



November 2018

## CITY OWNER NEWSLETTER

### *Welcome*

We are so excited to welcome our newest franchisees Durrell Cole, running the franchise in Overland Park, Kansas, and Ches Misso running the franchise territories of Mufreesboro, White House Hendersonville, Gallatin, Mount Juliet, and Lebanon Tennessee. Our family has been expanding rapidly and we are so excited for all of the growth in our company!

We also want to announce that Kiley Lee has left us to pursue other opportunities with school and we are grateful for the work she has put in.

We have hired Madison Gibby, to take her place. Madison is originally from Lehi, Ut. She's recently married, and she is graduating with a degree in Visual Communication in December.

John Steiner is out of the office for a week or so this month, the best way to contact him is through email [john@heavensbest.com](mailto:john@heavensbest.com)

### *Holiday Season is Upon Us!*

Make sure you're prepared for the busy season by stocking up on all of your go-to products. This is a great time to get more reviews and more referrals as family members gather together for the holidays. Also remember to offer fabric protector. This will increase your bottom-line. This also might be a good time to send out reminder cards or emails to your existing customers, reminding them to get ready for the holidays.

### *Opinions Wanted!*

We are in the works of making your end of getting supplies and things you need easier. This is going to be a re-design of the store to make it easy for you to simply get what you need.

In order to make it the way you want we need your opinions! What do you like about Heaven's Best Store? What is something that is difficult or tedious? Any bugs or glitches in the system that need to be fixed? You tell us what you need, and we can work with that to improve this system.

Please email [proofs@heavensbest.com](mailto:proofs@heavensbest.com) your opinions or call Madison at the corporate office.

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## *My November Special: \$1 Off for Non-Perishable Food Donations?*

Fellow Owners,

Running frequent specials can help entice customers to book you during need times, like winter. I try to run a new special every single month. In November we take a little different approach though: we combine our monthly special with a food drive to support a local food bank near my office.

How does it work? During the month of November, my technicians collect non-perishable food donations from customers during their appointment. For every item donated, we take \$1 off the final bill (up to \$10 off total). It's simple, effective, and my crew and customers love it! Last year we even matched the donations in order to help even more needy families. At the end of November, we round up our donations and drop them off at Tosa Cares, which helps feed families around Milwaukee.

You might be thinking "\$1 off per item isn't very much." You're right! It doesn't seem like much. But last year customers jumped at the opportunity to help feed local families AND save a few bucks off their bill. In fact, I've noticed that with many of the specials I run throughout the year: you don't need to offer a very large discount to win over customers.

If you want to run a special now or in the future, where should you promote it? How do you get the word out? Here is how I do it in Milwaukee::

- **Website:** if you have an EZ Net Tools site, ask them to post your latest special on the coupons page (old website template) or create a deal on your homepage (new website template). Make sure you pull your specials down when they expire though!
- **Email:** I have a small email list (about 500 customers and growing) of people who requested monthly specials by email. Every month that I run a special, I write an email to my list and point them to the coupon on my website
- **Facebook:** on your Facebook page, try creating an "offer post." Offer posts are a special post type that lets you promote a special deal, coupon, discount, etc to your Facebook fans. If you need help with this, ask your Facebook page manager (that might be EZ Net Tools, too)
- **Google My Business:** Last month I told you about the importance of adding photos/videos to your GMB profile. Did you know you can also post your specials there? Once again, you'll need to ask your GMB profile manager for help (that could also be EZ Net Tools if you don't have access yourself)

That's it! We can talk more about the other kinds of specials I run in another article (hint: I don't always offer a discount. During busy seasons I try not to discount my services at all). This particular special puts on a smile on my face, as well as on the faces of my crew, my customers, and families around the Milwaukee area. It's a great feel-good promotion to run during the holidays and will help you get in the spirit of giving.

Until next month. Wishing you a happy and busy Thanksgiving season!

