

# Direct Mail marketi

*You want to sustain and grow your residential house washing business with new customers. Maybe you know that promoting yourself through Direct Mail is often the smartest and cost-efficient way to get the phone ringing. But do you want to do all that work, let alone figure out all the mailing options, procedures and requirements? Probably not.*

**1 Turn to EnviroSpec—we're here to help.** EnviroSpec is now your one-stop source for Direct Mail services. Who understands your needs better—a long-time leader in the pressure washing industry, or some local marketing firm or person who probably doesn't even wash their own car? John Allison began as a contractor like you before he started EnviroSpec. Along the way, he figured out not only the best way to *do* the job, but also the most effective way to *sell* the job.

**2 Choose who you want to reach.** The one thing you know better than EnviroSpec is your own community. Simply decide which zip codes contain families who are likely to use—and afford—house washing services. Send us that bit of information, and we'll tell you how many households those zip codes contain. You'll also get an all-inclusive price. We'll work with you until you're satisfied with both the coverage and the cost.

**3 Pick the style of flyer you like best.** You can view an assortment of professionally-created full-page flyer designs and messages online, and let us know which one fits you best. We'll customize it with your name or company name, plus a prominent phone number. And unlike those mailings that contain numerous local businesses, your promotion will stand out on its own.

**4 Sweeten the deal.** It's a fact that people are more likely to try a new contractor when they receive either a price break or free add-on for first-time customers. For example: "Schedule by September 1, and receive a FREE \$199 PlexMaster Surface Sealant treatment that will help protect your home from mold and mildew for up to one year." Also, by including an ending date for your offer, you create a sense of urgency for the homeowner.

