

# How To Get Into High-End Homes

## Ten Proven Strategies For Tapping Into Lucrative High-End Communities

### TARGETED MAILING LISTS

1. Buy a mailing list based on high-end demographics you want to target (income level, specific gated communities, etc.) and conduct multiple marketing campaigns - newsletters, direct response sales letters, postcards, flyers, etc.

*You can't target a market if you don't have a list to work with, so the first step is to determine what "type" of client you are looking for, and then acquire a list of people who fit that criteria. Lists are available based on every type of criteria you can think of - income, house size, house price, number of kids, pet owners, age, car brand, zip code, street...the list is ENDLESS.*

*The success of any marketing campaign is the quality of the message AND the quality of the list. Your message could fall on deaf ears if you are not certain about who you are communicating to. So take the time to determine WHO you want to work with, and execute your sequential marketing campaigns consistently until the Return On Investment tells you to change your message or your format.*

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### REFERRALS

2. Get referrals from your existing high-end clients - "Birds of a feather, flock together" - use my referral form to collect names, offer a free room of cleaning to new prospects, and referral cash rewards to those who gave the referrals.

*If what you want is MORE clients like the high-end ones you are gaining, the best place to find more is through those clients, and the best time to acquire those names is when you've finished your job and the client is thrilled with your work. Mentioning "Our business survives purely on referrals, so if there are any friends of yours who could use our services, we would love to make their home as beautiful as yours is right now" and handing them a referral form gives them the opportunity to give you qualified leads - AND gives you a name to share when you mail to these leads.*

*Referral Reward programs that give cash (i.e. five 2-dollar bills), or other gifts (i.e. movie tickets), can reward and encourage the behavior you are trying to create more of. It is also a way to thank your clients for trusting you enough to send their friends to you. These are also the least expensive new jobs to acquire, so you save money every time you gain a referral name.*

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### 3-STEP LETTER AND CARPET AUDIT

3. Hand deliver the 3-step letter offering a Free Room of Carpet Cleaning to high-end neighborhoods. Irresistible offers coupled with your Free Carpet Audit™ in-home presentation lowers the resistance to saying "yes" to working with you, and sets you apart as highly professional.

*There is always a fear in prospects' minds of being ripped off, so offering a Free Room of Cleaning to prove the quality of your work truly removes all of the risk from the decision. And the in-home Carpet Audit™ presentation educates them about the needs of proper cleaning, and everything that you do in the process of delivering excellent technical results, which further sells them on the fact that you are the cleaner to choose.*



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*You will find that if you are targeting the right market (i.e. homeowners rather than renters) and are delivering your presentation properly, that most Free Rooms will result in entire house cleaning. This is the best offer to get yourself in the door in new neighborhoods. Once you've got happy clients in the neighborhood, you can work on growing your local list larger and larger until you become that neighborhood's "cleaning company."*

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### HIGHER PRICES

4. Raise your prices – the affluent tend to associate higher prices with higher value.

*Using "pricing" as a marketing strategy is often overlooked by service businesses wanting to get into High-End Homes – but sometimes all you need is a higher price point to become more attractive to the market you're trying to target.*

*When someone is looking for the "best" cleaner to come into her home and be around her family and her prized possessions, choosing the cheapest Pennysaver coupon advertiser is not the path she'll take. When you are QUALITY-focused, slogans like "highest quality AND lowest price" just don't fit together.*

*Price shoppers exist at all income levels, and so a higher-income price shopping customer will be just as difficult and draining to work for as a lower-income price shopper...so filter the price shoppers out by having prices at a higher level. This means the people who contact you are seeking quality work – not low price – and since you'll be making more of a profit per job at this higher price level, you'll be able to spend more time delivering an ever higher quality job and even better service (which leads to more referrals and astronomical business growth).*

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### SOLID GUARANTEE

5. Advertise your 100% Money-Back Guarantee - you'll attract the high-end with "risk reversal."

*Nothing says more about a cleaner's pride in their work than advertising that they stand behind their quality 100% with an unconditional guarantee that says if you're not happy, we'll try to make it better, and if that doesn't happen then we will give you every dime back...no questions asked.*

*Just about everyone when faced with a truly unhappy client would give them their money back...even though they don't publicly say they have this "guarantee." So they have the liability of a guarantee, but not the benefit of one because they don't share this with their market. Guarantees are proven to lower the barrier for hesitant prospects to say "yes"...so saying you have a 100% Money-Back Guarantee takes the fear and risk out of them saying "yes" and will bring you MANY more jobs than you'll ever end up paying out on. It's one strategy that will increase your conversion rate of prospects immediately just by mentioning it to someone who's trying to decide whether or not to choose you.*

