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**Hello, Heaven's Best Team,**

We want to wish all of you a very Merry Christmas! We hope that you are all finding your calendars filled, yet still have time for some holiday fun with family & friends. This month we would like to introduce the new owners of the Utah County Franchise: Justin & Sarah Close. Justin attended training in November and we look forward to seeing their success in the months to come!

**Facebook News**

We are very grateful for Kyle and Danielle's recent post in the Facebook owner's group. Please take a moment to read it. They are off to a great start and have accomplished a lot in a very short amount of time.

"This is the month for gratitude. Today I was looking at some specific accomplishments. Being that I only opened 2 months ago. We have over 41 5 star reviews, did over 40K in revenue, continue to be in the \$400 job average range, did our first ad in a magazine, did our first ever expo, met, and are connecting with lots of business owners and chamber committees, gave back to the community with some free cleans as well as donations for a woman's grandchild with cancer. Heaven's Best blew away my expectations from day one and continues to amaze

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me! #Blessed #Thankful." (Kyle & Danielle C



## 5 Marketing Tips to Remember for Service Based Businesses

After reading the Cullnan's facebook post it is clear to see why they have been so successful in a short amount of time. If you want to increase your market pressence and build your customer base try a few of the tips below.

**1. Find a way to differentiate.** Careful differentiation is essential to successfully growing a service business. What sets your company apart from all the rest? Once customers see first hand our Dry in 1 hour method they will be sold. Record a short video testimony of your customer sharing their satisfaction with your services and share it on your website.

**2. Add value by bundling services.** Focus on what your customers want most, and find a way to bundle those features (or even some select products) into your mix. This will increase the perceived value of what you offer and give your

company a leg up. You may even be able to raise your prices on higher-value offerings.

**3. Market to existing customers.** For service marketers, the sale doesn't end with a purchase: It's the beginning of a relationship that continues with delivery and support. As a result, satisfied customers or clients have the potential to become repeat buyers. Do you have a program in place to market to your customer base? The good news is that upselling current customers costs less and yields significantly higher revenue than marketing to new prospects. To build sales, use direct marketing, including e-mail and direct mail, to offer special promotions to your customer base throughout the year.

**4. Win more referrals.** Do you rely on referral audiences to send business your way? Yes, referrals are paramount! Utilize all your tools to obtain those 5 star reviews. If you want automatic review request sent connect with Signpost or Customer Lobby, as this is their specialty.

**5. Raise your visibility.** To reach potential customers across multiple channels, consider expanding your advertising in search-corridor media--where customers turn first when they're ready to buy. Your website is your greatest tool. And don't overlook PR as a means to increasing your reputation in the community. You can sponsor events, join your local chamber, and connect with other businesses in your community.

\*Key marketing tips taken from Entrepreneur

## **Vendors We Partner With**

We have researched to bring you the best support available, and we were able to negotiate lower prices for all Heaven's Best owners. Please take a moment to read more about their services below.

### **Support from Heaven's Best Corporate Office**

**Please be sure to utilize our team if you need any assistance from us. We are here to help regarding products, cleaning, advertising, and assistance in**

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**growing your business. If you have suggestions or concerns also please feel free to reach out to the management team. We value your input and hope to hear from you!**

**Wishing You All the Best,**

**Your Heaven's Best Team**

**Contact Information**

**Management**

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# EZ Local

## Video For Google Business Profiles

**The Local Search Ranking Factors annual report, published in November 2021, and considered a go-to industry resource for understanding ranking factors in Google's local search results, recently highlighted the growing importance of Google Business Profile signals when it comes to Google's local search results. This includes Google reviews, profile optimization, as well as user engagement with your profile. Focusing on engagement, an easy way to boost interaction with your Google Business Profile is to add a personalized video. The same video can be shared across social media, and ideally, it's unique to your local operation.**

Photos are great but they do have limitations. Video provides users a more detailed and personalized introduction to your services, making it easier to understand what you offer and helping you stand out among competitors. The advantage for small businesses is that, unlike with commercial video, there is no expectation of a large budget promotion. Most viral videos are recorded on a cell phone rather than professionally. No editing required. Think Tik Tok rather than commercial TV. What is important is your creativity and content.

Here are some popular ways that Google Business Profile videos are used:

- Demonstrating how the cleaning process works.
- Interviewing customers about what they like about your business or service.
- Behind-the-scenes footage such as how much fun your team has on the job.
- Meet the owner(s) introduction.
- A memorable clip that draws interest in your service.

**As long as you have a Google Business profile, adding a video is an easy process that takes little time. Shoot a short video and EZlocal will handle the rest.**

Google supports video submissions of up to 30 seconds long. This is great for teasers and short informational videos but is not intended for lengthy

advertisements. Give it a try. You may be surprised with what you can come up with.

