:** Highlight benefits like free weekends, time with family, and no cleaning stress

Step 2: Build Trust and Perceived Likelihood of Achievement

- **Message:** “Our recurring house cleaning service is our most popular service, serving hundreds of satisfied homes every month for the last 2 decades.”
- **Visuals:** 5-star logo and review count in the ad image or video

Step 3: Minimize Time Delay

- **Speed:** Ensure quick response and booking process
- **Ad Message:** “Fill in your details to get a free estimate within X minutes, or get a free estimate today!”

Step 4: Minimize Customer Effort and Sacrifice

- **Assurance:** “No work needed on your part; leave all the cleaning to us. Trust us, we've seen worse, no need to feel ashamed.”
- **Message:** Emphasize that customers don't have to prepare before cleaners arrive

Step 5: Add a Valuable Bonus

- **Bonus Example:** One free annual emergency clean-up service for unexpected guests or events
- **Value Positioning:** Ensure the bonus is as valuable as the cleaning service itself

Step 6: Create Scarcity or Urgency

- **Scarcity Example:** Limit offer to the next 20 new customers
- **Urgency Example:** Offer valid for a limited time frame, ensuring honest and transparent communication

Step 7: Include a Strong Guarantee

- **Guarantee Example:** 100% satisfaction or double the value back guarantee
 - Free reclean if reported within 48 hours
 - Next cleaning free if the customer is not satisfied

Action Steps:

1. Review and document your current offer.
2. Apply the 7-step framework to enhance and make your offer irresistible.
3. Implement changes and monitor the results.

Special Offer:

- **Personalized Help:** Schedule a call with our team to create a tailored roadmap for scaling your cleaning business. [Click here to book your consultation.](#)

Final Notes:

- Blaming the platform, industry, or market won't solve the problem.
- Mastering paid advertising is crucial for scaling your business.
- Use this cheat sheet to refine your advertising strategy and increase profitability.