



Get \$10.00 in FREE Dry
Cleaning PLUS FREE
Pick-up & Delivery, just
for giving us The Chance
To Earn Your Business!

B & C Cleaners has No Start-up Fees,
No Hidden Fees, No Contracts, and No Obligations.
I know it's hard to believe but I promise it's true . . .

Hello neighbor,

My name is Bob King. Laura and I own B & C Cleaners, a local free pick-up and free delivery dry cleaning business, and I'm writing you today for two reasons . . .

1. I want to ask for the opportunity to EARN your business, but I don't want you to spend a single penny for trying us out. Instead I want to give you \$10.00 in FREE dry cleaning so you can discover for yourself the great quality and care we provide for not only your clothes but also for you as a customer. As an additional benefit, you'll get to discover how enjoyable and convenient it is to have your clothes picked-up and delivered to your home.
2. Secondly, I'm on a mission . . . I want to put an end to the common misconception out there that it cost MORE to have your dry cleaning picked-up and delivered. That couldn't be further from the truth. There are no fees for our pick-up and delivery service. In fact, in many cases, it is less expensive to have us pick-up and deliver your clothes than it is for you to drive to the cleaners and walk your clothes in. I know it's hard to believe but let me explain . . .

Most dry cleaners that offer walk-in service ONLY have to compete with the one, maybe two closest cleaners to their store. Here, at B & C Cleaners, we service a large area and in turn, we have to be competitive with dozens of cleaners. This, and my personal strive for excellence, keeps us working harder for your business. We know that many "cleaners on the corner" get the majority of their business because they are in a convenient location for their customer, not because they

*Laura and I Live in Marshall. My business phone is 903-935-2461.
My cell is 903-472-9277
My email is bking@bandccleaners.com*

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earn their customers' business. We will EARN your business. Since we don't have ANY extra fees of ANY kind for using our service, you may very well save money, but you'll definitely save time, gas (around \$3/gallon), and the hassle of picking-up and dropping off your dry cleaning (that's two trips we save you!).

With B & C Cleaners, you can enjoy the luxury of FREE pick-up and FREE delivery without ANY added expense . . .

Here is how the service works . . .

1. To get started, you will need to fill out the one-time form included with this letter and place it in the orange bag with your first order of clothes. You will only need to fill out this form once. When we return your first order, your bag will come back with a barcoded, personalized bag tag on it that is connected to your account. Remember, the first \$10 is on us.
2. Place the form in the bag and place the bag on your front porch **this Monday morning by 9 am** to get the \$10 of free cleaning.
3. We will come through your neighborhood on **Monday** and check for bags. Once you are a customer, we come through your neighborhood twice a week on Wednesdays AND Fridays to check for your bag (Don't worry, if you don't have cleaning every week, it's no problem). Yes, we come twice a week!
4. We will then deliver your completed order on Friday (We provide a door hanger to hang your clothes on). Once you're a customer, if we picked up an order on Wednesday, we'll deliver it back on Friday and vice versa.
5. At the end of each week, we will bill your credit card for whatever dry cleaning you had that week, but remember NO charges for pick-up or delivery or hidden fees of any kind (Statement billing is also available). You will ONLY pay for what you cleaned with us. We email out a DETAILED statement that will show exactly when and what was cleaned. ☺ Don't forget the first \$10 is on my dime.

Here are 5 other reasons you'll LOVE B & C Cleaners:

1. Free reminder phone call the evening before your pick-up! (I wish the trash man did this)
2. Free proactive broken/missing shirt button replacement!. You'll NEVER have to sew on another shirt button AGAIN!
3. No paper tags! You know those little annoying paper tags you remove from your dry cleaning that are most likely piling up in the bottom of your closet? We've eliminated those with a fantastic bar-code system.
4. Convenient Automatic Billing with emailed, *detailed* statements (no annoying bills to pay or checks to mail in).
5. No need to be home for pick-up OR delivery.

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Don't forget that if you put your bag out with completed sign-up form **This Monday Morning**, you'll get \$10.00 in FREE cleaning. That way, ALL the risk is on me to provide you with the best quality and service. If for ANY reason I don't EVER live up to your standards, all you have to do is leave the empty bag on your porch on your pick-up day and that will be my indication you no longer need the service . . . fair enough?

Call me today if you have any questions 903-472-9299. Even if it late at night - still make the call 903-472-9299. Simply leave me a message, and I will get back to you ASAP. Do you have an order that needs to be picked up today? Give me a call, and we will come get it right away 903-472-9299.

I look forward to answering any questions you have and working hard to EARN your business.

At your service,



Bob King
Owner, B & C Cleaners
903-935-2461
www.bandccleaners.com

P.S. Just to confirm that we don't charge more for pick-up and delivery, here are my prices on the most popular items people clean. Our comprehensive list can be found at www.bandccleaners.com.

Shirts	Pants	Suits/Dresses	Blouses/Sweaters	Polo's	Starched Jeans
\$2.20	\$4.75	\$9.50	\$4.65/\$5.30	\$4.65	\$4.10

P.P.S. If you DON'T use dry cleaning or laundered dress shirts AT LEAST ONCE per month, please leave the empty bag on your porch. We will be by on MONDAY to pick it up, and we won't have to bother you again.

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