**Here is an example a short video used by a plumbing company**

[https://www.google.com/maps/uv?pb=!1s0x880fd35d31d7b60b%3A0x68718f5d77eb8f5a!3m1!7e115!4shttps%3A%2F%2Fh5.googleusercontent.com%2Fp%2FAF1QipPnytzNCG4ivO43LNO\\_dlGEqkASn68SMQ3PRcNx%3Dw129-h130-n-k-no!5splumber%20chicago%20-%20Google%20Search!15sCglgARICCAQ&imagekey=!1e10!2sAF1QipMPwH-RMA35N-JEIUvHIg-sZLLDmFH\\_8nf0dfax&hl=en](https://www.google.com/maps/uv?pb=!1s0x880fd35d31d7b60b%3A0x68718f5d77eb8f5a!3m1!7e115!4shttps%3A%2F%2Fh5.googleusercontent.com%2Fp%2FAF1QipPnytzNCG4ivO43LNO_dlGEqkASn68SMQ3PRcNx%3Dw129-h130-n-k-no!5splumber%20chicago%20-%20Google%20Search!15sCglgARICCAQ&imagekey=!1e10!2sAF1QipMPwH-RMA35N-JEIUvHIg-sZLLDmFH_8nf0dfax&hl=en)

As always, don't hesitate to call us with any questions you may have at (877) 416-2378.

The Happy EZlocal Team

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## Customer Lobby

The holidays are here, and it is time to send out your holiday cards! Customer Lobby can help you set up your holiday cards and get them ready to send out today. Head to <https://try.customerlobby.com/heavensbest/> to have Customer Lobby help you send out your cards and spread your company's cheer.

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**Jill,**  
It has been 9 months since we last provided service. Did you know we provide a full range of plumbing, cooling, and heating services? How can we help you?

**Services**

- HVAC installation, repair & tune-up
- Plumbing repairs & fixtures



123 address lane  
Phoenix, AZ 85001  
[www.abc-company.com](http://www.abc-company.com)

Company Name  
510-230-0588



Company Name  
510-230-0588

**Jill,**  
Keep your home feeling magical all season long.  
*Call today!*



**Jill,**  
Smile! We're having a holiday special.  
*Call us today!*

Company Name  
510-230-0588 [See details >>](#)

Austin Matthews | Sales Manager  
510.330.5439 | [Customer Lobby](#)

[More Repeat Business for Heaven's Best Carpet Cleaning](#)  
More Repeat Business for Heaven's Best Carpet Cleaning  
[try.customerlobby.com](http://try.customerlobby.com)



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## FittleBug Real-Time Booking

### FittleBug Real-Time Booking!



Switching it up this month for the Heavens Best Market! Click on the “podcast” to learn more about the creation, functions, and history of FittleBug. We were asked to do an interview by Roby Lyons of the "Sevice without Excuses" podcast last summer. It's about an hour and full of interesting content. Enjoy!

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<https://audio.buzzsprout.com/an7aje6zgn7p5rily4shsknc260o>

**Check out this recent online order summary for our Colorado Springs franchise! A perfect example of how online scheduling works!**

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Colorado Springs, Colorado 80908

Colorado Springs, Colorado 80908

Primary Phone

Alternate Phone: ()-

Email

## Order Summary

### Carpet Cleaning: Bedroom-up to 150 Sq Ft

|                                    |        |          |
|------------------------------------|--------|----------|
| Carpet - Urine Treatment w/Enzymes | Qty: 3 | \$31.21  |
| Carpet Cleaning & Deodorizing      | Qty: 3 | \$195.04 |

### Carpet Cleaning: Flight of stairs (13 to 16 steps) plus a landing

|                                    |        |          |
|------------------------------------|--------|----------|
| Carpet - Urine Treatment w/Enzymes | Qty: 2 | \$20.80  |
| Carpet Cleaning & Deodorizing      | Qty: 2 | \$145.63 |


### Carpet Cleaning: Hallway

|                                    |        |         |
|------------------------------------|--------|---------|
| Carpet - Urine Treatment w/Enzymes | Qty: 1 | \$10.40 |
| Carpet Cleaning & Deodorizing      | Qty: 1 | \$36.41 |

### Carpet Cleaning: Master Bedroom- 151-250 Sq Ft

|                                    |        |         |
|------------------------------------|--------|---------|
| Carpet - Urine Treatment w/Enzymes | Qty: 1 | \$10.40 |
| Carpet Cleaning & Deodorizing      | Qty: 1 | \$67.61 |

Pretty Much  
Says it All!



