Grow That Local

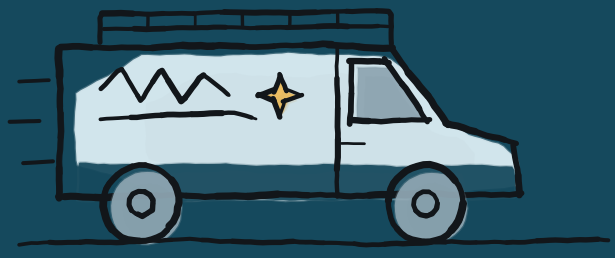
a free guide

25 neighborhood postcards for house cleaners

Twenty-five ready card ideas for house cleaners: the streets you already clean, the seasons, moves and big dates, new owners, past clients, trust and offers.

For cleaning business owners planning a mailing.

- 9 short sections in 4 parts
- 28 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

For a cleaner, a new client on a street you already visit is worth more than one across town. The drive between homes is unpaid. Two clients on the same street on the same morning can mean one more clean a day. So the best postcard says something no other cleaner can: we're already here, on your street, on a set day.

This pack gives you 25 card ideas, grouped by what you want the card to do. Each card has four lines:

- **Headline:** the biggest words on the front.
- **Body:** two or three short lines under it.
- **Call:** what to do, with your number.
- **Photo:** what picture to use.

These are ideas to copy and change, not cards with results behind them. Fill in the brackets: [business], [your name], [phone], [street], [neighborhood], [town], [day], [month], [date] and [year]. Print only what's true for you. If a card says background-checked, insured or bonded, or offers a free add-on, print it only if it's so.

Two rules we kept while writing it:

- Every rule we quote has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every card and example is made up to show the idea. None of the names, numbers or results are real businesses.

One privacy rule runs through the whole pack. Never name a client or show a home a neighbor could recognize. Some clients would rather the street didn't know they hire help. A card says you clean on their street, never whose house.

Many cards ask people to text their address. When someone texts you from a card, answer their question. Before you add them to any marketing texts later, read our free guide Texting Customers Without Breaking the Rules.



Part 1

Before you mail

1 Every Door Direct Mail, in plain words

The idea. Every Door Direct Mail (EDDM) is the post office's way to mail a card to every address on the mail routes you pick, without buying a list. You don't need names or addresses. Each card is addressed to "Postal Customer." For a cleaner, that means you can pick the exact routes around your tightest client

clusters. Here's what the USPS page says today (USPS, Every Door Direct Mail, usps.com):

- **Who it's for.** EDDM Retail is the version for small businesses. You need a free USPS.com account and no special mailing permit.
- **How many.** At least 200 and up to 5,000 cards per day per ZIP Code.
- **What it costs.** Postage is currently $0.26 a card for EDDM Retail (USPS, usps.com). Printing is extra.
- **How you pick.** In the EDDM Online Tool, search an address or ZIP Code, then open the route table. You can filter routes by residential count, age, household size and income, from Census data.
- **Size.** Not every card size qualifies. Check yours with the Mailpiece Size Checker in the tool before you print.
- **Drop-off.** Bundle the cards in stacks of 50 to 100, put a facing slip on each bundle, and bring them to the post office with PS Form 3587.
- **People who opt out.** The facing slip has a "Do Not Deliver Address" column. If a homeowner asks you to stop mailing them, list their address there.

EDDM mails whole routes, not a circle on a map. That fits street, season, big-date, trust and offer cards. New homeowner cards and past-client cards go to people you choose, so they need addresses and a stamp, or a printer's addressed mailing service.

GTL estimate: expect only a few calls per thousand cards from a single mailing. Mailing the same cluster routes several times a year does better.

Example (sample numbers). A made-up cleaner marks 40 regular clients on a map. Nine of them sit on two mail routes with 760 homes in all. Postage at $0.26 a card comes to $198, plus printing. They mail those routes in October for the holidays and again in March for spring.

