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THE COMPLETE FREE CLEANING CAMPAIGN WORKBOOK

A clearer flyer. A useful next step.

Finished copy. Two social drafts.
Know what the response numbers mean.

Give your offer a clear shape.

Flyer wording / Organic posts / Distribution worksheet

EDITION 2.0 / SEPTEMBER 2026

A practical workbook, not a promise of results.

Inside the workbook

Build a truthful offer, adapt it for print and social, then account for permissions, changes and enquiries.

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How to use this workbook

Edition 2.0 - reviewed September 18, 2026

Create a small campaign that says something useful. This complete free workbook turns one verified offer into finished flyer wording, two organic social drafts and a simple visual storyboard. You will select authorized assets, prepare distribution instructions, handle a changed service area and count enquiries without mistaking copies printed for people reached.

Porchlight Cleaning, its campaign and all results are fictional. This workbook does not produce customer photographs, distribute flyers, post content or launch paid advertising. It contains no chemical, treatment, sanitation or health instructions. The example makes no discount, guaranteed outcome, ranking or revenue claim.

Allow an estimated 45-65 minutes with paper, a calculator and an optional layout editor. No paid software is needed for the exercise; optional tool plans and real printing may cost money. A live campaign requires verified business facts, publication rights, a working enquiry route and permission for each distribution location. Optional Kimi can inspect the supplied synthetic words and counts, not private customer records.

1. Build a brief with facts the copy can actually use

Owner Tess approves campaign C1 on October 16, 2026. Porchlight accepts enquiries about ordinary home-cleaning visits in Oak Ward and River Ward. The campaign request window is Monday October 19 through Friday October 30. The owner separately reviews scope, price, access and available dates before any work is booked. There is no approved discount, free visit, unlimited availability or particular result guarantee.

The fictional enquiry destination is porchlight.example/request. It is a deliberately reserved example address, not a functioning business page. Before live publication, replace it with a tested owned destination that explains the service, collects only needed information and provides appropriate privacy information. Use one clear action: request a written cleaning quote. Do not also demand a subscription, public review or deposit to learn what the campaign is offering.

Approved fact sheet: business name Porchlight Cleaning; service ordinary home-cleaning visits; areas Oak Ward/River Ward; request window October 19-30; final arrangements separately agreed; no published price; contact route the verified replacement request page. The artwork may use a simple illustration of a calendar and checklist. It must not imply the illustration is a customer's home or completed cleaning result.

Asset	Available material	Rights/evidence	Use decision
A1	Original Porchlight wordmark and calendar/checklist illustration	Owner-created; print and organic social approved	Use
A2	Customer kitchen photograph	Internal job-record use only	Do not publish
A3	Downloaded stock photograph	License unverified	Hold
A4	"Best cleaner in town" quote	No genuine source or permission	Exclude

Choose A1, even if a dramatic home image seems more attention-grabbing. One truthful visual supports the message better than a borrowed testimonial or an unlicensed picture. Public availability is not a publication license. Credit is not a substitute for permission, and an AI-generated room should not be presented as evidence of a customer's results.

Campaign brief: "Help people in the two approved areas request a scope-based quote through a single working route during the stated window."

2. Use the complete flyer copy and a readable layout

Flyer C1-V1 - finished copy

PORCHLIGHT CLEANING

A clear plan for your next clean.

Looking for help with ordinary home cleaning in Oak Ward or River Ward? Tell us what you would like included and your preferred timing. Porchlight Cleaning will review your request and prepare the next step toward a written quote.

Request window: October 19-30, 2026.

Scope, price, access arrangements and available dates are confirmed separately. Sending an enquiry does not reserve a visit. No discount or guaranteed result is offered in this campaign.

REQUEST A WRITTEN CLEANING QUOTE

porchlight.example/request

Please share a general service area and project summary first. Do not send access codes, identity documents or private household photographs through an initial enquiry.

Porchlight Cleaning - campaign C1-V1

Replace the example address before real publication. Test the final printed address and any added QR code; provide readable text alongside a code so scanning is not the only response route.

Use a portrait layout with four clear zones: business identity and headline; short service explanation; request window and separate-confirmation line; prominent action and readable destination. Put the owner-created calendar/checklist illustration beside the headline, not behind small text. Keep the practical details visible instead of shrinking exclusions into an unreadable footer.

Print one proof at the intended size before ordering a batch. Check contrast, type size, clipping, margins and the full contact route from an ordinary reading distance. Test a phone-sized export separately; a readable printed flyer can become illegible when squeezed into a feed image. These are review steps, not a claim that a particular template or font automatically meets accessibility requirements.

Reusable copy worksheet: campaign/version ____; intended reader ____; verified service ____; area ____; exact request window ____; supported benefit ____; action ____; working destination ____; essential limits ____; asset IDs/rights ____; print proof reviewer ____; mobile proof reviewer ____; owner release decision ____.

3. Adapt the message into two organic social posts

These organic drafts require posting authority and applicable group/page permission. They are not configured paid ads; no targeting or free-plan capability is assumed.

