

Should You Run Flyers?

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Yes. Running flyers is a great way to get noticed by the people you want to work for, in the geographic hub you've chosen that is convenient to you.



If you follow this program exactly, you can go from no clients to being fully booked within a few weeks and then work from referrals after that. I've moved several times over the years, and each time we've relocated, I've started my business over from scratch. No clients, new neighborhood, new clientele.

I have used the exact same system, the exact same flyers, the exact same process -- and have received the exact same successful results. So I'm sharing it with you because it works. You are in business for yourself, so you can do whatever you want, and change the system however you want -- my feelings won't be hurt. But if you don't have all the business you want -- come back to this program and follow it step-by-step and rebuild your business so you have recurring clients and a steady stream of cash flow.

I buy one ream of colored paper. (500 sheets) at [Office Depot](#), [Staples](#) or [Amazon](#). The cost for this is \$10 to \$15 dollars -- usually like \$11.49 or something weird like that. The pastel colors work best, not the electric bright paper.



Use your home printer to print up the flyers and print them in black and white ink. Don't spend lavish amounts of money on glossy brochures or four color printing. You don't want to give the image that you are a franchise with an \$80,000 investment who needs to recoup those costs.

You are a one man/woman show out of the shoot. You are professional, but keep your costs low because every dollar you save, is a dollar in your pocket. Your flyer will tell your customer exactly what type of business you are -- and that translates into the client asking "is this the right cleaning service for me?"

So you want to answer questions they are going to ask right on your flyer.

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What should You say on your flyer?

The good news is you can say whatever you want it to say. You can have pictures or bullet points.

Google the term (House Cleaning Flyer). Hundreds of samples of house cleaning flyers will pop up. Some are colored, some are black and white. Some have tear tags, while others appear to be more like business cards.

Action Activity

Some work and some don't. But Google the term and look at what others have done.

I do NOT recommend a flyer with tear tags – like the one shown here -- and I don't recommend leaving flyers on public bulletin boards, telephone poles, bus stops, school bulletins, grocery stores etc.

Note!

The reason is that people who gather at those places are from different geographical locations. You are going to target your market to one or two

neighborhoods so that you are not traveling all over the place. You don't get paid for travel and you don't want to waste time and gas money driving to the next client.

We'll have you specifically target one or two neighborhoods for your business.

Regardless of what you write on your flyer, you need to answer some basic questions:

1. Who are you?
2. What are you selling?
3. Why do I need your Service?
4. How do I get in touch with you?
5. Do you have a website or email?
6. Do you guarantee your work?
7. How much do you charge?



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8. Are you bonded and insured? (If you are not, and you choose not to be, do not advertise this on your flyer. Only list it if you ARE bonded and insured.)
9. Do you accept credit cards?
10. Do you work weekends? (If you do not work weekends, do not advertise this either. Only list it if you are willing to work weekends.)



I print two flyers per page and cut the page in half.

A cut-up flyer (1/2 page of an 8 x 11 sheet of paper) fits nicely in a shoebox on the passenger seat of the car. A small jar of SortKwik can be purchased at an office supply store for \$2.30 and will keep your fingers moist while you keep reaching for the next flyer.



Did you know there is actually a time saving technique to running flyers? Go around 9:00am on a weekday. We use a weekday because people check their mail on weekdays. Everybody has left for work and you can get in and deliver them before the mail truck comes. Also avoid garbage pick-up day. You don't want to be navigating in and around garbage cans out on the street.

Start on the left side of the street drive slowly down the street with your blinkers (hazard lights) on, and leave your flyer in the newspaper box.



DO NOT LEAVE YOUR FLYERS IN THE MAILBOX. The mailbox is federal property and is illegal to open anyone else's mailbox. If you are caught leaving things in people's mail boxes without paid postage, you can be charged full postage prices for each piece of mail discovered along with a hefty USPS fine.

Instead leave the flyers in the newspaper tubes, or folded in half stuck between the mailbox and the mailbox flag or taped to the newspaper or mail box. Don't be

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obnoxious with it – you don't want to send the wrong message right off the bat, you just want your flyer to be seen and you don't want to be charged a fine for doing it incorrectly.

Watch for and yield to: cars pulling out of their driveways, kids on bicycles, people walking dogs etc. Always give them the right of way.

If you see someone out in their yard, or if they are at the mailbox when you approach, smile, wave and leave them a flyer in their box. You want to portray your best image even when out running flyers.



You might even consider wearing your house cleaning uniform, in case somebody asks you on the spot to come in and “bid the job”. This has happened to me more than once.

You are an advertisement – make sure when running flyers, that your car is clean.



Need a flyer?
You can use the one I made. I've saved it as a word document. You can open it up in Microsoft Word or Google Docs.



Edit it (change the name, phone number, email, credentials, pricing.) Print it out and cut it in half. Bam! You're ready to go and you don't even need to know any typesetting, or graphic design.

House Cleaning & Special Projects \$25 per hour Angela@AngelaBrown.com Call or Text: 555-555-5555

- No Contracts
- Sassy Cleaner Trained
- Sassy Cleaner Certified
- 100% Satisfaction Guarantee
- Bonded & Insured
- Credit Cards Accepted

Are you one of those people who love to clean your home but hate to clean the bathrooms? Or mop hardwood floors? Call me, I can help.

Pick Your Projects: What do you need help with today?

- | | | |
|--|---|--|
| <input type="checkbox"/> Closets Organized | <input type="checkbox"/> Garage Organized | <input type="checkbox"/> Party Decorating |
| <input type="checkbox"/> Cupboards | <input type="checkbox"/> Bonus Room Organized | <input type="checkbox"/> Party & Vacation Clean Up |
| <input type="checkbox"/> China Cabinets | <input type="checkbox"/> Cleaning Hardwood Floors | <input type="checkbox"/> Patio / Porch Clean Up |
| <input type="checkbox"/> Home Office Organization | <input type="checkbox"/> Tool Sheds Organized | <input type="checkbox"/> Lamp & Light Fixtures |
| <input type="checkbox"/> Patio Furniture Cleaned/Painted | <input type="checkbox"/> Attics Organized | <input type="checkbox"/> General House Cleaning |
| <input type="checkbox"/> Blinds Dustied / Washed | <input type="checkbox"/> Guest Rooms Readied | <input type="checkbox"/> Baseboards / Window Sills |
| <input type="checkbox"/> Dishes | <input type="checkbox"/> Library Organized | <input type="checkbox"/> Pantry Organized |
| <input type="checkbox"/> Toy Box Organization | <input type="checkbox"/> Window Washing | <input type="checkbox"/> Walk in Closets |
| <input type="checkbox"/> Laundry Washed, Folded | <input type="checkbox"/> Moving Packing | <input type="checkbox"/> Bathrooms |
| <input type="checkbox"/> Freezer Fridge Defrosting | <input type="checkbox"/> Moving Unpacking | <input type="checkbox"/> Bathroom Cabinets/Drawers |

Hi I'm Angela Brown and I'm your new neighbor. Learn more about me and my services at: www.AngelaBrown.com I've owned a professional house cleaning company for several years and I'm really good at what I do.

I'm consistent, I'm reliable, and I'm flexible and efficient.

- If you don't need my service today, save this until you do. This is a one-time only introduction as I relocate. I work by referral only.



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