Do it in 24 hours

- [ ] Make a free USPS.com account and open the EDDM Online Tool.
- [ ] Search the addresses of your three tightest client clusters and note the routes they sit on.
- [ ] Write down the residential count for each route.
- [ ] Ask a local printer for an EDDM-size card quote, and check the size in the Mailpiece Size Checker.

2 What makes a card get read

The idea. A postcard gets a few seconds between the mailbox and the trash can. GTL estimate: in that time, a homeowner reads the headline, glances at the photo and maybe sees the number. So build the card around those three things.

- **The headline is about them.** Their street, their week, their guests. "We clean homes on [street] every other Tuesday" beats "[business]: Sparkling Clean Every Time."
- **One offer.** A price from their address, or a free add-on, or a booking date. Not all three.

- **The phone number, big.** As big as your business name, on both sides. Say "call or text," since many people would rather text.
- **A real photo, with no home anyone could recognize.** A shining stovetop, a made bed, a clean tub, close up. Not a stock photo of a smiling cleaner in a spotless mansion.
- **A reason to book now.** Holidays coming, spring dates, an open day on their street.
- **Who's coming.** Your name, "House cleaning," and what's true about trust: same cleaner every time, background-checked, insured.

Leave off the list of every room and chore, slogans, social icons and small print.

Example. A made-up cleaner's old card listed "Residential, Commercial, Move-In, Move-Out, Deep Clean, Airbnb, Windows, Laundry" over a stock photo. The new card says "We clean on [street] every other Tuesday" over a close-up of a gleaming stovetop, "Text your address for a price," and the number in big type.

Do it in 24 hours

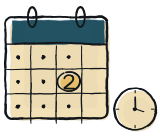
- [ ] Pick one card from this pack and write your version in under 30 words on the front.
- [ ] Make the phone number at least as big as your business name.
- [ ] Take three close-up "after" photos this week, with no window views, family photos or house numbers in them.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 2

Cards for the street

3 The streets you already clean (cards 1 to 4)

When to use it. On the routes around your tightest clusters of regular clients. Mail every door.

The idea. A new home on a street you already visit adds income without adding drive time. The card tells neighbors you're already there on a set day, and that fitting them in is easy.

Example cards (made up).

Card 1. Headline:
"We clean homes on [street] every other [day]."

Body:
"One more home on the same morning is easy for us. Want to be next door to our schedule?"

Call:
"Text your address and number of bedrooms to [phone]."

Photo:
A gleaming kitchen faucet and counter, close up.

Card 2. Headline:
"Already in [neighborhood] every [day]."

Body:
"Same cleaner every visit, same checklist, same day. Your first clean includes inside the fridge, on us."

Call:
"Call or text [phone]."

Photo:
A cleaner seen from behind, caddy in hand, at a front door with no number showing.

Card 3. Headline:
"A deep clean in [neighborhood] this week: baseboards to ceiling fans."

Body:
"Five hours, top to bottom, and the home was guest-ready. Want yours done before [season]?"

Call:
"Price from your address: [phone]."

Photo:
A dust-free ceiling fan and a clean baseboard, close up.

Card 4. Headline:
"See our car on [street] on [day]s?"

Body:
"That's us. Ask our cleaner for a card, or text your address and number of bedrooms for a price."

Call:
"Text [phone]."

Photo:
Your car with its door magnet, parked at a curb.

Do it in 24 hours

- [ ] Mark every regular client on a map and circle the three tightest clusters.
- [ ] Find the routes for each cluster in the EDDM tool.
- [ ] Write down your set day for each cluster, so the card can name it.

4 Season reminders (cards 5 to 8)

When to use it. Early October for the holidays, late December for the new year, February for spring cleaning, and August before school starts. Mail every door on your cluster routes.

The idea. Cleaning follows the calendar: guests, fresh starts, open windows and busy school weeks. A season card a few weeks ahead fills those dates before people start calling around.

