

## 'I Miss You' Letter To Existing Clients (The 'I Miss You' Letter) Introduction

As you saw in the program, one of the easiest, fastest and most effective ways to grow your profits is to sell more to existing clients.

The 'I Miss You' letter is a great way to do just that for a number of reasons:

- 1. It is inexpensive to implement.** All you need is some stationary and stamps. You can mail it in envelopes with your logo, or just use plain white ones.
- 2. It doesn't require a lot of time.** You can simply fill in the blanks in the following template, print the letter out, slip it into an envelope and send. You can typically get 'cash in the bank' within 7 days.
- 3. It is potentially very profitable.** The response rates from existing clients is generally pretty high. I've seen case studies where you can get as much as \$1,500 worth of work from a database of 40 clients.

**However, there are some important point to keep in mind when you use this strategy if you want it to be a success.**

- First, only mail it to clients who haven't had their carpets cleaned in the last 6 –12 months. A client who hasn't contacted you in over a year will probably not respond.
- Second, you should only mail it to clients who have not scheduled work. This might be obvious to you, but you would be surprised...
- Third, if you have a long list of existing clients, only mail it to 100 of them. Otherwise you may overwhelm yourself with new jobs. Yes, it can happen!
- Fourth, if you want to increase results, send the letter three times at weekly intervals. Just put 'second notice' and 'final notice' in red at the top of the first page.
- Finally, mail it now! Your previous client list that hasn't scheduled new work is a potential gold mine of cashflow for your business. You are costing your business money every moment you delay sending it.
- The letter template is in a separate document, so you can just fill in the blanks and print it.