Post P1 - Instagram-style introduction, October 19

"A clear plan for your next clean starts with a clear request. Porchlight Cleaning is taking enquiries for ordinary home-cleaning visits in Oak Ward and River Ward from October 19-30, 2026. Tell us your general service area, what you want included and your preferred timing. We will review the request before agreeing scope, price or a visit date. Send your enquiry through the verified request route shown in our profile. Please keep access codes and private household photos out of public comments. This post does not reserve a cleaning visit."

Artwork text: "A clear plan for your next clean. Oak Ward + River Ward. Requests: October 19-30. Ask for a written quote."

Image description: "Porchlight Cleaning information card with an original calendar and checklist illustration. It invites ordinary home-cleaning enquiries in Oak Ward and River Ward from October 19-30, 2026; scope, price and dates require separate agreement."

Before publishing P1, verify the actual profile route or revise the instruction. A pasted image need not contain a clickable link; no account is configured here.

Post P2 - Facebook-style planning prompt, October 22

"What would you like included in your next cleaning visit? A useful enquiry starts with your priorities, general area and preferred timing, not a guessed price. Porchlight Cleaning welcomes ordinary home-cleaning requests in Oak Ward and River Ward through October 30, 2026. Use porchlight.example/request for this fictional exercise; a live post needs our verified business request page. We will review the scope and confirm any price and appointment separately. Please do not put access codes, addresses or private household records in comments. No purchase or appointment is created by this post."

Artwork text: "Start with your priorities. Then ask for a written cleaning quote. Oak Ward + River Ward. Requests close October 30."

Image description: "Porchlight Cleaning card with three prompts: general service area, cleaning priorities and preferred timing. The request window ends October 30, with pricing and appointments separately confirmed."

Storyboard: frame one introduces the written-quote request; frame two shows the three information prompts; frame three repeats the request route and separate-confirmation boundary. Use A1 and original text throughout, without a customer photo or testimonial. This storyboard may become a three-panel post; it is not a promise that an editing app can animate it automatically.

Keep essential information in the caption or accessible text, not solely inside artwork. W3C's image guidance supports conveying an image's meaning in context; a keyword list is not a useful description. A decorative illustration needs less explanation than a card carrying the offer itself. Inspect the actual channel's supported accessibility controls before posting.

4. Distribute only where the specific placement is approved

The physical campaign prints eighty copies at a supplied cost of 0.30 each. Three locations have written permission for this exact version and window. Permission for a business counter does not authorize distribution to its customer list, vehicles or neighboring property.

Location	Approved maximum	Copies placed	Evidence
D1, community counter	30	24	P-D1, C1-V1 window approved
D2, shared office display	20	18	P-D2, C1-V1 window approved
D3, neighborhood notice table	12	12	P-D3, C1-V1 window approved
D4, apartment lobby	0	0	No permission supplied

All three actual placements fit their caps. Total placed is 54, leaving 26 unplaced copies. Fifty-four copies placed is not fifty-four people who saw, read or kept the flyer. Record removals and remaining stock separately rather than turning a paper inventory into a reach estimate.

This exercise does not use mailboxes, attach advertising to them or recommend informal mailbox drops. USPS rules restrict use of U.S. mail receptacles; a business's or homeowner's casual permission is not a complete mailing authorization. If considering actual mail, use an appropriate authorized postal process and verify applicable rules. Other distribution locations also need their own permissions and local review.

Distribution checklist: authority/evidence; version; location/quantity; display window; placement date; removal owner/date; unobstructed access; contact route; withdrawn permission; final inventory. For online groups, confirm current rules and any needed moderator permission.

Independent permission exercise: before any placement, D2 withdraws approval. Keep the original eighty-copy print run, and place only D1's 24 and D3's 12. The alternative total is 36 placed and 44 unplaced. Do not move the rejected eighteen to an unauthorized lobby. This branch is separate from the actual 54-copy ledger used for reporting below.

Change notice for a stale service-area claim

In a separate change drill, on October 23 the owner pauses new River Ward enquiries while Oak Ward stays open through October 30. Previously accepted work is unchanged and needs its own records. Stop new use of C1-V1, replace affected queued posts and ask authorized display contacts to remove or replace outdated copies. A requested removal is not a confirmed removal.

Correction draft: "Update October 23: Porchlight Cleaning is currently accepting new enquiries for Oak Ward only during this campaign. River Ward enquiries are paused. Earlier posts and flyers listed both areas; please use this update when making a new request. Existing accepted arrangements are handled separately and are not automatically canceled. Scope, price and dates still require confirmation."

Prepare C1-V2 with Oak Ward only, new approval and new proof checks. Record which old locations or scheduled posts remain unresolved. Do not claim all outdated copies were recovered when some may already be with readers.

5. Count enquiries without inventing reach or return

For the baseline report, use C1-V1 without the independent permission or service-area changes. The following nine enquiry rows cover the full reporting window. E03 appears twice with an identical payload. E08 is the owner's test, not a potential customer. A source label is supplied self-report, not proof of exclusive influence.

