



Three Reasons To Be “Thankful” For Having Clean Carpet This Holiday Season!

Hello Friends & Clients! This is the time of the year most people spend getting ready to give thanks. The season is usually spent hanging out with friends and family. Celebrating family traditions. Having parties. Enjoying delicious foods.

We all count our blessings (hopefully everyday) whether it’s being thankful for our health, our daily food, or our families. But how about being thankful for having clean carpets? Here are 3 reasons to be thankful for those clean carpets this holiday season:

Reason #1 to be thankful for clean carpet: They look beautiful for all your friends, family and guests. Just imagine welcoming all your holiday company with bright, soft, fluffy, clean carpets. Everyone will “Ooooh!” and “Awww” over your wonderful housekeeping abilities – you’re a regular Martha Stewart aren’t you?

Reason #2 to be thankful for clean carpet: You know they will last longer when you maintain them properly. New carpet costs thousands of dollars. Who wants to replace carpet before it’s time? When you follow your manufacture’s advice and have them professionally steam cleaned every 6-12 months you know they will look beautiful and last for years.

Reason #3 to be thankful for clean carpet: You and your family will breathe easier this winter. With winter time comes lots of time indoors in a house that’s sealed up tight. When you clean your carpets you clean your indoor air. A clean home really is a healthy home!

You have lots of reasons to be thankful – and so do I. In fact, I want you to know

I’m Thankful For You!

And, I’m going to show you how much I appreciate you in 3 ways:

- #1: \$35.00 Cash discount
- #2: Free Carpet Protection in your Living room
- #3: Free spots and spill clean up through January 2008



To redeem this special* all you have to do is pick up the phone and Call XXX Carpet Cleaning at XXX-XXXX before November 30, 2007. You’ll receive \$35.00 cash off your cleaning PLUS \$35.00 Worth of free carpet protection for your living room!

And don’t forget – you get spots and spills cleaned up for FREE through January 2008!

*Not valid with other offers.

Post Card Front



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Now check out the offer on the front of the card...

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Address Correction Requested

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This month's strategy...

November is usually the beginning of the holiday cleaning rush. You need to get your promotions out early in the month to take full advantage of this cleaning season. This month's strategy will get your clients to clean before their guests arrive, and it also gives you a chance to be "thankful" for all their business.

Preparation Instructions For The Specials Page Insert

Here are all changes you need to make. Just plug in your name and your company's name where you see "XXX." And plug in your telephone number where you see "XXX-XXXX". It's that simple. There are two versions for a post card (one standard and one oversized) and another version for a one page flyer.

Special Section Regarding The Use And Benefits Of Oversized Postcards:

By now you know that keeping in touch with your clients is the best way to keep your repeat and referral business growing, and in today's busy time a postcard is the perfect way to do this.

Even better than your average sized postcard, is the oversized postcard. First of all, because it's an odd size it will stick out in your client's piles of mail – and it is more likely to get noticed and read. Also, because it is a little larger, you can make it easier on your client's eyes by using more "readable" sized fonts and fitting more information on it.

Keep in mind the postage for a larger sized postcard is more than that of a little postcard, (it usually takes the .41 cent stamp but check with your postmaster to make sure) but the benefits and response for using the larger postcard make it worth the extra investment.

Any of these pieces can be printed "in house" by you or your office help, or for a few more cents per piece take it to a printer and let him worry about it. Good Luck!

