

How To Fill Your Diary Every Month With Good Quality Carpet Cleaning Clients.

Hi there, and welcome to this **new client generating idea** for your carpet cleaning business. I would just like to give you a little information about this opportunity firstly. Here goes -- back in 1999, I started my carpet cleaning service, full time. Before that I was doing just 16 hours per week in my business. But what happened to me was a life changing situation which has prompted me to create this opportunity.

Like I say, I was working 16 hours per week on my carpet cleaning service. I was 35 years old and really wanted to do my own thing. Hence I started my own carpet cleaning service. Previously, I had been doing a few odd carpet cleaning jobs for friends and family. I was very limited at the time because I really didn't know how to clean a carpet properly. My way of doing it was to drench the carpet in the hope that I would actually clean it!

As time went on, I started to get more serious about the idea of starting up on my own, legitimately. So I pursued the idea by doing a short 1 year college course that was to prime me for the launch of my new carpet cleaning service. I learned how to use a computer, I got a bit more confident in myself. I even got a little extra money to help me through the getting started process.

I found a local supplier who supplied me with my carpet cleaning chemicals and my tools for the job. They even set me up on a free training course with a company called Prochem who I was using for all of my supplies.

The training course was an absolute game changer for me.

They showed me just how to clean a carpet in order to achieve **a really good result**. This stuff, I did not know before, hence the over wetting and the re-soiling. But the training course enabled me to do the carpet cleaning just like a real pro. I remember my very first job after the training, the lady customer was overwhelmed with how clean her carpet was after I finished the cleaning. So really, I was on my way with **a proper method**, a professional way to clean a carpet. If you'd like to discover how I did it, then just click through on these 2 links and download my [Carpet Cleaning Guidebook](#) and [Tools and Solutions Booklet](#) which I have created

for you. But may I just suggest that you read about this opportunity before clicking the links.

I was all set to tackle my work with a very good method for cleaning.

For me that was a major leap forward. But I quickly discovered that no matter how good a carpet cleaner I was, that just wasn't enough to flood my business with customers. In fact, some days I sat twiddling my thumbs wondering how I was going to find a customer. But it was here that things changed again. Because I remember reading one of the Sunday newspapers, and I saw an ad which court my eye. It was an ad which was offering help to struggling businesses. So I thought, I have nothing to lose by responding, so I responded, and for me, here came the second life changing opportunity.

Quite quickly, just like the ad said, I was given some advice and was offered the chance to improve my business situation. But it wasn't cheap. At first, I thought, "no that is just too much money". It was an offer for a 12 month business course at a cost of **£3,500**. So I rejected the idea and I continued to struggle as before. A month or so later, I saw another ad which was from the same company as the first ad. It was an offer for the same 12 month course but this time it was for **£5,000!**

I must have read the advert at least 10 times. It was offering me exactly what I thought I needed for my business. You know, all the essential ingredients that make for a successful business. For me at that particular time, I knew I would go broke pretty quickly in my new carpet cleaning business. So I knew that I had to do something drastic to change the situation. So without telling anyone, I responded to the second ad.

I paid a deposit of **£1,000** or so and the program was made available to me at just **£50** per week.

Suddenly, I had someone on my side. I had the chap who knew it all. And he was helping me.

Very quickly he gained my confidence and we started to implement a few strategies in order to get some customers into my business. We tried a letter flyer which we wrote together over the phone. He was telling me what to write and I was just writing it all down. I went out with this first letter flyer, I posted 1000

which cost me at the time £20 to get printed. I posted them by hand and hey presto, the phone rang! I took a booking for **3 rooms of carpet cleaning**. My charges were £60, so I made £40 profit. To be honest I wasn't very excited about that.

Anyhow, something magical happened within the next few days. The chap who was helping me with my business, sent me another letter flyer which he had created himself specifically for me. And without giving the game away, I could see immediately that this new letter flyer was much better quality than the first one which we did together.

So, I was very eager to try this new one out. I got 1000 printed for the same £20 and again there I was posting these letter flyers around the doors of my local residents. I focused completely on home owners. So I was targeting people who was likely to be in a position to spend money on carpet cleaning. I was out posting from 10am and it took me 6 hours to post 600 letter flyers. It was a nice pleasant sunny day, and I remember while I was posting, my phone rang 4 times. I didn't answer the calls because I knew that it was people calling about this offer which I was posting. You'll see why I didn't answer my phone when you see the letter flyer for yourself. It actually tells people to call and leave their names and telephone numbers on the answer machine and this was exactly what people was doing.