Example cards (made up).

Card 5. Headline:
"Spring cleaning without losing a Saturday."

Body:
"Book a deep clean in [month]: baseboards, inside windows, ceiling fans and the oven. Spots on your street open [day]s."

Call:
"Call or text [phone]."

Photo:
A clean window with sunlight coming through.

Card 6. Headline:
"Guest-ready before the holidays. November dates open now."

Body:
"Book by [date] and we'll do the deep clean the week before your guests arrive."

Call:
"[phone]"

Photo:
A set dining table in a clean room, no faces or family photos in view.

Card 7. Headline:
"New year, clean house. January openings on your street."

Body:
"Start every other week in January and keep it that way all year."

Call:
"Text your address to [phone]."

Photo:
A tidy living room in winter light.

Card 8. Headline:
"Kids back in school? Get your [day] back."

Body:
"Every other week, on the same day as your neighbors. We bring everything."

Call:
"Call or text [phone]."

Photo:
A clean kitchen counter with a lunchbox on it.

Do it in 24 hours

- [ ] Write your four season dates in your calendar.
- [ ] Count back four weeks from each and put "mail season card" there.
- [ ] Draft the next season's card today.

5 Moves and big dates (cards 9 to 11)

When to use it. Before end-of-month moves, spring party season and the gift-giving weeks. Mail every door on the routes that fit.

The idea. Storm cards don't suit cleaners: the moment passes before a card arrives. What does suit you is the big date people can see coming: a move-out walk-through, a party, a gift. A card a few weeks ahead books the clean.

Example cards (made up).

Card 9. Headline:
"Moving out? We'll leave it ready for the walk-through."

Body:
"Move-out cleans include inside the cabinets, the fridge and the oven. Book by [date] for end-of-month moves."

Call:
"Call or text [phone]."

Photo:
An empty clean kitchen with a set of keys on the counter.

Card 10. Headline:
"Hosting a graduation party this [month]?"

Body:
"Book a clean for the day before, and another for the day after. You host, we handle the rest."

Call:
"[phone]"

Photo:
A spotless kitchen island ready for a party spread.

Card 11. Headline:
"A clean house makes a good gift."

Body:
"Gift cards for one clean or a month of visits. Good for a new parent or a friend who has everything."

Call:
"Order one: [phone]."

Photo:
A printed gift card with a ribbon on it.

Mail card 9 to the routes around apartment complexes and rental streets you already know, two to three weeks before the end of the month.

Do it in 24 hours

- [ ] Set a price for a move-out clean and a party clean.
- [ ] Print a simple gift card if you don't have one yet.
- [ ] Pick the next big date on the calendar and draft its card.



Part 3

Cards for people you pick

6 New homeowners (cards 12 to 14)

When to use it. In the first weeks after a home sells, near your clusters. These go to named addresses, not every door.

The idea. A new owner is unpacking, busy and setting new routines. GTL estimate: the first three months are the best time to reach them, before the routine sets without you. Find recent sales in your county's property records, or buy a new-mover list from a mailing list company, and mail with a stamp.

Example cards (made up).

Card 12. Headline:
"Just moved in? Get a clean before the last boxes go."

Body:
"We'll do the cabinets, closets and floors you haven't had time for, so the house starts fresh."

Call:
"Call or text [phone]."

Photo:
A clean, empty kitchen cabinet with the door open.

Card 13. Headline:
"Welcome to [neighborhood]. We already clean on your street."

Body:
"Every other [day], same cleaner, same checklist. Text your address and number of bedrooms for a price."

Call:
"Text [phone]."

Photo:
A cleaning caddy on a doorstep, no house number in view.

Card 14. Headline:
"New home, new routine."

Body:
"Start with one deep clean. If you like it, keep the day every other week. Inside the fridge is on us at the first visit."

Call:
"[phone]"

Photo:
A cleaner wiping down a counter, face to camera, with their OK.