Enquiry ID	Reported source	Verified stage	Record type
E01	Flyer D1 only	Accepted quote	Genuine
E02	Flyer D1 only	Enquiry only	Genuine
E03	Flyer D2 only	Accepted quote	Genuine
E04	Facebook only	Accepted quote	Genuine
E05	Instagram only	Enquiry only	Genuine
E06	Flyer D1 and Facebook	Accepted quote	Genuine
E07	Unknown	Enquiry only	Genuine
E08	Test	No customer stage	Internal
E03	Flyer D2 only	Accepted quote	Genuine

Nine rows become eight unique IDs and seven genuine enquiries after the test is excluded. Four have accepted quotes: E01, E03, E04 and E06. Four divided by seven is 57.1%, rounded to one decimal. Accepted quotes do not establish completed visits or collected revenue, neither of which is supplied.

The disjoint source groups are flyer-only three, Facebook-only one, Instagram-only one, mixed one and unknown one. They total seven. Do not count E06 as a full enquiry in both channel totals and then add them together. Flyer-only accepted quotes are two of three; the mixed source remains separate. No impression or unique-viewer counts are supplied, so a true exposure-to-enquiry rate cannot be calculated.

The expense packet is printing $80 \times 0.30 = 24$ plus a total approved display fee of 10, giving 34 cash costs. Owner preparation time is 1.25 hours and distribution time is 0.75 hours, valued at a supplied 20 per hour: two hours or 40. Cash costs plus that time allowance total 74. These are original practice amounts, not market printing prices.

Cash cost per genuine enquiry is $34/7 = 4.86$, rounded; the comparison including valued time is $74/7 = 10.57$. Label both clearly. They are blended campaign observations, not platform-reported paid-ad costs, profit or causal return. No ad spend occurs in the packet and no sales revenue is supplied.

Optional Kimi prompt: "Audit this synthetic campaign. Eighty flyers cost 0.30 each; display fee 10. Placement caps 30/20/12/0; actual 24/18/12/0. Owner time 1.25 + 0.75 hours at 20. Nine enquiry rows: E01 flyer-only

accepted; E02 flyer-only enquiry; E03 flyer-only accepted; E04 Facebook-only accepted; E05 Instagram-only enquiry; E06 mixed flyer/Facebook accepted; E07 unknown enquiry; E08 internal test; exact duplicate E03. Compute stock, unique genuine enquiries, acceptance ratio and cash/time-inclusive cost per enquiry. Keep mixed sources separate. Do not infer reach, profit or actual posting."

6. Check the campaign with ten reference answers

1. **Which asset can be published under the packet?** A1 only: the original wordmark and illustration have print/organic approval. A2 lacks publication permission, A3 has unknown licensing and A4 lacks a genuine source.
2. **What is the supported offer?** Ordinary home-cleaning enquiries in Oak Ward and River Ward during October 19-30, 2026, toward a written quote. No discount, free visit, instant booking or guarantee is supplied.
3. **What must replace the example contact route?** A verified working business request page. Any profile route or QR code must be checked; an image or .example address does not create a functioning enquiry destination.
4. **How many baseline flyers are placed and left?** $24 + 18 + 12 = 54$ placed; $80 - 54 = 26$ unplaced. Each placement meets its 30/20/12 limit; D4 remains unauthorized.
5. **What changes if D2 withdraws before placement?** The independent branch places $24 + 12 = 36$ and leaves 44. It does not authorize redistributing the eighteen elsewhere.
6. **What does the service-area change require?** Hold and replace stale C1-V1 content with approved Oak-Ward-only C1-V2, reconcile actual removal and preserve separately accepted arrangements. Do not claim all distributed copies were recovered.
7. **How many genuine enquiries exist?** Nine rows minus one exact E03 duplicate give eight IDs; excluding E08 leaves seven genuine cases.
8. **What is the accepted-quote ratio and source split?** Four of seven = 57.1%. Disjoint groups are 3 flyer-only, 1 Facebook-only, 1 Instagram-only, 1 mixed and 1 unknown; mixed E06 is not double counted.
9. **What are the campaign's two cost bases?** Cash printing/display cost is $24 + 10 = 34$. Two hours valued at 20 add 40, making 74 on the time-inclusive basis.
10. **What can the report conclude about efficiency?** Observed costs per genuine enquiry are 4.86 cash-only and 10.57 including valued time. It cannot establish reach, incremental sales, completed work or profit.

Sources and limits

Primary sources reviewed September 18, 2026: [FTC advertising FAQs](#) supports substantiated offers; [W3C WAI image decision tree](#) informs accessible image descriptions; [USPS Domestic Mail Manual 508](#) explains U.S. mail-receptacle restrictions; [Kimi](#) identifies the optional synthetic-data assistant. No current advertising-platform setup or pricing claim is made.

Editorial review role: campaign-copy, permissions and arithmetic reviewer. Edition 2.0 replaces invented discounts, guarantees and automatic-ad claims with a complete free flyer/social packet, explicit distribution authority, changed-copy recovery and deduplicated reporting. This is not legal advice, a finished image file or evidence of a real campaign. All essential exercise materials and answers are included here.