That first day posting this new letter flyer, I got 4 calls and took 4 bookings for carpet cleaning.

Next time me and my business adviser, talked on the phone, he was delighted at the response I got. So we decided to have 5000 of these letter flyers printed up. This I did and it changed my business from going under, to suddenly having all the clients I wanted. Because these 5000 letter flyers, every time I had a day that I wasn't booked for carpet cleaning, I went out and posted more letter flyers. And sure as night followed day I got people calling me for carpet cleaning.

We measured the response and it was 0.5% minimum. Sometimes in the warmer months it shot up to 1.5%, that's 15 new clients for posting just 1000 letter flyers. 0.5% is 5 new clients for every 1000 letter flyers posted.

Do you see how this could work in your business? You may well be thinking ah yes but that all happened 20 years ago. Things have changed since then, what with the internet and mobile phones ext.

Let me just tell you here. I started my carpet cleaning service in 1999 full time. I worked every single day on my business for about 10 years. I was never short of a client. I worked the back end of my business as well. So all of the new clients who came to me through the letter flyer, I continued to make offers to them for re-peat cleaning work. I had about **500 clients on my list** and that was just about all I could handle. The reason why is because I worked my back end. I serviced my clients with re-peat cleaning work usually about every 8 months.

Some clients I had on my carpet maintenance cleaning program. They had carpet and suite cleaning done **every 6 weeks.** So you can imagine how busy I was with 500 clients. I didn't need any more, but they continued to come to me through referrals. I had a very busy business within the first 3 months of getting started, I must say, all this came about through the help of my business adviser who assisted me from answering the newspaper ad at the very start of my business in 1999.

Now, just in case you're thinking that it won't work today, I did a little test during November 2018.

I got 5000 letter flyers printed, the same ones I used before in my business. By this time I had moved on, re-located and changed my business which is still running today, but I operate differently now. I don't go out cleaning carpets much these days. I am 60 years young!

But this little test I did during November 2018. I posted in my new location, I posted 3000 letter flyers, the same ones I used to build my business.

First day out posting, I managed about 600 posted. My phone rang before I got finished posting that day. I got 2 new clients first day posting. Second day out posting, same again and on it went just like how it was back then in 1999.

I don't focus much on cleaning carpets for people today, so I just have a few clients in order for me to keep active. So during the 5 days posting I managed to get about 3000 letter flyers out. From that posting within the first week or two **I earned £560** from cleaning carpets and upholstery. After that my income went up to **£795** from further calls and bookings from the same posting. I didn't post any more. These clients came to me from the first few days posting. They came to me during the next few months. I had zero input. They just came to me naturally without my doing anything at all.

So, this is the power of the letter flyer which was given to me by someone who helped me in my early days of business.

And it is this very same letter that I want you to have and use in your business. But it's not just this one letter flyer that helped me achieve a successful business. There is other letters which I used as a **thank you letter, reminder notes, price list, and referral letters**. I want you to have the complete system which will build your business just like how it built mine. The letters still work today, I know because I use them.

So here's my offer

How about you and me, doing this together? We can grow your carpet cleaning business to any height you want. We can do it a step at a time. No complications, just using what works. But, it's no use you opting in unless you've got a system for cleaning carpets and suites that gets results. That's why I've given you the Carpet Cleaning Guidebook. It will show you just what the Prochem people on the training course I went on, it will show you what they showed me. And that too works. But without it, you won't be getting the results from your cleaning efforts that could be yours if you use the free Carpet Cleaning Guidebook.

Are you up for it?

Are you ready to really grow your business as fast or as slow as you like. Because we can do it together. And you can get started for free. That's right! I am willing to give you **a month's free trial** so you can see how everything works. If by the end of one month, you want to continue and grow your business together, then I would be happy to help. However, if you decide it's not for you. That's ok too. But a month will certainly be enough time for you to make a knowledgeable decision.

Simply text me on **07576 382821** or call, whichever you prefer and we can get you started immediately. Or send an email to shanedaleyconsulting@gmail.com

PS. One month free trial will get you at the very least 30+ new clients.

Haulway Carpet Cleaning

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