Do it in 24 hours

- [ ] Search your county property records or assessor site for recent sales near your clusters.
- [ ] Or ask a local printer which new-mover list they use and what it costs.
- [ ] Pick one card and print a first batch of 50 to mail with stamps.

7 Win back past clients (cards 15 to 18)

When to use it. A few weeks before the holidays and before spring, to your own list. These go to named addresses.

The idea. Your one-time deep cleans and past regulars already let you in once. Some left over price or a bad visit. Many just got busy. A card that names what you did for them, and says you'd fix anything that went wrong, brings many back.

Example cards (made up).

Card 15. Headline:
"We deep cleaned your home before the holidays last year."

Body:
"Want the same again? Past clients get first pick of [month] dates."

Call:
"Text 'holiday' to [phone]."

Photo:
A clean, set holiday table.

Card 16. Headline:
"We miss your [day] visits."

Body:
"If something wasn't right, tell me and we'll fix it. If life just got busy, your old day opens again on [date]."

Call:
"[your name], [phone]."

Photo:
The cleaner who used to clean for them, with that cleaner's OK.

Card 17. Headline:
"Your deep clean was in [month]. Keep it that way?"

Body:
"Every other week keeps the house close to how it looked that day, without starting over each time."

Call:
"Call or text [phone]."

Photo:
A clean bathroom mirror and sink, close up.

Card 18. Headline:
"Your spring clean week is open again."

Body:
"Same week as last year, same checklist. Book by [date] to keep it."

Call:
"Text 'spring' to [phone]."

Photo:
An open window with clean curtains moving in the breeze.

Do it in 24 hours

- [ ] Export every past client with an address, the type of clean and the last date.
- [ ] Split them into one-time deep cleans, holiday cleans and past regulars.
- [ ] Pick one group and one card, and mail the first 25.



Part 4

Cards that make the call easy

8 Trust and reviews (cards 19 to 21)

When to use it. Mixed in with your other mailings to the same routes, so the second or third card they see answers "who's coming into my home?"

The idea. People hand a cleaner their key, their alarm code and their pets. Real reviews that name the cleaner, and plain facts about who comes, do more than any slogan. Two rules. Use only real reviews, word for word, with the client's yes to use their first name; the FTC's rule on consumer reviews bans fake ones in ads (FTC rule, 16 CFR Part 465, govinfo.gov). And never offer anything in return for a review; Google treats that as rating manipulation and removes those reviews (Google Maps content policy, support.google.com).

Example cards (made up).

Card 19. Headline:
"What your neighbors say about [business]."

Body:
One real review, word for word, with the client's first name only. Pick one that names the cleaner and mentions coming home to a clean house.

Call:
"[phone]"

Photo:
The cleaner named in the review, with their OK.

Card 20. Headline:
"Who's cleaning your home?"

Body:
"The same cleaner every visit, [background-checked and insured]. Your key and alarm code are kept locked, and we text you when we arrive and leave."

Call:
"Call or text [phone]."

Photo:
A friendly headshot of your cleaner with their first name.

Card 21. Headline:
"Thanks for letting us into your home."

Body:
"A Google review helps your neighbors find a cleaner they can count on. Scan the code to leave one, good or bad. If anything isn't right, call me directly."

Call:
"[your name], [phone]."

Photo:
Your team, in front of the car.

Card 21 goes to your own clients after the first clean, and again around the third month. Mail it to every client, not only the happy ones.

Do it in 24 hours

- [ ] Pick three real reviews that name a cleaner or mention trust.
- [ ] Ask each client if you can print it with their first name.
- [ ] Write down only what's true for card 20, and cut the rest.

9 Offers (cards 22 to 25)

When to use it. When you want first cleans inside a set window: to fill a day on a cluster street, before the holidays, or in a slow month.

The idea. One offer, a real end date, and nothing hidden. For cleaners, the best offers either fill a day you're already on the street or turn a first clean into a regular one. A referral reward is fine. A reward for a review is not (see section 8).

