



December 2018

CITY OWNER NEWSLETTER

Happy Holidays!

This is the season for us to make a difference. With people softening their hearts, and opportunities to serve arise. We can be an advocate to serve and help others in need, but what about our own family and friends? What do we do to help them? This month think about how not only how you could increase business but how can you increase your relationships with others? #lighttheworld2018

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Have You Added Video To Your Website?

Fellow Owners,

Online video has been on the rise for years. 78% of people watch online videos every week (source: [Hubspot](#)). [Google](#) says nearly 50% of internet users look for videos related to a product or service before purchasing. And according to [Unbounce](#), including video on landing pages (website pages) can increase conversion rates by 80%.

As carpet cleaners, we aren't always on the cutting edge of technology. But a simple video shot with your smartphone can be a valuable tool to **turn website visitors into customers.**

I know what you're thinking: I don't want to be on camera! What will I say? And won't a smartphone video look low quality?

Trust me, I struggled with those thoughts too. Until one day I wrote a very short script explaining why Heaven's Best is the right choice for customers in Milwaukee, WI (my territory). Then I shot a 90 second "talking head" video on my iPhone, uploaded it to YouTube, and embedded the video on my homepage.

Take a moment to watch the video, if you'd like: <https://milwaukeewi.heavensbest.com/>



That video is nothing special. Just 90 seconds of me talking about what a great company we are, how we are different, and why people should hire us. Believe it or not: that video has hundreds of views! I hear from customers all the time that they not only watched the video but loved it. It makes customers feel more comfortable hiring my company. And when customers meet me in person, I often hear "you're Reuben! I saw your video on the website."

All you need to shoot a video like this is a newer smartphone with a good camera and a cheap tripod from Amazon. If I could do it over again, I would have also used a cheap lavalier mic (also from Amazon) that plugs into my iPhone. Sound quality is important, and a clip-on lavalier mic will work much better than your phone's internal mic.

Remember: your customers are hiring a local company. They don't expect a Hollywood production. A short, honest video is a great way to introduce yourself and your company to the community. Customers want to know who they are letting in their home. Show them you are a friendly, trustworthy professional with your short video introduction.

Have questions about video (or anything else)? Don't hesitate to reach out to me directly: call/text 414-202-851

Best,

Reuben D. Rock

Owner, Heaven's Best Carpet Cleaning Milwaukee WI

PS. I said "short" 3 times in this article. Why? Because nearly 2/3 of consumers prefer a video under 60 seconds (source: [Insivia](#)). If I re-shot my homepage video today, I would cut it down to 60 seconds or less.

PPS. Are you on Facebook? I created a special Facebook group just for Heaven's Best owners to connect and share ideas or ask questions. Join 60+ Heaven's Best owners who already signed up. Request access today! Here is the link: <https://www.facebook.com/groups/361583881044978/>

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Want to make more money?

Starting December 1st, EZ-NetTools will offer exclusive Heaven's Best Google Ads deals to you. They offer the best price on the market without sacrificing quality. The Heaven's Best Google Ads package offered is just \$75 a month and is an unbeatable deal.

On this Best Value package, you get ads specifically targeted to people most likely to become customers. You get landing pages designed to generate more business based on A/B Split testing (experimenting with 2 versions of a landing page to discover which has a higher conversion rate). EZ-NetTools will make custom text ads targeted to fit your landing pages and track conversions for you.

Ez-NetTools have been working together since 2012 and understand what works and what doesn't when it comes to digital marketing. [Take a look at the Google Ads packages here](#) or call EZ-NetTools at (208) 356-8361 for more information.

With EZ-NetTools it takes (less) money to make money, let's get you [signed up](#) today!

EZ-NetTools is a Google Certified Partner.

Zac

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(800) 627-4780

Shipping Department

This month's special is: TGP # 115 buy 5 get 1 Free

Tar-Gum-Paint remover is the product you want to have at all times, because you never know when you are going to need it, it works on much more than just tar, gum, and paint. Just see the bottle for further instructions. John says its "the product you need in your back pocket on jobs."

