



HOW TO **SELL** CLEANING SERVICES

Compliments of: Michael Johnson

1. Advertise Directly to Your Ideal Client

This ad strategy helps you generate new, *IDEAL* clients with better-converting ads... And, you will be able to write them *FAST*. Less stress. Less time. More clients. So, what is the secret? Write your ad to one (and *ONLY* one) person. Never write an ad to *everyone*. This may sound like a simple semantic difference but its very important.

Who are your best clients?

- College kids in their 20s?
- Wealthy, older professionals?
- Stay-at-home Moms with several children?

Print out a representative picture of them, and put it up anytime you are writing an ad (in marketing, we call this a Persona, or Avatar). You can even add in specific information about your client, such as...

- What age are they?

-What is their estimated salary?

-How many kids do they have?

2. Sell Benefits, Don't Sell the Service

Whatever you are selling, sell the benefits, not the features. **This is a marketing rule.** *Sell the benefits* of your cleaning services. For example, these are features:

- Low prices

- Window Washing

-Weekly or Bi Weekly cleans

You do NOT want these to be the “stars” of your ads. Instead, think about your clients.

What does the perfect prospect *actually* want from your cleaning services? Does she want to pay “only 49.99 per hour!” or ... does she *actually* want “a nice clean home, without lifting a finger?” Most clients want the same thing from housekeeping or maid services:

- A clean home
- At a great value
- With minimal effort on their part

Notice I didn't say “low cost?” Pricing is a complicated topic, but the truth is most clients don't buy based on cost alone... We'll talk about this more in the next strategy.

Here are some other benefits you can stress in your ads (this works both for Digital and Print Marketing):

- “Get a Squeaky Clean House ... without lifting a finger.”
- “FREE Estimates. We will work around your schedule!”
- “We can get the stains out of *anything* in your home.”
- “Let us make your windows sparkle again”

3. How Can You Be the “Pink Elephant?”

There are two reasons clients will purchase something: Cost and value. Let's say there are three brands of Ice Cream at the store.

Yummy Brand

- Cost: \$4.99

Store-brand

- Cost: \$4.50
- Looks a lot like Yummy and it's 49 cents cheaper!

Pink Elephant Brand

- Cost: \$7.00

The store puts Yummy Brand and the Store Brand right next to each other on purpose.

Why? Because they know you'll buy the Store Brand.

It's cheaper and you know it's probably the same. Logic dictates that, if two products are almost indistinguishable, you'll always go for lower cost.

So what about the Pink Elephant Brand?

This is the one you buy on special occasions. Everyone *loves* this ice cream.

There's just something about it...

- Extra creamy
- More interesting flavors
- And even the carton is fancy!

The Pink Elephant is designed to stick in your mind. I'll bet you even have an image in your head of this brand's ice cream carton (for me, it's Ben and Jerry's). That's effective marketing.

Becoming the Pink Elephant is all about focusing on your "differentiators."

What makes you *unique*? What is something **you provide that no other cleaning company can do?**

- A special service?
- Eco-friendly products?
- Are you the "Quality Elite" of Cleaning?

There's a scene from the 2007 TV Show, *Mad Men*, that perfectly illustrates this point:

When you want to differentiate yourself, look at your competitors. Find out what *nobody else is saying*, then say it.

These are the “soft” marketing strategies that will make your ads easier to write, and more effective.

Apply these three strategies to *every* cleaning ad you put out there, and you will get noticeably better results.

4. Facebook Ads for Your Cleaning Business

I can't say this loud enough: **get your cleaning business on Facebook TODAY.** Most small to medium cleaning business can use Facebook to get 90% of their new clients.

What's so great about Facebook?

Two simple answers:

- Everyone and their dog is on Facebook right now.
- Facebook knows a *lot* about its users and their buying habits.

Facebook can target your most ideal clients, or focus your search to hit everyone in your an area. This is the perfect tool for local businesses.

What's better – Facebook Advertising is still *new*. Advertising there is incredibly cheap, compared to every other form of mass marketing. Some cleaning businesses get new clients for as little as \$5 per client.

Quick Guide to Google Adwords for Cleaning Businesses

Google Adwords is a great tool for selling local services, like Maid or Housekeeping services. Unfortunately, it is everything that Facebook is not:

- Expensive
- Difficult to master
- High barrier to entry

The one advantage AdWords has over everyone else is... buyer intention.

When people go to google, they go with the intention to find out something in particular. That means your cleaning ad should only pop up for people who go to google with the intent to buy cleaning services. Half the work is done for you – you don't need to convince them that they need to hire a cleaning company. You just have to convince them to hire *your company*.

AdWords is a monster of an advertising platform.

