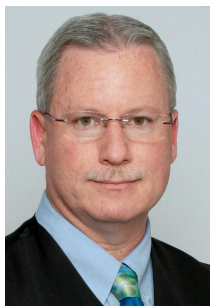


# *Totally Booked*<sup>™</sup> UNIVERSITY

Jeff Cross, senior editor of *Cleanfax* magazine, is bringing a fantastic, high-level marketing seminar to the Pittsburgh area on Friday, March 9, 2012.



**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, March 9, 2012 Time: 8 a.m. - 5 p.m.**

**This event qualifies for 1 IICRC continuing education credit!**

**\$249 per person, \$149 each additional person from the same company.**

## **We will show you how to:**

- Get top position with Google, and make the search engines find *your company* first (without paying)!
- Utilize the Internet to your marketing advantage
- Write press releases to promote your company
- Build your newsletter and referral program
- Master the art of “cold calling” for new customers
- Build the best website that attracts customers
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***and much, much more!***

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much more.

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(800)342-2297**

I attended a TBU session today and was very impressed on how focused and detailed it was with regard to website and social media dynamics. This is such an important, yet highly misunderstood form of "communication" with your future and current client base. Jeff Cross and his group of consultants do a great job at breaking it down into simple-to-understand and impactive sessions. — John W. Mapes, Ecosteam Corporation.

I'm a relative newcomer to the flooring and floor care industry and attended Jeff's Totally Booked University for the first time recently. I was impressed! Jeff has a fantastic grasp on not only greater marketing strategies but down-in-the-dirt tactics that business owners and marketers can use day-to-day. His presentation style was witty and relaxed and even this marketing professional with 25+ years in the trenches walked away knowing some things I didn't before. Jeff has great insight into the flooring world and even greater with marketing in general. — Jim Tome, Imagin8 Social Marketing.