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### JOINT VENTURES

6. Do joint ventures with other businesses that already target high-end homes and have an existing high-end clientele.

*A great place to find a list of high-quality clients is through businesses who are already serving that market. Dry cleaners, specialty home furnishings, catering services, etc. Networking with other business owners through you being a client of theirs, or through business organizations that you work with (Chamber of Commerce, LeTips, BNI, Rotary, etc.) is the quickest way to reach a larger number of qualified prospects. Prove your quality by cleaning for them for free, and then talk about doing a joint venture where they endorse you to their list, and they get a piece of the jobs generated (a referral fee).*



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*Having a company who already has a list of clients who like and trust them endorsing YOU to them is a powerful way to get new business. Utilize the Free Room offer so that saying "yes" is truly a no-risk offer.*

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### QUALITY SERVICE

**7.** Raise your level of service – you won't make it into High-End Homes if you're operating out of a beat up truck and offering 'no frills' service – remember the 'WOW' factor!

*If you expect to become a cleaning company that High-End Clients use and tell everyone about, then you have to be a company worth talking about. These days with the quality of customer service next to non-existent, the easiest way to WOW clients is through the insistence on excellent customer service and creating an "experience" for the clients with each job.*

*You can set yourself apart from every other cleaning company through your Carpet Audit™, to using the best chemicals and equipment on your job (and letting them know why you use what), to using additional WOW items from carpet booties to walk-off mats to corner protectors to leaving a rose with the invoice. Continually think of ways to further set yourself apart so that when you leave the house your clients are truly happy paying for the job and look forward to seeing you again.*

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### PACKAGING

**8.** Offer service packages – you'll 'bulk up' the value of your services and attract a wider scale of clientele – have a 'high end' premium package that layers on the service.

*Instead of a one-price-fits-all company, be one that offers choices and different levels of cleaning service. So instead of a prospect trying to decide "yes" or "no" to using you, they instead are focused on which level of service is right for them. Choices keep them in your funnel.*

*You'll discover that through creating a "premium" level package, and offering continuity programs such as the No-Brainer Maintenance Program, that you will have a good percentage of your list opting for the "best" and choosing to see you more frequently to keep their home looking immaculate. Don't shortchange yourself by believing that no one would pay a premium price for what you do ... you are NOT your client so what you believe isn't going to be what others may believe.*

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### CREATE CLIENT CHAMPIONS

**9.** Create an "experience" for your clients that gets them to tell others about you and become your enthusiastic unpaid sales force – your Client Champions.

*The job doesn't end when the invoice is paid if you are crafting a high-end company. The key to strong business growth is to build your existing client list and get them to use you more often, and to send you more referrals of other people just like them. And the best new customer to get is one who has already been enthusiastically "sold" on you by one of your existing happy clients.*

*Creating Client Champions starts by delivering a job "experience" that they are happy enough about to talk about, and by keeping in touch with them. Most companies don't keep in touch with a client after they've gotten paid ... so to set yourself apart you need to show that you care about them even the check has cleared the bank. Send them a*



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*personal handwritten thank you card, get them on your Client Newsletter mailing list, send them a birthday or holiday greeting, send them tips on caring for allergy-sufferers in the home, etc. And ALWAYS send them a sincere thank you whenever they have referred someone to you (you can even publicly thank them in your newsletter and give them a "reward").*

*Champions will save you a ton of money by sending you jobs without you having to advertise for them OR to try to convince them to say "yes" (because they call you already saying "yes")...so make certain that you show appreciation and gratitude to this very valuable part of your client list.*

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### EDUCATION-BASED MARKETING

**10.** Utilize as much education-based marketing strategies as humanly possible – people in high-end homes want as much information as they can get their hands on to make informed, intelligent decisions. Use Consumer Awareness Guides, Free Recorded Messages, audio and video brochures and emails, testimonials from your other high-end clients, celebrity endorsements (if available), etc.

*The power of education is that as prospects learn more about what it is YOU do, the more they value what it is you do, and the more they view you as an expert. Experts are people you trust...and they are people you expect to pay more for. YOU want to make yourself the expert in the high-end communities you are targeting, and so using Education-Based Marketing (instead of low-price coupon marketing) is your way of setting yourself apart from everyone else.*

*Offering education through a 24-hour Free Recorded Message and through your Consumer Awareness Guide that explain what consumers need to look for in a cleaning company helps to empower them with the right questions to ask, and what exactly to look for. Most consumers have no idea what the difference is between one company and the next, and since this is a decision to bring a stranger into their home this is a decision that makes many nervous. By giving them free guidance, you are removing anxiety and giving them knowledge...and what ends up happening is that they now trust you (because you were the one taking the time to educate them this way) and so YOU are the only company they want to use.*

*This trust is further strengthened through utilizing testimonials from your Client Champions and other happy clients that talk about how good your work was, and how wonderful you are. Social proof is powerful as nothing sells you more than others talking about how great you are.*

