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## CITY OWNER NEWSLETTER

### *Happy Thanksgiving*

We want to wish all of you a Happy Thanksgiving. We all have so much to be thankful for. You do not need to look very far to see others who are suffering from illness, hunger, anxiety, abuse, poverty, oppression, fear, and hopelessness. We need to keep our eye on the donut and not the hole. We each have talents and abilities. We have freedom, and the opportunity of being self-employed. We can help lift and strengthen others. We can be of service to those in the community while at the same time providing well for our families. We all have been extremely blessed. We hope you all know and acknowledge the source from which all these blessings come. Please take the time to thank your Maker for all of the blessings He has given you and your family.

We are thankful for each of you and we are glad you are part of the Heaven's Best Family.

### *Customer Reviews*

Many of our operators have signed up with EZ Net Tools to create and promote their website. They have been working to get the websites producing new business from the web. It is really working well for many of the operators.

A few years back Google introduced changes on how their system worked. At that time many website promoters were trying to trick Google and manipulate ways to get a website to show up in first place or at least on the first page of a Google Search. When these Google changes took place, many websites disappeared or were black listed because of shady practices that the SEO companies were using. At that time Google started giving the end consumer more say as to who showed up in the top positions on a Google Search. Google recently released their newest update which will eliminate even more sites that are still trying to incorporate shady practices to manipulate and control Google page placement. Good companies that are honest and are following the rules Google has set in place are and will continue to do well. EZ Net Tools is doing things right and we encourage everyone that does not currently have a web site to sign up with EZ Net Tools and then get reviews from your customers.

One of the best ways a company can move up on Google is to have good solid reviews from their customers. This has proven true with our Heaven's Best Operators. The ones that are doing the best are the ones that are getting great reviews from their customers. EZ Net Tools has been harping on this for a long time. Every Heaven's Best Operator needs to get good reviews from their customers.

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Our operators do good work and our customers love what we do. Most of them are willing to give us a review if we ask them to do so. EZ Net Tools can promote each and every city that you own, but to do this they need good reviews from customers in every city. Many of you already have several of these in the form of Evaluation Cards that your customers have filled out and sent in. Any that we get in the home office are copied and given to your state owner, and the original comes back to you. I hope you have been keeping these. Please go through them and sort out all of the ones that have comments written on them. We need to get these into EZ Net Tools so they can be promoting your cities on the web. Another way of getting reviews is to talk to the customer after you have completed the final walk-through inspection. At this point the service you performed looks good, smells good, and feels good. The customer is pleased. Ask them what it is that they liked most about your service that day. Ask them if you can use the information they just gave you in some of your marketing efforts. Tell them you will only use their first name and the city they are located in, associated with their quote. Write down the quote. You could have them fill out the evaluation card, but ask them to write down what they liked about your job that day. They could fill it out and give it to you before you leave the job. They can fill it out while you are loading up your equipment.

Some customers are very computer and social media literate and they could log in to their Google Plus account and write a review that will go right into Google. We are working with our state owners to teach them how to instruct each city operator how to show their customer how to write a review on Google. Many of you may already know how to do this. The fact remains that we need every city owner and operator to get their customers to give them reviews.

We encourage every Heaven's Best Operator to sign up with EZ Net Tools sooner than later. Let them help you in your business. A good Internet presence is crucial to the success of your business. We want you all to succeed. We are having more and more operators sign up with EZ Net Tools who have had someone else running their web site, and all of a sudden it is Black Listed, and then it takes EZ Net Tools a lot more time and effort to clean up the mess that another company has created. At some point in the future it will be mandatory that you be part of our Heaven's Best Web Site which will be managed by EZ Net Tools.

### *John's Fix-it Corner*

My, how time flies. It seems like just the other day I was writing to you. The holidays are almost upon us, which gives you a chance to make some good money and finish the year off strong. This is a good time of year to thank your customers. As you send out advertising, you might want to give them a discount as a holiday gift.

When you decide to place an ad, either print or electronic, make sure whatever claims that you make on your ad, you can live up to them. If you promise to do certain things for the price you quoted, then you need to live up to those promises. You should remember the "Give 'em the Pickle" tape where he talks about giving your customers the pickle. As Cody would say, "Put yourself in their shoes and treat them like you would like to be treated."

This is how we grow our business, by doing what we say we will and doing the best job possible.

Note: "I'm sorry" and "I apologize" mean the same thing... except when you're at a funeral.

A lady was picking through the frozen turkeys at the grocery store, but couldn't find one big enough for her family. She asked the stock boy, 'Do these turkeys get any bigger?'

The stock boy answered, 'No ma'am, they're dead.'

## *Monthly Special*

This month's **SPECIAL** is:

Stock # 124 Orange Deodorizer Buy 5 get 1 Free.

## *Better The Best*

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

Ann M. Kerr	MN
Asa Jones	TX
Garrett Wyler	WA
Jamie & Mark Rawlinson	FL
Joel G. Pacheco	TX
Logan Anderson	NE
Mark E. Falcone	CA
Spencer Beck	UT
Stephen Mobley	AL
Wayne Seehusen	MN

## *New Owners and Operators*

*We welcome our new Owners and Operators to the Heaven's Best Family:*

Jim and Cathy Reed                      *Greenwood, IN*

Kathy and Andrew Hagle                *Albany, OR*

Alexander Speed                         *Albany, OR*

Matthew Hagle                            *Albany, OR*