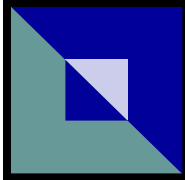


## Case Study 3



### **One Page Sales Letter Gets Tremendous Response For Startup Cleaning Service**

Keith Smiley  
[www.ksmileycopywriter.com](http://www.ksmileycopywriter.com)



The Rite Touch was a startup cleaning service looking for businesses that needed office cleaning. They needed a way to reach the decision makers who were in charge of hiring vendors. They tried to get business by posting flyers and calling on area businesses but were not getting much luck.

Keith Smiley was good friends with one of the owners of the cleaning service. Keith was trying to get his freelance copywriting business off the ground when he heard that his friend was trying to start a business also. He met with his friend and one of the other owners and made a deal with them. Keith agreed to write a sales letter for them for free if they would let him use it as a sample in his portfolio. They agreed and Keith went to work.

He asked the owners a lot of questions about their business. He wanted to know what services they provided, the benefits of using their cleaning service and what makes their business stand out from their competition.

Keith got the answer to his last question and used that for the headline in the sales letter.

For business that agreed to use their cleaning services they get the first month of cleaning free. The headline read, “We’ll Give You Free Office Cleaning For One Month.”

Keith created the letter which was only one page long. That’s all he needed to emphasize the benefits of using the Rite Touch cleaning services.

The letter got the results the owners wanted, they were flooded with offers. The letter Keith wrote provided them with more clients than they could handle. They now had plenty of offices to clean thanks to their offer to provide the first month of cleaning absolutely free.

They only had three employees, the three co-owners. They had to hire more people to help them with their work.



Keith's one page sales letter helped them launch their business.

Keith Smiley  
447 W. Hampton Dr.  
Indianapolis, IN 46208  
(317) 625-8505  
[www.ksmileycopywriter.com](http://www.ksmileycopywriter.com)