

Totally Booked[™] UNIVERSITY

Jeff Cross, senior editor of *Cleanfax* magazine, is bringing a fantastic high-level marketing seminar to Pembertons in McKeesport, PA (Pittsburgh area) on July 16

Residential and Commercial Marketing Techniques
*Specifically for the Carpet Cleaning, Disaster Restoration
and Contract Cleaning Industries*



Pembertons
5825 Smithfield Street
McKeesport, Pa 15135
(800)342-2297



Friday, July 16, 2010 Time: 8 am - 5 pm

This event qualifies for 1 IICRC continuing education credit!

Cost: \$199 per person “early bird special” and \$149 for additional person from the same company (register by July 1). After July 1, cost is \$249 per person.

To register, call (800)342-2297

We will show you how to:

- *Utilize the Internet to your marketing advantage*
- *Take advantage of your local media*
- *Write press releases*
- *Use newsletters properly*
- *Master the art of “cold calling”*
- *Maximize your referral system*
- *Build the best website that attracts customers*
- *Ensure the search engines find your company first*
- *Analyze pricing strategies so you can earn top dollar*
- *Present estimates to customers in a way they can't refuse to sign the work order*

Be prepared for a full day of hands-on marketing exercises, projects and classroom discussions that will help you create your own business "empire".

Bonus! Each attendee will receive a USB flash drive that contains all types of videos, books, forms, presentations, and much more, that you need to take your company to the next level - and beyond.

Join **Jeff Cross**, senior editor of *Cleanfax* magazine, as he presents strategies that *really* work in this one-day seminar. There is no need to break your bank and spend thousands of dollars on marketing your company to your potential and current customers. Use tactics that work, that make sense, that are proven to be successful.

Here's what your industry peers are saying about Booked Solid!

"It was very informational, impressive. Keep up the good work!" - Michelle, St. Augustine, FL

"A complete marketing program. Lots of information, and it will be easier to market my company!" -
Chuck, Hinsdale, IL