We also have in the 2019 schedule books #830 for you to purchase.

We have tool boxes for sale to put your kits in and they come with an insert. Our part # is 8108.

We are selling them at the low price \$25.00 per box. Order one with your next order.

Note: Any special order needs to be paid for before ordering.

John's Fix-it Corner

Now we are going into the holiday season. This is a good opportunity to finish the year with strong numbers. Everyone wants their carpet clean for the holiday, but you can't wait until they have spent all their money. If you have a slow day don't go home and sit, go where there are people and hand out your card and tell them you are running a special for the holidays. People always seem to want to make their home a little more special during this time of the year when they have family and friends coming over for parties and to enjoy this special season of the year. Most people are in a more giving frame of mind and this could be a good opportunity to be able to clean for them. It could also be a good time to clean up after the holidays.

I would like to wish everyone happy holidays. Its been a pleasure working with all of you though the year.

Note: Health nuts are going to feel stupid someday, lying in hospitals dying of nothing.

Leather Cleaning: The "Natural" Add-On Service

In the ever-increasing competitive world of carpet cleaning, it can be tough to stand out from the crowd. Especially when there are 300 or more other cleaners promoting themselves, as there are in my service area. What do I do that makes my company stand out from the others? What makes my company really shine?

I specialize.

Why specialize? Well, let's run a comparison. Who charges more? The General Practitioner or the Brain Surgeon? I think you get the point. You can make more money specializing because you are doing something that most others aren't trained to do. What should you specialize in?

My suggestion is Leather Cleaning. You could say that it is a natural add-on service, because leather is a "natural" product. Leather is a by-product of the meat industry and is the oldest and one of the most comfortable seating surfaces known to man. Leather adjusts to your body temperature, and because it is a "skin", it's pores absorb and release approximately 30% of it's weight in moisture. Leather is soothing to both your body and your mind.

Look under Leather Cleaners in your phone book. How many do you see? Five or six? Compare that to 300 carpet cleaners. Have I got you thinking yet? Do you see the ratio of cleaners to clients? This is a NATURAL add-on service to your in-home up sell. Most people aren't even aware that their leather should have professional maintenance. The client who has leather upholstery can afford to have it cleaned. But, it is much more than just cleaning. Once you start cleaning it, you will fall in love with leather! It's really great stuff!

Most leather is pigmented or protected, which means that it is painted and a type of urethane is applied to protect that paint. This is the largest portion of leather at about 80%.

Aniline makes up 10-15%. Aniline is soft and buttery and very easily stained. While Nubuck feels like velvet and makes up the remaining 5%. These last two types of leather create the most challenges and the highest rewards. Very few cleaners will pursue these leathers because of the time involved to clean them.

My projected leather business (this year) is 65% of my total revenue (on 50% less jobs than my carpet cleaning division). Your clients have probably already asked you, if you will clean their leather upholstery, right? What are you going to do about it? Let another cleaner steal your client, because you don't clean leather?

No way! Here's what you do:

Go to your nearest BridgePoint distributor and take the Leather Care classes or contact your chemical supplier and ask them for a class. I, myself, would be glad to teach such a class.

What do you use to clean leather? Great question! Glad you asked. I have tested various products and do use different products from various suppliers, but in my opinion, the best overall system is by a company called Leather Master. Leather Master is approved by over 300 tanners and manufactures. Their "deck tags" are the industry standard for care instructions. Pull up a few cushions and you will probably see the Leather Master logo. Leather Master is owned by Stainsafe, the largest warranty provider in the USA (on furniture).

I could tell go on to tell you exactly how to clean leather, but that is best done "hands on" in a classroom environment. Though, I will try my best to answer any questions about Leather Care on both the VLM Message Board and the LMCCA Message Board.

Now that you know the leather and the \$\$\$ are waiting for you, go out and get that natural add-on service!

Lonnie McDonald

<http://www.leatherpro.org>