

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Cleaning Service

Business Objective: Get 3-5 high paying clients

Funnel: Email Outreach >>> Phone call >>> Close

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Construction Companies/Managements and Realtor Managements
 - i. Operational/Maintenance Managers that oversee logistics like cleaning, operations, etc
 - 1. Ages 35+
 - 2. Both male and female managers
 - ii. Realtors that need homes they are selling cleaned and ready to present
 - 1. Ages 25+
 - 2. Both male and female

2. Where are they now?

- a. Going through emails and dealing with other logistical problems
- b. Current Levels

- i. Desire: 2/10
 - ii. Belief in the idea of Cleaning Services: 7/10
 - iii. Trust in A+ Cleaning Service: 3/10
- c. Current State:
 - i. "Considerable cleanup task"
 - ii. "Daunting cleanup task"
 - iii. Messy and unorganized
 - iv. Overwhelmed
 - v. Covered in dust and garbage
- d. Dream State
 - i. Relief and a weight off their shoulders
 - 1. The space is spotless
 - 2. Vibrant and like new
 - 3. Not having to lift a finger to clean
 - ii. Exceptional quality cleaning while not having to spend the time to clean themselves
 - iii. Clarity/peace of mind and body
 - iv. Efficient and saved a ton of time
- e. RoadBlocks to Dream State
 - i. Not enough trust in your company
 - ii. Too many options to choose from
 - iii. Concerns with pricing

3. What do I want them to do?

- a. Open and read the email
- b. Call my client

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. Open and read the email
 - i. Cranked up Dream State
 - 1. Before and after photos
 - 2. Checklist of why we are better than our competitors
 - ii. Engaging Subject Line
 - 1. "Hate cleaning? You'll love us!" (Capture pain point)
 - 2. "Overwhelmed? We've got you covered"
 - 3. NYC #1 Best Cleaning Service
 - iii. Keep email short and concise

DRAFT

Initial Email Outreach:

Subject Line:

Get Flawless Post-Construction Cleaning from NYC's Top Service!
Your Partner for Flawless Post-Construction Cleaning!

Email for construction company:

Dear [Recipient's Name],

I'm [Your Name] from A+ Totally Clean Service. With over 25 years in the industry, we've tackled every mess imaginable, and our experience ensures your spaces will shine like never before.

We understand that first impressions matter. Our thorough cleaning services, using eco-friendly products, create a safe and welcoming environment for new occupants.

What sets us apart? We offer complimentary onsite walkthroughs to tailor our approach to your specific needs. Rest assured, we are fully insured and bonded, providing you with peace of mind.

You and your clients deserve the best, and we're committed to providing top-notch service that reflects that. Feel free to reach out at 212-491-6260 to discuss how we can collaborate on your upcoming projects.

Looking forward to connecting!

P.S. I've attached some before-and-after photos to showcase the transformation we deliver.

Warm regards,

(Name)

Business Owner

A+ Totally Clean Service

(Phone)

(Website)

Subject Line:

Seamless Move-In and Move-Out Cleaning Services for Your Properties

Your Trusted Partner for Flawless Move-In and Move-Out Cleaning!

Email for realtor management:

Dear [Recipient's Name],

I'm [Your Name] from A+ Totally Clean Service. With over 25 years of experience, we've tackled every mess imaginable, delivering top-notch move-in and move-out cleaning tailored for realtors and property management teams.

We understand the importance of presenting a pristine property to new tenants or buyers. Our comprehensive cleaning includes: **(List services below) (Example below)**

- Bedrooms: Dusting, vacuuming, and removing marks from walls and baseboards.
- Bathrooms: Deep disinfecting of all surfaces, including sinks, tubs, and toilets.
- Kitchens: Thorough cleaning of appliances, cabinets, and countertops.

We believe you and your clients deserve the best, which is why we use eco-friendly products and a systematic approach to make your spaces shine.

Let us partner with you to create welcoming spaces for your clients. Please feel free to reach out at 212-491-6260 to discuss how we can assist with your upcoming properties.

Looking forward to connecting!

P.S. I've attached some before-and-after photos to showcase the transformation we deliver.

Warm regards,

(Name)

Business Owner

A+ Totally Clean Service

Phone

Your Website