



July 2014
Issue 7

CITY OWNER NEWSLETTER

4th of July

On July 4, all of us in the United States of America will celebrate our independence day. We understand at what cost this independence was gained. We hope each of you will count your blessings and thank God for the freedoms that are yours, and remember those who gave their lives for all of us. Please be good people. Please treat others with love and kindness. Please live your life in such a way that you will be worthy of the sacrifices that have been made for you.

INSIDE THIS ISSUE

- *4th of July*
- *Your Heaven's Best Operation*
- *Shipping Department*
- *John's Fix-it Corner*
- *Better the Best*
- *New Owners and Operators*

Your Heaven's Best Operation

What is your Heaven's Best operation like? Is your van clean and in good repair? Is the inside of your van clean and in order? Is all of your equipment working properly? Are you following our system and process? Do you wear an authorized Heaven's Best shirt and do you wear professional looking slacks? Are they clean and neatly pressed? Do you look like a professional? If your customer were to follow you out to your van and look inside, how would you feel? If a camera crew took pictures of you, the outside and inside of your van, and equipment right now and posted them on national television what kind of an image would you be portraying? Would the national exposure gain you more business or would it kill most of your existing business? If we were to send a potential franchisee out on a ride along with you tomorrow, or later on today, would they be impressed with what they see? After seeing your operation, do you think they would buy one of our franchises? When the next door neighbor to the job you did this morning sees you, your van, your equipment, and the results of your cleaning job, do you think they will call you to come clean *their* carpet, upholstery, wood floor, tile or grout?

As a small business owner, you wear many hats. You are the technician, the dispatcher, the chief executive officer of the marketing department, the accounting department, the quality control department, the customer service department, the sanitation department, the human resource department, the equipment maintenance department, the computer and internet department, the social media department, the legal department, as well as the comptroller, the innovator, trouble shooter, financial planner, and purchasing agent. There are many responsibilities that need to be performed in each of these departments, and the only employee most of you have is you. Then add to that all of your family, spouse, civic, school, neighborhood, and church responsibilities. It is easy to become overwhelmed with all of your responsibilities. Is running your own business really worth it? It is definitely worth it if you are running a business. Are you running a business, or did you just buy yourself a good job that is running you ragged? A business owner has employees to help him in his many responsibilities. You can start out small by employing someone to help you with small things that eat up your time.

During our trainings, there are two things that I tell a new franchisee they need to do. One is that they need to look for a good employee, and they need to develop a buyer for their business. A good employee can be

developed into a buyer for your business, or he can be developed into a way to expand your business. You can make your own franchise area a training ground for new buyers. You can in essence train your employee to be your best neighboring franchisee. Many of you have very large areas that you are not working. Each year more monthly fees come on line because of the large territory that you purchased. You may want to consider hiring a good employee and training him to be a good neighbor, and then sell him part of your area. This can be a very good win-win situation for everyone. You need to look for a good potential buyer to purchase a portion of your very large area that you are unable to service properly. By looking for a good employee and developing a buyer, you will increase your current income, be prepared for any unexpected event in your life, develop a retirement plan, and reap a great harvest for all of your effort in the business. You need to make this a good business; not just a good job. The minute you stop working your good job, the income ends. A good business can provide you a great income for many years after you stop working in it, but it does require having key people that you have trained to take over your responsibilities.

Shipping Department

This month's **SPECIAL** is: 115 TGP Buy 5 get 1 Free.

John's Fix-it Corner

Are you having fun at work?

Do you go to work every day with the attitude, "same stuff, different day", until soon, you don't even want to go to work? Do you find yourself in a downward spiral?

THINK: How can I make my work fun? The first thing you need to do when you wake up is choose your attitude. You have the choice to be positive or negative. There is always a choice about the way you do your work, even if there is not a choice about the work itself. Hopefully you will go out with energy and passion to make your customers happy and glad they called you.

Serving others can be quite rewarding, even when you have a grumpy customer. Try to make them laugh or put a smile on their face. Look for as many ways as possible to create great memories. Reading your evaluation cards, a lot of you already understand this concept. You really do have control of your life. There is only about 10% that you cannot control, so that means you are in control of 90%. With your 10 little fingers, do the math.

Put your customers first and give them your total attention when you are at their job. Then just make them happy and laugh and you will never go wrong.

Note: I ordered a foot-long sandwich from a take-out restaurant and asked the clerk to cut it into fourths. "I'm sorry, I can't," she said. "I already cut it in half."

Better The Best

We congratulate those operators who had their best month ever during May, 2014.

Asa Jones	TX
Brad Beseth	TX
Gregg Burtis	SD
JL Stevens	TX
Juan Valencia	OR
Mark Griffin	NC
Mike Johnson	FL
Simon Verderame	VA
Tony Gibbins	IA

New Owners and Operators

We welcome these new members of the Heaven's Best family.

Cody Stephenson	Operator	Idaho Falls, ID
Garrett Wyler	Owner	Puyallup, WA