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CITY OWNER NEWSLETTER

City Operators Responsibilities

We appreciate all our city operators who are conscious and responsible for their actions and business. So many of you know your customers by name and their cleaning needs. Your customers appreciate it and you are continuing to grow and nurture your business this way. Now is about the time of year that tulips and daffodils are starting to pop up from the snow - covered areas. This is the time to nurture your business and offer your faithful customers a good deal or a special as a thank you. You are also the city operators who are aware of your monthly reports and get them in on time; you pay your continuing license fees on time and are current. We appreciate it so much. However, there are some of you who do not fit this category in one way or another. You need to take a look at your business, take care of your customers and keep busy this time of year to get you through the colder months. You also need to make sure your monthly reports are in and current with your monthly continuing license fees. You know who you are and if you are not current on these fees, please take care of it.

We at the corporate office are working to make the necessary transition with Cody being gone. It takes an incredible amount of time and legal work to get this taken care of. Thank you for your patience and help at this time. We appreciate all of you and want you to continue to be successful in your business.

Take a few minutes each day to review your customer list and see who you can call. It will amaze you who you haven't cleaned for in a while and many will be happy when you call to offer them a special for the month. If you called 10 people and got 2 jobs, that is 2 you didn't have before. You could also offer a friends and family deal: both get a discount when they get their friends or family booked for the same week. Everyone loves a discount. Don't forget to call your commercial accounts. Call the local paper or radio and trade cleaning for advertising. Call other operators in your state and see what they are doing to keep busy during these slow months. Keep busy and keep being Heaven's Best!

John's Fix-It Corner

We're in the new year and the busy season is starting soon. Part of having a successful business is putting in the time that is required to make it work. Don't rely on your old contact customers. You will need to talk to realtors, property managers, home shows, or even go door to door. See if you can put it in your church bulletin. There are

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many ways to increase your business without spending a lot of money on expensive advertising. This includes putting in at least 40 hours a week working hard at building your business.

If you find that you're not as busy as you'd like to be and not making the kind of money you know you should be, take a look at what you can do to change it:

1. Can you be more creative in your advertising?
2. Have you changed to the new look? Get the new logos and advertising helps from the website to update your advertising.
3. Are you beating the bushes for new business? Is there a market you haven't tapped yet?
4. Are you reading the bulletin boards for help from those that are successful?
5. Have you asked your current customers for referrals? Have you given them any incentives for those referrals?

Set yourself some goals for this year and make an outline of how you are going to accomplish those goals. Remember that anything worth having is worth working hard for. The potential for greatness is there if you are willing to work for it.

Note: I just got lost in thought, it was unfamiliar territory.