

Drip Email Templates

Drip Email # 1 — Introduction

Subject: Frustrated with your cleaning company?

Hi **[Name]**,

My name is **[Your Name]** and I am the owner of **[Your Company Name]**. We specialize in cleaning **[Business Type]** and use technology to identify quality issues before they are client problems (our clients love it!)

I would love to learn what is frustrating you with your current cleaning company (and caused you to open this email.)

Are you open to having a discussion about your cleaning challenges and how we can solve them?

[Your Name]

[Your Company Name]

[Your Phone Number]

Drip Email #2 — Trigger a Pain Point

Subject: 3 ways cleaning companies let their customers down

Hi [Name],

Do you know the three main complaints about cleaning companies?

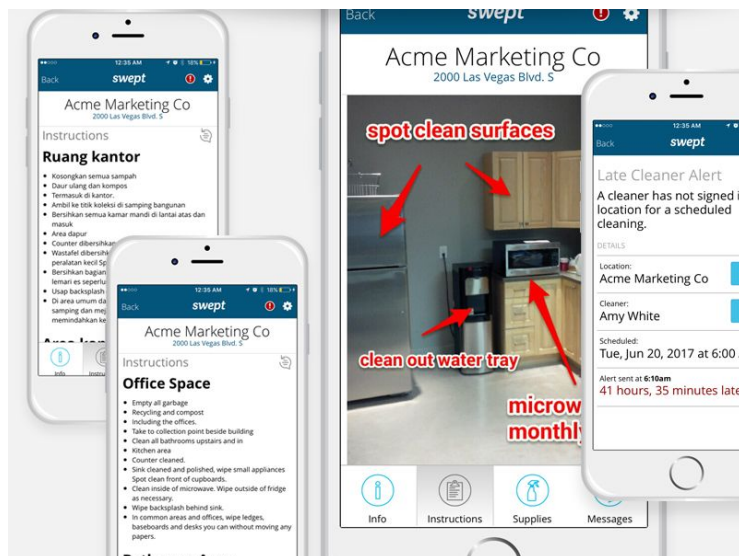
- 1) Cleaners miss the same things over and over again
- 2) New cleaners start every few months and have to re-learn how to clean the space
- 3) Cleaner doesn't even show up!

Basically, it comes down to lack of consistency due to poor communication.

Here is how we support and communicate with our cleaners:

- 1) Pictures of your space highlighting what is important to you!
- 2) Cleaning instructions in over 100 languages
- 3) Info sent to supervisors so they know what is happening (or not happening) with your cleaning service

Here's what these things looks like inside the technology we use:



Can I visit your location to quickly show you how we can help keep your space clean?

[Your Name]

[Your Company Name]

swept

Drip Email #3: — Inspections

Subject: 96% of office managers agreed — do you?

Hi **[Name]**,

Did you know that 96% of businesses would prefer to hire a cleaning company that uses technology to increase communication / quality over a cleaning company that uses pen and paper?

Here is a quick example of an inspection report that would be sent to you and our cleaners every **[Frequency of Your Inspections]** so you know we are staying on top of things.

It must be clear by now, we really want to work with you. Can we set up a call to discuss what that could look like?

[Your Name]

[Your Company Name]

[Your Phone Number]

Drip email # 4: Topic - Pop In Visit

Subject: Can I stop by tomorrow?

Hi **[Name]**, I am in your area tomorrow, do you have time for me to stop by?

[Your Name]

[Your Company Name]

[Your Phone Number]

swept