

# Name Drop Your Way to a Lot of Customers

by Steve Wright, The Customer Factor, [www.TheCustomerFactor.com](http://www.TheCustomerFactor.com)

As everyone knows (or should know), getting customers is the most important ingredient necessary to building a successful cleaning business. With that said, you should be looking at any and all opportunities to promote your business. Here's one that works:

After you get done with the job and you're sure your customer is happy, ask your customer who her neighbors are on either side of her house. She may even expand and provide you with more names, but the key is to just walk away with some names to mail a simple introductory letter which can be typed on your letterhead. The letter should read:

*Dear Mrs. Jones:*

*This is just a quick note to introduce my company to you. I own Clearview Window Washing Service and I recently had the pleasure of cleaning Mr. and Mrs. Smith's windows in your neighborhood of Haile Plantation.*

*I realize that cleaning windows is at the bottom of most people's "to do" list, so help has finally arrived. Give Mr. and Mrs. Smith a call at 256-555-1111 and I'm sure they'll attest to the quality of the job I did and the care I placed on cleaning their windows.*

*Clean windows will make your home sparkle. In addition, I use a special solution that forms a protective barrier on the glass. This prevents minerals like Calcium and Iron to form and cause hard water stains which can make windows look ugly.*

*If I may be of service, don't hesitate to contact me at 352-555-2222. I'll rush over and give you a free "no hassle" written estimate with plenty of additional references you may contact.*

*My schedule is always four to six weeks backed up, but if you have a special occasion coming up, I can juggle my schedule to accommodate you. Have a great day.*

*Regards, Steve Wright  
Clearview Window Washing Service*

*P.S. I am fully insured and bonded for your total peace of mind.*

*P.P.S. If you'd like to see exactly what type of service I provide, please check out my website at [www.yourdomainnamehere.com](http://www.yourdomainnamehere.com)*

That's the letter. Obviously make adjustments that fit you, and of course make sure that you get Mrs. Smith's permission to list her phone number in the letter. Reassure Mrs. Smith that she'll rarely get phone calls. It just doesn't happen. The simple fact that you even list her phone number is enough to make a prospect believe in you. You can take this marketing technique one step further and purchase a mailing list for that zip code area where you did Mrs. Smith's home.

The key is to be a name dropper. A prospect's resistance to you or your company will drop if they know you took care of someone they personally know or at least have heard of within their subdivision. That's why I believe it's important to mention the subdivision within the letter just in case Mrs. Jones doesn't know Mrs. Smith. Get your foot in the door and watch your business take off. It works.

*Steve Wright is the author of How To Start Your Own Residential Window Washing Business and the developer of The Customer Factor ([www.TheCustomerFactor.com](http://www.TheCustomerFactor.com)), which is a fully automated contact management/follow up software solution for service businesses. Please contact Mr. Wright at 256-546-2446 or [steve@thecustomerfactor.com](mailto:steve@thecustomerfactor.com) for additional information.*