



March 2014
Issue 3

CITY OWNER NEWSLETTER

Good or Bad-In or Out

It is a great time to be part of Heaven's Best. I know we have a lot of great Operators who are using our system and products correctly and they are very successful in this business. They treat their customers with the utmost care and consideration. They are honest in all of their dealings with their fellowmen. They strive to do the very best job for the customers, and this in turn gets them loyal, satisfied customers that use them year after year. I want to thank all of you who fall into the good category. You know who you are, and you are always striving to become better in your profession. We love having you as part of the business, and we are looking for more operators just like you.

I must also address the other category. These are the operators who just slop through the job, doing the bare minimum; they take the money from their customer, but do not give the quality of service that is expected in our company. They cut corners, do poor work, and their business goes downhill. They are a bad representation of our company. You know who you are, you have a poor attitude, and your customers know it. It is time to make some changes. Make the necessary changes and run your franchise correctly, or get out of the business. Every Heaven's Best Operator must run the business with honesty and integrity.

I am happy to report that most of our operators fall into the good category and we are thrilled that you are part of the business. We want to help you continue to be very successful in this business. We also realize that one rotten apple can make the entire bag stink. The rotten apples need to be removed. We are in the mode of cleaning up the business.

Advertising

We must advertise in order to have business. The ways to advertise are endless. Here are a few reminders that may help you move your business forward.

Call, email, text, send a post card, letter, or flyer to all of the customers that you have cleaned for during the months of February, March, or April in past years. You may want to offer some kind of special deal as an incentive for them to use you now rather than waiting until later, such as offering one free room of protector for every three rooms cleaned. Be creative and think of how you can introduce your other

INSIDE THIS ISSUE

- *Good or Bad-In or Out*
- *Advertising*
- *John's Fix-It Corner*
- *Shipping Department*
- *Better the Best*
- *New Owners and Operators*

services like wood floor or tile cleaning. For example, you could offer one free room of tile cleaning with every three rooms of carpet cleaned. The possibilities are endless.

Review the other service businesses you have in your city. Have you met with all of the maid services, pool cleaners, pet control, lawn care providers, and window washers in your city? Many of them are willing to promote your business if you promote theirs. During a slow period is the best time to promote your business through these other service professionals. We have some updated newsletters on our heavensbestads.com web site that can be printed and mailed or you can email them to your customers if you have been collecting their email addresses.

Don't forget the value of trading services. A radio or TV station may use your services if they can pay you in air time. A restaurant may trade your services for gift cards that you would give out your customers. You can trade Dental work for your family, or your employee's family. There are many trades that you could be doing.

The main thing is to always be marketing. Spend a little time each day in promoting your business. A lot of business comes from being in the right place at the right time. Always look for new business, but be sure to take very good care of your existing business. Let them know you are still in business and you are here to serve them.

Shipping Department

*This month's **SPECIAL** is: #127 Fact Acting Enzyme Buy 5 get 1 Free*

Those of you who have placed orders recently are finding enclosed in your shipments a few Heaven's Best Franchise pamphlets reminding you of the many benefits this offers. Perhaps your area is a little too big and you're not able to cover it fully. Benefit yourself by finding someone to help you cover your area. Perhaps you have friends or family somewhere who could benefit from this great business, perhaps, perhaps. Hand these out and be involved in getting someone enrolled in the benefits this franchise offers, and receive a reward if they enroll.

Bill from Shipping

John's Fix-it Corner

Is everyone going crazy like me waiting for winter to be over and the snow to leave? Ok, I know some of you out there are thinking that the snow has nothing to do with me being crazy!

This is a great time of year, because we get to go and do seminars. Cody and I were talking the other day about how we both enjoy talking with everyone and seeing how you're doing. We love to help you in any way we can.

Since we are on the subject of seminars, we have quite a few planned and I'm sure we will have one in your area. Take a minute and call your state owner to tell him that you're coming. Your state owner has

put a lot of time, money, and effort into their seminar to make it worthwhile. As I have looked over the agendas, there is a lot of good information that is going to be taught.

Some of the best information will be learned when you have time to talk to your fellow operators and find out why they are so successful or just enjoy the good company.

NOTE: I was depressed last night so I called lifeline.

I got a call center in Pakistan.

I told them I was suicidal.

They got all excited and asked if I could fly a plane.

Better The Best

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

Bill Cleland	NV-Clark County
Chad Cohen	FL
Chris Pinchak	PA
Lew Miller	CA
Marcus Pacheco	TX

New Owners and Operators

We welcome our new owners and Operators.

Charles Preston	<i>Athens, Georgia</i>
Simon Verderame	<i>Fairfax, Arlington, and Alexandria VA</i>
Ben Waite	<i>Pendleton, OR</i>
Jessica Goree	<i>Magnolia, Montgomery, Katy, ??????</i>
Brian Shauer	<i>Magnolia, Montgomery, Katy, ??????</i>
Darrell Arrant	