



## DOWNLOAD FOR LOYALTY CARD

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**This template allows you to change EVERYTHING including the background colors.**



[Click Here](#) to go to Canva to access the templates.

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***These templates do not allow you to change the background colors. You can replace the logo, text, text colors, fonts, and the offer.***

The FREE Loyalty Card provides you with a sample of the quality of design and the instructions we provide with the purchase of Business Forms.

This is a simple loyalty card that can be used for those one-off customers who do not schedule ongoing service. Once you have completed their first service, leave the card with them, add an expiration date of one year from today, and explain how they save when they call you back for more cleanings.

The Loyalty Card must be customized with your company name and your personal text. You can upload your business logo to replace the sample we used.

Don't like the offer? Change it to whatever you feel is appropriate for your business.

These loyalty card templates can be used as door hangers, large business cards, or even social posters.

You can change the text and font, swap out images, include your logo, and change colors. The best part of using Canva is that you can change the font to better express the tone of your business without having to install fonts on your computer. Canva has complete documentation on their site to help you edit the templates:

[Canva Help Page](#)

## **PRINTING YOUR CARDS**

You can use your printer or you can have them printed for you.

If you don't want to print them yourself, just take your original loyalty card image on a USB drive to any print center and ask them to print the size and type of card you want.

## **HOW TO DISTRIBUTE THE CARDS**

These cards are designed for distribution to your existing customers who only schedule a cleaning when they think they need it. Using a loyalty card with them may increase the scheduled appointment they book.

Add any qualifiers you need to help them make the decision to schedule a group of appointments in advance.

**These cards can also be used to bring in new business.**

1. Your card will set the tone for your business. Make sure you select a target market that will be appropriate for the loyalty card.

For example, if you have selected a retirement community, make sure your loyalty cards are relevant for them. This means you may need to change some of the text on the card. You will get better results when you take the time to make these necessary changes.

2. Once you have the card copied, you will need to prepare the cards for delivery. I do not recommend just leaving them on car windows or on the ground by the front door. If these fly away, they will become trash and you may be held accountable for the cleanup, including the cost of the cleanup if the city comes after you!

By law, you also cannot leave them in mailboxes in the US, and you cannot leave them on cars in a parking lot.

Instead, consider preparing them in a way you can attach it to a door handle. You can do this by punching a hole in the corner of the card and attaching a rubber band, looped through the hole. With this in place, you can now loop it around a door handle or roll the card up, loop the rubber band around it and slip it through a slotted door, screen, or garage door handle.

3. If you're printing these as large business cards, always have a stack with you when doing your supply runs, shopping, running errands, etc. Hand them out wherever you go.

### **HOW TO MAKE LOYALTY CARDS WORK FOR YOUR BUSINESS**

1. Door hangers get excellent results. That's why I recommend preparing your cards for delivery in a manner that is the most professional.

2. If you can afford it, have your cards copied onto heavy paper. This will have a higher perceived value by your prospects.

3. A single advertisement must be viewed 5 - 7 times by a prospect before they decide to act. Knowing this, you will have to have a plan to deliver your cards for a specific period. I recommend hitting the same areas at least monthly; bi-weekly if you can afford it. This will get your prospects thinking of you when they need a house cleaner. Cards that are dropped once and never seen again is not incentive for a prospect to call.

4. Only drop your cards in neighborhoods you want to work at the homes you want to clean. For example, if a home does not look like it has been kept up, don't leave a card - most likely the homeowner won't be spending money with a cleaning service. You want to leave your cards on homes that are in good shape and are the size you want to clean. This will save you money on the cost of printing since you won't be wasting your loyalty cards on homes you can't convert to paying customers.

### **BE REALISTIC WITH YOUR EXPECTATIONS**

You can expect a 1% return on your advertising. That's 1 phone call for every 100 cards you deliver. I know that sounds like it's hardly worth your time, but that is the AVERAGE return. Your actual results will depend on your city, the area you target and your ability to stand apart from everyone else in the cleaning industry and grab the attention for yourself.

How do you do that?

**BE DIFFERENT!** And keep in mind that you can afford to give a BIG discount on your first appointment if they sign up for ongoing service. After all, you're interested in the lifetime value of the customer - not just one appointment. Make

it worth their \$\$ to invest in your service!! And then work your butt off making them happy. That's how you grow your business.

### **INCREASE YOUR RESPONSE BY UP TO 500%**

People respond to people - that's just a fact. If you want a better response to your cards, plan to deliver them in person. Pick days and times when most people are home. This gives you a chance to talk directly to the people in the areas you want to service.

### **DON'T FORGET YOUR SCHEDULE!**

Take your schedule with you to be ready to schedule appointments right on the spot. Wouldn't you rather walk away with an appointment scheduled than wait for a call?

Nobody ever got rich with poor service and unhappy customers. Plan to build a solid business and you could be earning a healthy living for years to come. Grow your business and you have an asset you can sell at any time if you decide to.

Anne-Marie Moore

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