

Here are a few examples of cards that are targeted to specific services. These types of cards are effective when properly targeted to the right audience. Feel free to mix and match copy and offers to create a card that's right for you. Then get out there, use them and test what's most effective.

4A

Pet Odor Problem?
I've got the solution!
Call 555.555.5555 today
 and start enjoying your house again!
Don't be embarrassed by Pet Odor
 when a healthier home is only a phone call away!

Healthy Home Cleaning Services
For a Healthier, Happier Home for your family!
Call us today or visit us on the web at
www.healthyhomecleaningservices.com

Pet Odor can be an embarrassment, especially when friends and family come over. I know, I have pets too! That's why I use only the safest, most effective methods for removing those "problem" spots and odors. Unlike many cleaners who claim to remove pet odor and just "spray and go," I make sure the odor's gone by doing a thorough deep cleaning of the area. I take the time to do it right, which is why I can guarantee my work so strongly! **You also will have a choice of three different and pleasant deodorizing scents to choose from so that when I leave, your carpet will smell and feel as fresh as the first day of spring.**

100% Full Money Back Guarantee
If you're not thrilled, it's FREE!

4B

You LOVE your pet, but... "mistakes" do happen.
I know because I LOVE PETS TOO! There's a problem though, especially with younger or older pets... PET ODOR! Well, the good news is I can help. I own the area's best carpet cleaning company, Healthy Home Cleaning Services. Chances are you've seen our trucks on your block. **We've cleaned hundreds of your neighbors' homes over our five plus years in business.** Because many of my employees and I myself have pets, I've spared no expense in researching and learning the very best methods of pet odor removal. **Healthy Home Cleaning Services uses**

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only the safest, most effective pet-friendly solutions to rid you and your home of those embarrassing, unhealthy odors!

Give me a call today at 555.555.5555 and we can schedule a convenient time to discuss a solution to your specific problem. Start enjoying your home and your pet again.

Healthy Home Cleaning Services
For a Healthier, Happier Home for your family!
Call us today or visit us on the web at
www.healthyhomecleaningservices.com
 Carpet and Hard Floor Cleaning • Upholstery and Leather
 Spot and Stain Removal • 100% Full Money Back Guarantee!

4C

Is your couch starting to look a little worn? What about those stains on that armchair?
TURN OLD FURNITURE INTO "LIKE NEW" FOR A LOT LESS THAN YOU MIGHT THINK!

I know how it is. You spend your hard earned money to get good furniture and after a little while it starts looking like old furniture, especially if you are blessed with children. I know, I've got kids too, and although I love them, they can be a bit "rough" on your furniture.

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That's why I've taken the time and spent thousands of dollars to find the best techniques, methods and tools for cleaning upholstery and yes, even leather furniture. **My technicians are highly trained in a wide variety of fabrics and "problem" stains so that they can deliver the kind of quality results my customers have come to expect. All my work is 100% GUARANTEED! If you're not thrilled, IT'S FREE!** If you want fresh, clean furniture for a lot less than the cost of buying new, **CALL ME TODAY at 555.555.5555 and let's schedule a convenient time to talk about your specific concerns.**

Healthy Home Cleaning Services
 Carpet & Hard Floor Cleaning • Pet Odor & Stain Removal

4D

Is your leather couch starting to look dirty? We've got your solution!
If you're like most people, you spent a fair amount of your hard earned money for quality leather furniture. And why not? Leather feels great and always looks impressive. Well, almost always. When leather starts getting dirty, especially the popular light colors, it begins to look a lot less impressive. Plus, as dirt and grime get ground in, it becomes tougher than ever to get it back to "like

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"new" condition using regular household cleaners. That's when it's time to call me. **My company specializes in leather and fine upholstered furniture cleaning.** We use the best methods and tools to guarantee the best results! **I back my work up with a 100% Full Money Back Guarantee! If you're not thrilled with the results, it's FREE!** As an added incentive to try my company's services I'm **offering you \$25 OFF** your cleaning with us, no matter how much we clean. Between my Money Back Guarantee and the \$25 SAVINGS you've got nothing to lose and only clean, beautiful furniture to gain! **So call me today at 555.555.5555** to schedule a convenient time to discuss your specific needs!

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