1. Your most important keywords will all revolve around some variation of the following:

- [Your City] Home Cleaning
- Best Cleaners in [Your City]
- Maid Service in [Your City]

2. Negative keywords (keywords you do NOT want your ad to show up on) are almost as important as regular keywords

- For example, you don't want to show up when people are searching "Computer cleaning tricks" or "how do I clean my home's air filters"

Want to get really good at AdWords?

- Start with Google's AdWords training course.
- Check out this [guide to AdWords](#) for small businesses.

What if I don't want to do AdWords myself?

Google AdWords might be the most challenging marketing tactic out there. If you know you don't want to deal with it yourself, I highly recommend you seek out a marketing company that can do your AdWords for you. I've seen plenty of cleaning businesses go this route, and they've had solid results. You want to look for a reputable, highly-reviewed marketing company that **specializes in "PPC"** or Pay Per Click advertising.

5. Why Turn Your Car into a Rolling Billboard

On average, 40,000 to 70,000 people will see your car... *every day*. That's a *lot* of potential clients.

There are several options available to wrap your company vehicle. Just Google "car wraps" or vehicle advertising wraps or car sign" ...you'll see tons of ideas and vendors who can supply them.

Bottom line is this: If you want high quality, long lasting ads on your car, go with a car wrap.

If you just want something that will get the job done *now* for as little money as possible, get some custom-made magnet clings.

Be sure to include your:

-Logo

-Phone number

-Website

And something that speaks to the benefits of your services. You do *not* want to put a big list of your services on your car. They are confusing, ugly, and nobody really reads them.

6. “5 Arounds” and Other Flyer Tactics

What if you don't want to stuff your marketing pieces into the mailbox ... along with all that spam mail from banks and credit card companies? Here's good news: door-to-door flyers still work!

There are a few distribution methods to choose from:

-Pay an employee to walk around neighborhoods (can be very expensive)

-Pay a third party to walk around neighborhoods (works great if you trust your third party)

What are 5 Arounds?

Also called 9 arounds, 25 arounds, etc. The idea is the same, even if the number changes. Let's say you have two employees: Mary & Kelly. Both of them are cleaning Ms. Smith's house together. Mary finishes the upstairs, while Kelly is still working.

Now, Mary can market your business for you. She takes a stack of your flyers, and places them at the five nearest houses. 5 arounds increase your visibility in a small area *that you already work in*. It's proven, the best marketing shows up again, and again, and again.

Your leads will see your flyer on their door, and then see your car parked across the street... So your name sticks in their heads. This also gives them the opportunity to go talk to their neighbors, and ask about how great your services are.

Many cleaning companies report a much higher conversion rate with 5 arounds than with other Direct Mail strategies, simply because these allow your message to keep showing up.

7. Direct Mail, Door Hangers, and Flyers: Create More Cleaning Sales “the Old Fashioned Way”

The truth is you can lump all of these into the same category.

There are only three real steps to executing any Direct Mail or Door Hanger/Flyer campaign.

-Create & Design

-Distribute

-Test and improve

For beginners, you only need to worry about steps 1 and 2.

Step 1: Create & Design

Like any Marketing piece, there are a number of elements you NEED to include in your marketing piece.

-Your Company Name

-Something that identifies you as the solution to your target's problems

-A Call-to-Action (for example: Call us now to book your services!)

But the most important part of your marketing piece is the OFFER, which should be so juicy *nobody can ignore it*. Perhaps you offer a free one-time laundry service with every deep clean or maybe, you give "half off" on every third room? *Either way, you want to make sure this offer is BIG and BOLD on your marketing pieces.*

Step 2: Distribute

Print Marketing is expensive. You have to avoid some pretty big mistakes when crafting your direct mail. Here's what most cleaning business owners don't know: the most expensive part of Print Marketing is not printing out the flyers and postcards... The true cost comes from distribution. The downsides are:

-It's expensive to send out Direct Mailers

-Response rates are typically low, because most people see it as junk

(and it's usually not relevant to 95% of the people you send it to)

-There are better ways to build your route density than Direct Mail

EDDM Every Door Direct = less time on the road = more money.

However, there are a couple ways to make your direct mail efforts much more effective...

How to Do "Targeted Direct Mail"

Essentially, the idea is that you use software to select a few houses in a specific area, get their addresses, and send them your postcards directly.

This works better for two reasons:

- You can target a neighborhood where a large number of your ideal clients live
- You can build route density in a small area, to keep your routes tight and save several hours

This cuts down *massively* on wasted marketing dollars, and it ensures your routes are as dense as possible. For a standalone option, you can also look at EDDM from the US Postal Service.

