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How An 'Ordinary' Small Business Can Transcend Commoditization By Appealing To The Affluent

There's nothing much more mundane than home cleaning/maid service – and it is highly competitive, because of the low barrier to entry to the business, and because of major franchisors like MerryMaids®. And there's nothing more mundane than the lowly postcard as a marketing media. The EXAMPLE shown here, from Gold Member Dan Gallapoo, a freelance direct-response copywriter (www.DobermanDan.com) done for a local, small cleaning business – very frankly – isn't anything special.....I mean, Dan got the fundamentals right; the "Who Else" headline *does* use an "upscale word" that leaps out: *meticulously*....and delivers the benefit promise. The offer is built around a \$25 "mystery gift" – and typically, a mystery gift is easily beaten by a disclosed desirable gift. On a 1-10, looked at *in isolation* as a copywriting job, I'd give it only a 6.5. However, Dan more than earned whatever fee he charged by doing something few copywriters do for their clients and something few marketers trouble to do for themselves..... he METICULOUSLY picked the prospects the postcard was sent to.

Here's the very impressive Success Report: They used a list of homeowners within a few mile radius of the business with incomes exceeding \$150,000.00 AND homes valued at \$500,000.00 and up. Keep in mind, in Ocala, Florida, \$500,000.00 buys a big, fancy house – what might sell for twice that in many other Florida cities. So this mix of income/home value delivered a mid-affluent prospect. The "Little Postcard That Could" brought in \$2,000.00 of immediate revenue from a paltry \$240.00 investment in lists, printing and postage. Better yet, EVERY new client signed up for weekly or bi-weekly maintenance cleanings worth approximately

Copy That Sells To The Affluent

\$3,000.00 a month; \$36,000.00 in annualized value. Let's see: \$240.00 = \$38,000.00. Guess that moves Dan's 1-10 score up to a 14, huh?

This proves two points (that could fatten your wallet): first, what I've frequently confessed (that virtually no other professional 'hired gun' copywriter ever wants to talk about): list matters as much or more than copy. If you insist on being lazy, dumb or cheap about your selection and acquisition of lists, you deserve whatever butt-kicking you get out there. **Second, that it's smart to go where the money is.** Believe me, the 100% conversion of new customer to continuity customer would NOT have occurred with less affluent and/or randomly mixed customers. Make a note, buckaroos: pay more if you must, to go after higher-value customers. So, the Two Dans – me and Gallapoo – have just earned your *No B.S. Marketing-To-The-Affluent Letter* subscription fee for, maybe the next decade or so, right here.

One other fascinating fact: 80% of the people responding to this postcard asked about the free gift – and several called back—*after* making their appointments to double check that they had called in time to get their gifts!

Thanks Dan, for a terrific example.

Who Else Wants To Come Home To A Meticulously Clean House... Without All The Work?

Respond Within The Next 7 Days And You'll Get
A Special \$25 Mystery Gift... **Absolutely FREE!**

If you like to come home to a fresh-smelling, meticulously clean house... this will be the most important message you will ever read. Here's why...

After a hard day's work, the *last* thing most people want to do is come home and work even harder cleaning the house. That's where I come in.

While you're at work or play, you can rely on me to provide a **guaranteed professional service**... with all the love and attention to detail I give when cleaning my own home.

Our employees are all carefully screened, permanently employed and meticulously trained. **We are licensed, fully bonded & insured** so you'll have complete peace of mind when you choose Ocala Cleaning Service.

Here's How To Get Your FREE Gift...

When you schedule your initial cleaning within the next 7 days, I'll give you a special mystery gift valued at \$25.00... **absolutely FREE!**

Why am I giving you a free gift? It's simple. It's a little "bribe" to get you to try my service. I know you're going to be *thrilled* and will continue to be a regular client.

Call Ocala Cleaning Service now at
352-690-6243 for a no-obligation quote.