

Katie Henriksen Copywriting

CLIENT: AllStar Cleaning Services

JOB: Marketing Copy

1) Thank you card script – post complaint

Dear <Name>,

We are so sorry that your last cleaning service left you feeling disappointed.

At AllStar, our customers are our top priority, and we strive to earn your “Gold Star” stamp of approval every time. Thank you for letting us know how we can do better, and for giving us the opportunity to make things right.

If there’s anything else we can do to provide you with better service, now or in the future, please be sure to let us know.

Sincerely,

Laura Smith, Owner
All Star Cleaning Services
970.215.2224 (ph)
Laura@cleaningallstars.com

2) About Us website listings

a. Short listing (100-150 char.)

AllStar Cleaning Services provides natural, eco-friendly house cleaning and maid services in the Fort Collins, Loveland, and Windsor, Colorado area.

b. Med. listing (350-400 char.)

AllStar Cleaning Services provides natural, eco-friendly house cleaning and maid services in Fort Collins, Loveland, Windsor and surrounding communities. Our mission is to help you reclaim your life with quality, professional, green housecleaning services provided by our friendly, trustworthy, and customer-oriented staff. We have proudly served Northern Colorado since 2006.

c. Long listing (700-1,000 char.)

After busy days of work, errands, soccer practice, and family dinners, house cleaning has a tendency to fall to the weekend – precious time better spent with family and friends.

At AllStar, our mission is to help you reclaim your life with quality, professional, green housecleaning services provided by our friendly, trustworthy, and customer-oriented staff. We also offer optional help with laundry, dishes, and many other services designed to simplify your life and free up your time.

AllStar Cleaning Services provides natural, eco-friendly, house cleaning and maid services in Fort Collins, Loveland, Windsor and surrounding communities. Our professional, high quality house cleaning service is certified by the Association of Residential Cleaning Services International (ARCSI) and has earned the Better Business Bureau’s seal of approval.

Committed to our community, AllStar provides free cleaning services for women undergoing cancer treatment through the organization “Cleaning for a Reason”. We are also a proud business partner of “Realities for Children”, an organization that provides emergency funding for abused, neglected and at-risk youth. We have proudly served Northern Colorado since 2006.

3) Thank you card script – one time cleaning

Dear <First Name>,

Thank you for trusting AllStar Cleaning Services to clean your home! I hope that our one-time cleaning service was a treat to come home to at the end of your day.

As a busy mom myself, I understand what it’s like to continuously battle a growing to-do list. Every day, we put so much time and energy into caring for our families, and yet we hesitate when it comes to caring for ourselves.

My phone number is on the enclosed business card, and you already have our estimate for our ongoing service. Please give us a call the next time you need a break from cleaning. We look forward to serving you!

Sincerely,

Laura Smith, Owner
All Star Cleaning Services
970.215.2224 (ph)
Laura@cleaningallstars.com

4) **“Sorry to see you go” letter**

Dear <First Name>,

We’re so sorry to see you go! It’s been a pleasure cleaning your home and we hope you’ll come back soon.

Even if ongoing service doesn’t fit your needs right now, remember that AllStar Cleaning Services can always do a one-time cleaning anytime you need it. The holidays, special events, spring cleaning and back-to-school time are just a few occasions where you might call on us to lend a helping hand.

Once again, thank you for your business and please keep in touch. We’ll be here whenever you need us!

Sincerely,

Laura Smith, Owner
All Star Cleaning Services
970.215.2224 (ph)
Laura@cleaningallstars.com