|                      |           |
|----------------------|-----------|
| <b>Discount</b>      | (\$51.75) |
| <b>Subtotal</b>      | \$465.75  |
| <b>Tax</b>           | \$0.00    |
| <b>Total</b>         | \$465.75  |
| <b>Downpayment</b>   | \$30.00   |
| <b>Remaining Due</b> | \$435.75  |

### Order Notes

I left a message for someone to call me back, but no need to now. Thank you

FittleBug - [www.fittlebug.com](http://www.fittlebug.com)

All the Best -

Steve Mastio  
FittleBug Real-Time Booking  
630-444-2000  
[www.fittlebug.com](http://www.fittlebug.com)

For Brain Chilling Thoughts,  
Follow us on [FaceBook](#)

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**CONTRACTORTEXTER**  
Auto Responses to Your Leads

We send instant, customizable responses to leads  
so you connect faster & win jobs.

We integrate with Google My Business, Yelp, Angi & more lead providers.  
We help over 1,400 businesses nationwide reach their leads more effectively.

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[ContractorTexter.com](http://ContractorTexter.com)/ [Uri@contractor](mailto:Uri@contractor)

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**ADP Payroll Services & HR Support**

**Take advantage of the latest payroll, compliance, and HR  
solutions with ADP®, Heaven's Best Carpet Cleaning®  
Newest National Supplier**

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Payroll with easy upload of time data

Recruiting & Electronic Onboarding

Integrations with Points of Sale Systems

Flexible Pay options including early access to earned pay

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Most Complete Solution

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**Contact Jeremy Dyer at (952) 814-5845 or [Jeremy.Dyer@adp.com](mailto:Jeremy.Dyer@adp.com) to see how ADP can best support your franchise business.**

\* 6 months free service applies to new Run Powered by ADP clients with 1-49 payees. Free payroll is for months 11-1 from company code/module start date.

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## Service Monster

Take advantage of the support you need from the SM staff.

My name is Mary and I'm a member of the onboarding team here at ServiceMonster.

I'm reaching out to check in and make sure you are aware of the trainings we offer for the system. These trainings are available as interactive webinars through the website BigMarker.

[Click Here To Sign Up For Our Webinars](#)

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## **The Basics**

The 101 Basics webinar covers the basics of using ServiceMonster, covering the workflow, scheduling, appointment color coding, using the QuickAdd, finishing jobs, and creating appointment Reminders.

## **The Mobile App**

This training covers the ServiceMonster mobile app and how you can easily handle work on the go! Through this webinar we cover how different security roles appear on the mobile app, looking in depth at the Admin and Tech roles, and how to handle creating new accounts, appointments, and finishing orders on the go!

## **Marketing Tools**

Our Marketing training covers the marketing tools in ServiceMonster, including creating and running phone, email, and letter campaigns, editing templates, using account tags, and creating and using drip campaigns.

[Click Here To View The ServiceMonster Help Site](#)

## **One on Ones**

If you are not available for one of the live trainings above, or would like to schedule a one-on-one training instead please email us your availability, or give us a call at 888-901-3300 and let them know you want to schedule a one on one training.

Please feel free to respond with any questions you have about trainings or ServiceMonster in general I am very happy to help.

Learning a new system takes time and patience so don't hesitate to reach out with questions. We promise to keep the life preserver cast, just make sure you reach out and grab it!

**Thank you,**

**Mary Cribb**

**Online Technical Trainer**

**| ServiceMonster LLC**

**888-901-3300 | (206) 905-7796**

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**Signpost**

### **Get Noticed Online and Capture New Leads this Season**

As we enter the holiday season, homeowners are anxiously beginning the process to prepare their homes for hosting guests. Many will be searching online for carpet cleaning services. Will they easily find your location?

See how many Heaven's Best owners have used the Signpost app to get a better ranking on Google and stand out in local search results. Now is a great time to capture new leads and create new customer relationships for 2022. [Learn about the Signpost App](https://signup.signpost.com/partner/heavensbest/) by visiting <https://signup.signpost.com/partner/heavensbest/> or calling 855-606-4900.



## Shipping Update

This months special is New Pet Enzyme

Buy 5 get 1 free

32 oz can be used full strength on severe problems 1:4 for medium to heavy and 1:8 for light to medium problems

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## JOHN'S FIX-IT CORNER

DEC.1, 2021

**Now we are going into the holiday season. This is a good opportunity to finish the year with strong numbers. Everyone wants their carpet clean for the holiday. People always seem to want to make their home a little more special during this time of the year when they have family and friends coming over for parties and to enjoy this special season of the year. Most people are in a more giving frame of mind and this could be a good opportunity to be able to clean for**

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**them. It could also be a good time to clean up after the holidays.**

**I would like to wish everyone Merry Christmas and a Happy New Year. Its been a pleasure working with all of you through the year.**

**Note: Health nuts are going to feel stupid someday, lying in hospitals dying of nothing.**

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