Example cards (made up).

Card 22. Headline:
"First clean: inside the fridge and oven, on us."

Body:
"Book your first clean by [date], every other week after that if you like it."

Call:
"Text your address to [phone]."

Photo:
A spotless open fridge, close up.

Card 23. Headline:
"Book with a neighbor on the same day: $15 off each clean."

Body:
"We save the drive and pass it on to both of you, every visit you share."

Call:
"Call or text [phone] with both addresses."

Photo:
Two clean front steps side by side, no house numbers.

Card 24. Headline:
"Know someone who'd love a clean house?"

Body:
"When a friend you send us books every other week, you both get a free add-on: inside the fridge, the oven or the windows."

Call:
"Have them text [phone] and say your name."

Photo:
Two cleaning caddies side by side.

Card 25. Headline:
"Holiday deep clean booked by [date]: $25 off."

Body:
"Top to bottom, the week before your guests arrive. One offer per home."

Call:
"[phone]"

Photo:
A clean guest bathroom with fresh towels.

Do it in 24 hours

- [ ] Choose one offer you can afford on every clean it brings in.
- [ ] Set an end date two to three weeks after the cards land.
- [ ] Put the end date on the front and the back of the card.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Find the routes around your three tightest client clusters (section 1).
- [ ] Write one card with the phone number as big as your name (section 2).
- [ ] Mail card 1 to the route with the most of your regulars (section 3).
- [ ] Put "mail holiday card" in early October (section 4).
- [ ] Pull last year's one-time deep cleans for card 15 (section 7).



Where to go next

This pack comes from The House Cleaner Marketing Playbook, our free guide to the whole job of getting more cleaning clients: your website, your Google profile, reviews, posts, follow-up, routes and the busy seasons.

Before you mail, our free postcard return calculator shows how many jobs a mailing would need to bring in to pay for itself.



If you'd rather hand it off

Grow That Local designs ads for local businesses and puts them in mailboxes on the streets you want. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Each was checked on 2026-11-12:

1. USPS, "Using Every Door Direct Mail": EDDM Retail needs a USPS.com account and no special permit; at least 200 and up to 5,000 pieces per day per ZIP Code; currently $0.26 a piece for Marketing Mail flats up to 3.3 ounces; addressed to "Postal Customer"; routes filtered by residential count, age, size and income; Mailpiece Size Checker; bundles of 50 to 100 with a facing slip and PS Form 3587; the "Do Not Deliver Address" column. usps.com (section 1)

Rules cited (not statistics):

- FTC rule on the use of consumer reviews, 16 CFR Part 465 (effective October 21, 2024): bans fake or false consumer reviews. govinfo.gov (section 8)
- Google Maps user-contributed content policy: no incentives for reviews, no selectively asking for positive ones. support.google.com (sections 8, 9)

GTL estimates

These are our own judgment, not measured facts:

1. A single mailing brings only a few calls per thousand cards, and repeat mailings to cluster routes do better (section 1). Reasoning: only the few homes thinking about a cleaner that month act, and a card that names their street and day builds on the car they already see.
2. A card gets a few seconds between the mailbox and the trash (section 2). Reasoning: most people sort mail standing up, and a card with nothing for them in the headline goes straight in the bin.
3. Season cards go out about four weeks ahead (section 4). Reasoning: holiday and spring dates fill early, and a card that lands after people have booked is wasted.
4. Big-date cards beat storm cards for cleaners (section 5). Reasoning: a storm clean-up is needed within days, before a card arrives; a move or a party is planned weeks ahead.
5. The first three months are the best time to reach a new homeowner (section 6). Reasoning: new owners set their weekly routines early, and a cleaner who's in by then usually stays.
6. An offer should end two to three weeks after the cards land (section 9). Reasoning: long enough to call after a weekend, short enough that it doesn't get put off.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local