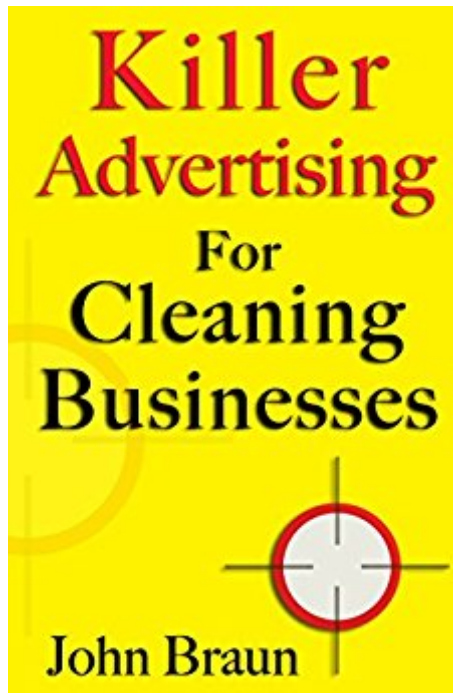




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Killer Advertising For Cleaning Businesses: The Hitman's Guide



Synopsis

Written by a 20-year veteran cleaning business owner and advertising consultant to the cleaning industry, exclusively for carpet cleaning, maid services, janitorial services, pressure washing, water restoration, and other cleaning businesses. This easy read walks you through the basics of how to create highly profitable advertising. You'll get lots of tips on how to improve your advertising response. Plus, you'll see 16 cleaning ad examples in this book. Read this book and you'll discover... The formula for finding your unique selling position. Dozens of headline ideas for cleaning businesses. How to pick the most profitable advertising media for your message. Exactly what to do in a neighborhood advertising campaign so you don't go broke. A step-by-step sequence to get your cleaning clients to call you back more often and spend more money. The internet marketing plan that helps your website get twice as many leads as other cleaning websites. How to get the best commercial cleaning accounts. Killer tips to help you get more cleaning clients for less money.

Book Information

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#124 in Books > Arts & Photography > Graphic Design > Commercial > Advertising

Customer Reviews

This book is really well done. It not only explains different advertising strategies, but also some psychology behind why they work and specific suggestions on how to implement them. I like the

example of how to write a marketing 'strategy statement' and there are several other ideas I will use in my carpet cleaning company. Well done, definitely worth reading. With a book like this, one idea successfully implemented can make your company more money.

I loved the book, I have been in the Cleaning Industry for 14 years, and some things I have done in the past and I also learned some new things. It was an easy read with lots of ideas. I recommend this for everyone to read.

Great to the point book! Just what I needed. I have already made money with this book implementing the ideas he taught.

This book has great ideas for Carpet Cleaning Businesses. I started to read it and I didn't stop until I finished it. Congratulations to the author!!

I keep reading this book. So much great information and the guy has so many other strategies you can get[...]

This is a good overview of how to successfully market in the cleaning industry. I loved the ideas for commercial marketing!

I have personally implemented a lot of these strategies and have had great success! Easy to read and easy to implement!

Spot on for the carpet cleaning industry. Great job John.

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