8. Keep Doing Excellent Work

Above all other strategies, keep doing an awesome job!

When you commit 100% to quality, your clients...

- Feel like they're getting full value
- Are more inclined to refer you to others
- Will keep asking you to come back, again and again!

To get a new client is an expense, but to keep one you already have is FREE. So consider your cleaning services themselves to be your #1 marketing tactic.

9. How to Ask for Referrals (the Right Way)

Word of mouth is one of the best ways to get *great, long-term clients*. Referrals work, because they can shortcut you past new clients' "trust barrier."

But it can be hard – and even a little scary – to ask for referrals.

Here are some quick tricks to make your requests more successful:

1. Target the right clients

- Of your best clients, who is the most ideal?

-Who is the most loyal to you?

-Who has been your client, and is interested in buying more of your services?

2. Choose the right time to ask

The best time to ask for referrals (similar to asking for online reviews) is when your client is most excited about you. That means, right after you do the best job you've ever *done* for them. Give it 110% next time you service a client, and try asking for a referral.

3. Offer an Incentive

-We have a gift card strategy that works wonders for us.

-We'll detail it fully in a future blog post, but the general idea is that you give a referral "gift card" to clients. They can give the gift card to one of their friends or family members, so *that* person gets \$25 off your first service.

When someone loves your work, don't be afraid to ask. Remember: *"if you don't ask, you will never get."*

10. Build an (Invisible) Email Selling Machine

So far, most of these strategies have been about bringing new leads to your business.

But what happens when someone doesn't buy on first sight?

Email is critical to your growth...and it's all about the follow up.

95% of people don't buy on their first visit... so you need a way to keep them coming back.

Email marketing is so successful because it reminds your clients that you exist, and that you can solve their problems.

The first step is to actually start writing emails.

The next step is to build an Email Marketing "Machine." You need to set up a series of emails (or an email campaign) to send to your clients over a set period of time.

It works even better if you can segment them into specific interests. Do they care more about clean windows? Laundry? Sparkling tile? You can keep track of this automatically with your auto-responder software, like Aweber or Getresponse..

There are a dozen different tools out there to send emails out in a series. But if you really want to segment your leads and upsell your clients for maximum results, Aweber or GetResponse are good choices.

This software allows you to tag leads and clients, segment them, and automatically send them emails based on what services they have (or have not) bought from you.

11. Get Your Website to the Front Page (SEO)

There's an "old" joke amongst digital marketers:

Q: Where is the best place to hide a dead body?

A: On the second page of Google.

Search Engine Optimization, or SEO, is all about getting your website to the top of search results (on search engines like Bing, or Google)... because the higher your page ranks, the more visitors you will get.

SEO is about two things:

1. Telling Search Engines what your pages are about
2. Giving your users the best experience possible

It's a vast and somewhat complex topic, but critical to cleaning business owners because of your local competition. Most cleaning company owners miss the boat on this.

12. How to Get GREAT Online Reviews (*and Fix Bad Ones*)

The more (good) reviews you get, the better.

Online reviews are the new way people "preview" your company before they hire you. The more quality reviews you have, the more likely people will be to hire your services.

To get 5-star reviews is actually surprisingly simple. It boils down to three simple steps:

Ask for reviews from your loyal clients.

Send them an email or leave them a note. Make sure you only ask when they are most happy with you (i.e. after you've done a *really great* job).

Thank anyone who leaves you a great review.

You want to respond to *all* of your reviews.

Respond to your negative reviews in the best possible way.

Move the discussion out of the public eye ASAP.

Leave them a message. Ask them to call you.

Promise to come fix any problem they have with your service.

Do whatever it takes to get them to change their review from a 1 star to a 4 or 5 star.

The Most Important Places to Get Online Reviews for Your Cleaning Business:

1. Google (This will make the *biggest* difference on your SEO.)
2. Facebook
3. Yelp
4. Angie's List
5. Thumbtack (There are also other similar sites.)

Do *NOT* fake any accounts. You can get real friends and family to leave reviews, but fake accounts will *kill* your business.

Conclusion

Better Marketing = More Cleaning Clients

This is your winning formula:

Quality Service + Better Marketing =

More Clients=Bigger Profits

But it also means you get to *choose* what kinds of clients you take on. When you market your business better, you will...

- Grow faster
- Grow a healthier business
- And feel proud of your professional achievements

Armed with these 13 (+ 1) strategies, your profits will soar and you will finally get the cleaning business you always dreamed of.

Of course, once the new clients start pouring in, you're going to need a way to manage them. I want to recommend that you get software that will help you run (and grow) your business.



Hope this helps;
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p.s. Stop by if you need a little help with your marketing.