

Exercise #5

Read the Queen of Clean letter below, then jot down 1) the points of differentiation already mentioned or hinted at in her letter, and 2) other points of differentiation she might use for her cleaning service.



Dear Neighbor,

We are cleaning the home of someone right here in your neighborhood today. If you are a busy person who doesn't have time to keep the house the way you'd like it, you need someone like us. We're only a phone call away.

We've been featured in the Boston Globe, so many people have heard of us. And we've been in this area for five years, taking care of someone nearby... every week, every other week, or just once for a big cleanup.

I'd be happy to stop over and give you a free estimate when you have a moment. It only takes a few minutes, and if you like what you hear, we can probably start right away.

We'll take *very* good care of you!

Cordially,

Rebecca Masland

964-7062

Queen of Clean
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