



July 2017
Issue 06

CITY OWNER NEWSLETTER

Happy 4th of July!

We are thankful for our country and the freedoms we enjoy. We are especially grateful to the men and women that serve our country. Hoping each of you were able to take some time off and celebrate!

Creating a Professional Image

July can be a very busy month in our industry. Be sure and take the time to keep your image professional. Your van and equipment should be kept very clean as it represents your company. Remember your van is a moving billboard and the easiest way to reach customers. We are now financing new logos over 12 months, making it affordable. Take advantage of this offer while you can!

Reminders

*Everyone's monthly reports should be kept up to date by the fifth of each month.

*Also, make sure to keep a sufficient backup supply of cleaning products. You don't want to be unprepared during our busy season.

*Finally, training dates for new operators are July 16th through the 20th. Remember, if you know someone who would be interested at all in this great opportunity, start the discussion and let them know about the financial benefits and freedom that comes with being a franchise owner in the Heaven's Best Company. Letting others in on this opportunity not only benefits potential franchise owners, but also benefits you since we give \$3,000 for each successful referral.

Shipping Department

This month's special is: Citrus Booster buy 5 get 1 Free

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Attract more customers with Google Ads

Fellow Owners,

Are you buying Google Ads (formerly Google AdWords)? If not, you are missing out on the incredible power to target the *right person* at the *right time* with the *right message* on the world's most popular search engine. Every time somebody in your area Googles something like "carpet cleaners near me," you have the opportunity to put your ad right smack dab at the top of the search results page. In fact, 25% of searchers will click on an ad instead of an organic (free) search result. That means if you aren't buying ads on Google, you are already missing out on 25% of your potential website visitors from Google.

Today I'm going to share a quick tip for writing better Google Ads. But first, let me give you one more big reason you should be running Google Ads: unlike some other strategies, Ads are the fastest way to get to the top of Google's 1st page of search results. Within minutes of launching a new campaign, your website can shoot right to the top of Google and stay there. How much could your business grow if you were always near the top on Google? (*Hint: a lot*)

Now, here is my #1 tip for Google Ads: **always include a price in your ad copy.** I suggest using a 3-room special:

Milwaukee Carpet Cleaning | BBB Accredited & Top Rated

www.heavensbest.com/

3 Room Special - Just \$119.99. **Carpets Dry In 1 Hour!** Satisfaction Guaranteed. No Hidden Fees. Family Owned Business. Low Moisture Process. Environmentally Friendly. Dry in 1 Hour. On-Time Appointments. Free Deodorizer. Services: Low moisture cleaning, Pet enzyme treatment.

Many carpet cleaners I talk to don't want to include a price on their Google Ads. They are afraid customers will only book that 3-room special. In my experience, that isn't true. Every customer has unique needs and will want a custom quote for their exact home setup. The 3-room special is like an introductory rate. It gets the customer in the door (or on the phone) so you can assess their needs and provide a personalized quote.

But my favorite reason for including a price in your ads: it weeds out the price shoppers.

Imagine somebody sees 3 rooms for \$145. They think to themselves *that is ridiculous, I've seen 3 rooms for \$60 on Craigslist.* That person will skip right over your ad and never click it. And that's okay! They weren't a good fit for your company anyways. Plus, you only pay Google when somebody clicks on your ad.

Another person sees your \$145 3-room special and clicks to visit your website... that's a highly qualified visitor! You know that this person is looking for quality and is willing to pay for it. A much better fit for your company. And a much better use of your ad budget.

Hope you found this info helpful! If you need help with your marketing or want to share ideas, call/text 414-202-8515. I hope you enjoy a lucrative July, but also take some time to be with friends and family.

Best of luck,

Reuben D. Rock

Owner, Heaven's Best Carpet Cleaning Milwaukee WI

PS. I put together a free video course called **3 Ways To Make More Money With Your Website**. It's just for my fellow Heaven's Best franchisees. Go check it out today:

<http://gosearchparty.com/makemoremoney>

John's Fix-it Corner

This may sound a little off the wall coming from the corporate office, but most of you are used to me by now. Everyone is always wanting you to work harder, work longer, and don't stop. Well, let's take a little time to stop and smell the roses. It is already the first of July and time to celebrate Independence Day and give thanks for our great country that we live in and the freedom that we have. (And Canada for our Canadian friends) Take a day off and go camping, fishing, golfing, or just spend time with your family and friends.

Ok - the fun is over now so get back to work. Let's take a minute and talk about Fast acting enzyme. We are seeing an increase of usage of this product, which is good, it's a great product. But we are also seeing some creative ways of using this product.

Fast acting enzyme should not be mixed in with your cleaning solution (101) or any other product; it is a stand alone product. It should be mixed in the blue hand pump sprayer with 100 deg water shaken until dissolved. You should only make up enough product to do the job you're working on now to avoid reduced enzyme action and activity. The life is about 2-3 hours. For maximum effectiveness let FAE do their work 5-10 minutes before cleaning. This will work well for cleaning fats, oils, greases, proteins, etc.

Note: When you go into court you are putting yourself in the hands of 12 people that weren't smart enough to get out of jury duty.