



January 2019

CITY OWNER NEWSLETTER

HAPPY NEW YEAR!

We hope each of you had a wonderful holiday season and are looking forward to 2019. We are excited with the Company's growth this past year and feel confident that 2019 will be even better. In the near future we will be offering new and updated van wraps which you will be able to purchase on the HB online store. In addition we have hired a media company to update our online video demonstrating all the services we provide. We are also updating all the marketing photos for your future advertising.

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Beginning this new year we would like all of you to send us an email with your current and correct information about yourself, and make sure your address, your phone number and email address is up to date.

Thanks for your help.

-Heavens Best Corporate office

Welcome!

We would like to welcome our newest franchise operator Wayne and Kristen Kelly. They will be servicing the territories of Germantown, Cordova, Collierville and Bartlett Tennessee. We look forward to seeing their success in 2019!

Set Goals!

This is an excellent time of year to set goals for your business. If you are looking to grow your business in 2019 an excellent way to do that is by diversifying your advertisement. Yelp, Adwords, Homeadvisor, and gaining more reviews for your website are all great ways to increase your client base. By increasing your advertising budget you will open the door to more calls and ultimately developing a larger clientele.

Shipping Department

This month's special is: Orange Deodorizer # 124 by 5 and get 1 Free.

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

We have these Tool boxes for sale to put your kits in and come with a insert. Our part # is 8108 and we are selling them at the low price \$25.00 per box.

Order one with your next order.

Google Ads Basics: Setting a Budget That Will Win You Customers

Fellow Owners,

Have you been thinking of trying Google Ads, but you're not sure you have enough budget to get results? Today I want to talk with you about Google Ads budgeting and show you how even a small business budget can work with Google Ads.

First, a quick refresher on Google Ads: you pay Google to display your ad when somebody searches for things like "carpet cleaning" in your area. If somebody clicks your ad and visits your website, you pay for that click (that's why it is often called pay-per-click marketing).

Back to budgets...

How much should you spend every month to get good results? Most of my clients spend between \$300-\$600/mo (only \$10-\$20 per day). With that budget, you will get between 2-4 clicks per day (more if your market isn't very competitive!).

You might be thinking "that's only 2-4 people per day coming to my website. How will I ever make money?" Good question! Those 2-4 people per day = 60-120 people per month visiting your website. And these are highly qualified visitors! They were searching for a carpet cleaner, saw your ad, and clicked to view your website. They are either researching carpet cleaning companies or they are ready to purchase.

If I spend \$600/mo on Google Ads, I only need to book 3-4 jobs per month to make my money back (my average customer spends \$187 per cleaning). $\$187 * 4 = \748 in revenue.

Are you still with me? I know everyone hates math. Let's go a bit further... here is a photo of the numbers I'm about to discuss (my handwriting is awful, sorry):

Budget: \$600/mo ÷ \$5/click
= 120 visitors * 20% conversion rate
= 24 leads @ \$25 each

24 leads * 25% conversion rate
= 6 jobs * \$187 avg. ticket
= \$1122 revenue + L.T.V.

Let's say your Google Ads are so well managed that your \$600 budget brings in 120 website visitors in a month. 20% of visitors request a quote. Now you have 24 leads at \$25 each. You convert 25% of your leads into customers (you probably convert way more than that in real life), so you win 6 jobs. 6 jobs * \$187 average ticket = \$1122 in revenue. You almost doubled your money. And that doesn't even include the lifetime value of the customers that keep coming back year after year!

Do you see now how a small budget can still add up to real revenue every month? I've seen it done with as little as \$300/mo in some of my client's territories. And Google Ads can scale as your budget changes! Just increase/decrease your budget throughout the year as needed.

That's it! Have a happy new year.

Best of luck,

Reuben D. Rock

Owner, Heaven's Best Carpet Cleaning Milwaukee WI

DISCLAIMER: Some of my monthly contributions to the newsletter are about Google Ads. I offer Google Ads management services to our Operators for a small monthly fee, so there is a financial incentive for me to help you get into Google Ads

PS. Google Ads is a complicated platform. Want to skip the learning curve? For a \$200 setup fee and \$100/mo after that, I will build you a custom Google Ads campaign and manage it every month. I even include a free high-converting landing page where we can send your traffic. Call/text 414-202-8515 or email r.rock@heavensbest.com to get started

PPS. Don't forget about our Heaven's Best Owners Group on Facebook:

<https://www.facebook.com/groups/361583881044978/>

John's Fix-it Corner

Today I was trying to think of something to tell you about your equipment when the phone rang. I had an operator call me and want some letters of recommendation and some before and after pictures. If you remember in training we told you to start a portfolio. This is a good time of year to work on this. When you go into a place that you're cleaning have your camera ready. When you finish a job on a commercial level ask them for a letter of recommendation and take some pictures.

Make a file of pictures and letters. Then you'll be prepared with examples to show prospective clients. On the online store we have a presentation folder for sale. This would work great to make up a nice packet with pictures, letters, our company info, and your bid. And last, but not least, be sure to have your business card in it so they can find you.

So, my fix it this month is not about equipment, but about fixing your presentation skills.