Best,

Reuben D. Rock

Owner, Heaven's Best Carpet Cleaning Milwaukee WI

**PS.** Are you on Facebook? I created a special Facebook group just for Heaven's Best owners to connect and share ideas or ask questions. We already have dozens of members. Request access today! Here is the link: <https://www.facebook.com/groups/361583881044978/>

## *Getting More Google Reviews*

No matter what your business is, you always want more Google reviews from your satisfied customers. Having good Google reviews will affect everything from your ranking to how many phone calls you might receive.

That being said, what can you do to receive more reviews? Here are a few steps you can take to receiving more Google Reviews:

1. **Ask** - You simply need to ask! This won't guarantee a review being given by the customer, but if you don't ask them, then odds are they wouldn't even think of doing it in the first place.

When you finish a job, ask the customer to leave you a review on Google. Explain to them that receiving Google Reviews will help your business. If they were satisfied with the job you did, then they will most likely be happy to help).

2. **Show them how** - If you did Step 1, then you hopefully have a customer willing to leave you a review. Make it easier for them by showing them how.

If you have the EZ-Reviews App, make use of it! It's as simple as getting their phone number which will send them a text with a link going directly to their business to leave a review. If you don't have EZ-Reviews, tell them to Google your business name and then click the box on the side that says "Write a review".

The easier you make it for them to leave you a review, the better the chances are that they will actually do it.

3. **Respond to Reviews on Any Platform** - Respond to reviews anywhere by thanking the customer for their great review. Reviews on other places like Facebook are helpful, but won't change your ranking. However, they do give you a great opportunity to do Step 1 again.

When someone leaves you a review on a place like Facebook, send them a message thanking them and also ask them if they wouldn't mind leaving a review on Google as well. You'd be surprised at how many people are willing to do so.

(Don't forget Step 2, go ahead and send them a link to write a review just to make it even easier for them)

There are many different ways to get more Google Reviews, but these 3 steps will definitely help in receiving more. Remember to always reply to your reviews you receive. Potential customers will see your replies and think better of you for them!

## *Shipping Department*

***This month's special is:*** Odor Control Fogger # 133 buy 5 get 1 Free

We also have in the 2019 schedule books #830 for you to purchase.

We have tool boxes for sale to put your kits in and they come with an insert. Our part # is 8108. We are selling them at the low price \$25.00 per box. Order one with your next order.

Note: Any special order needs to be paid for before ordering.

## *John's Fix-it Corner*

As I go through life and meet people, I find so many good people that go out of their way to treat you well and are honest in all they do. These are the kind of people that if they give you their word it's as good as a contract. These are the same people who give you the keys to their house and leave a blank check on the counter for you to fill in and everything is great. But we don't all live in Pleasantville.

When you go into a home to do a job, take time to look it over and see if there are any red flags. When you talk with your customers listen to what they say. The things that they say to you can raise a red flag. i.e.: Do you have insurance? Will you clean just one cushion? Will you guarantee that the spot will come out? You get my drift. If you feel that there is a potential problem you don't have to accept the job. Trust your instincts – if other operators have turned down the job, maybe there is a good reason.

One way to help protect yourself is to buy a digital camera and take pictures of your jobs. Download them on your computer and keep them for one or two months. Then if a problem arises you can go back and pull up the pictures. A picture is worth more than a hundred good words. If they see you taking pictures they will be less likely to give you problems. They will know you have proof to dispute what isn't true.

Another good reason to take pictures is that you will have some before and after shots to show your customers. They will be so impressed to see what a great job you can do. A little forward thinking can help you both coming and going. Besides, a great digital camera can be a lot of fun on a cruise!

## *LMCCA Education*

LMCCA provides a great Low Moisture Online Course.  
IICRC Leather Cleaning Technician Course Anaheim California  
Date:12/17 & 12/18 2018  
Location: Academy of Textiles and Flooring  
Contact: The Academy of Textiles and Flooring  
1140 N. Armando St.  
Anaheim, CA 92806  
1-800-551-9378  
[Email ATF](#)  
[Course Details and Link](#)