



October 2017

## CITY OWNER NEWSLETTER

We wish to extend our heartfelt thoughts and prayers for those in Florida, Texas, and the East coast who have been affected by the hurricanes. It is a devastating thing to be involved with such weather and we hope things are moving in a positive direction for you and your cities.

### NEW AT THE OFFICE

We want to extend a thank you to Ian Gundry for his 4+ years of working at Heaven's Best. He is making the jump; he is engaged and moving on in this life. We wish him well. Greg Harston is our new guy at the office. He is skilled in computer work and will be taking Ian's place, along with helping in the warehouse with Bill. We are happy to have him!

### FALL SPECIALS

It is Fall here in South Eastern Idaho, a time to be thinking about beefing up your cleaning jobs before the holidays. Customers have their kids back in school and it's a little lull before the big family and company parties. If you have not called or talked to your customers in the last 2-3 months CALL THEM. Offer them a Fall special or a bottle of spotter for cleaning a piece of upholstery you have not done in a while, and ask for the number of a family friend or relative. Give both a good special and BOOK JOBS. It will sustain you through this month.

### CHAMBER OF COMMERCE MEETINGS

Go to your local Chamber of Commerce meetings. Relators are usually there. Hook up with them for cleaning empty homes that they are showing. IT is a GREAT resource for picking up jobs and can make the difference in your winter months. You only need 1-2 more jobs a week to make a huge difference in your check book! Another place to contact is apartment complexes. Make a goal to contact one or two apartment complexes this month, offer them a free demonstration of cleaning a room, and give them a bid for apartments as they come empty. Empty apartments mean more dollars per hour when you are not moving furniture.

### GOALS

#### MAKE A GOAL AND WORK THE GOAL.

If you fail to set goals each week for yourself you will fail to get work. Each week write down people you want to contact and contact them. Keep specific goals for yourself and update them each week. Most success in life is the work you do yourself, not by luck. Keep working on getting jobs, keep going forward and keep positive

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## *Shipping Department*

*This month's SPECIAL is:*

**Buy 5 Cherry Almond Deodorizer and get 1 free!!!**

Product #122

### **JOHN'S FIX-IT CORNER**

**Oct. 1, 2017**

Hello everyone. I hope you have had a good month. As I have been talking to a few of you it sounds like it has been another great year.

This past week I went to a convention in Las Vegas and the keynote speaker was Michael E. Gerber, who is the bestselling author of E-MYTH MASTERY. There are three points that he brought up that I would like to share with you.

The first thing he said is to look at the price you're charging. Most likely you're not charging enough for what you do. Raise your price by 15%. Don't try to compete with the low-end operator, it's crowded down there. Be up with the top operators.

The second thing is that life is too short, so do one thing and do it well. Be the best carpet cleaner in your town. I was talking to Rodney Trent, an operator Indiana, and he told me that when he first started his large competitor would wave at him in passing. Now he said his competitor won't wave or look at him. Rodney said he must be number 1 now in town because his competitor always holds up one finger to say hi. Why? Rodney has become the best in his town.

The third thing is how you dress. It is one of the most important things you can do. He said look like a marine in dress blues. Sometime looking good outweighs how comfortable we are.

Being the best in the industry takes a lot of effort and dedication. If we work at it a little at a time we can achieve greatness. Let's team up together to be the best we can be.

Note: How is it that one careless match can start a forest fire, but it takes a whole box to start a campfire?