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STATE OWNER NEWSLETTER

EZ Net Tools

Things are moving forward with EZ Net Tools. We are working on a full marketing plan not just a web site. Everything takes time, but I feel we are on the right road headed in the right direction. We have had Bruce Eckman working directly with our company to increase business for each of our City Operators. It will be important that as many of our operators as possible to sign up with EZ Net Tools. The sooner they sign up the sooner they will start to receive the benefits.

We hope you will encourage your City Operators to look into EZ Net Tools. We have not been promoting EZ Net Tools aggressively until we had a good track record. You will be hearing more about this every month. It is evolving daily. Our Operators can go to the website heavensbest.eznettools.com for more information and how to sign up. It would be a good thing for all of our State Owners to look at the sight so they can help their City Operators know how to get started.

Bruce needs feedback from our Operators to better help all of us. We have scheduled a Webinar for August 6, 2013 at 4:00 pm MDT. We will be discussing what advertising has and has not worked for our Operators. We do need their feedback. Please encourage them to participate in the Webinar.

You may want to consider a few of your best Operators, and invite them personally to be part of the webinar. We will be recording it and can use it to help all of our existing franchisee and all future franchisees. It will also provide Bruce with good information that can be incorporated in our comprehensive marketing plan.

We have included the invitation in our City Owner newsletter for this month. They will need to click on the register now button which will give them the information to be involved. It will be best for them to be on their computer with a headset and mic rather than using their smart phone. Bruce will be available for about 10 minutes before the actual start of the meeting to do a mic test for anyone who needs it.

Next State Owner Webinar

Our next State Owner webinar will be August 28, 2013. We have been holding them at 4:00 pm MDT, but have had a request that it be held early in the morning. Please give me some feed back as to what time may be best for you. I will get an agenda and invite with all the details to each of you after I have received your feedback.

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