

# Totally Booked™ UNIVERSITY

Jeff Cross, senior editor of *Cleanfax* magazine, is bringing a fantastic, high-level marketing seminar to Tampa on Friday, November 18, 2011.



**Residential and Commercial Marketing Techniques**  
*Specifically for the carpet cleaning, disaster restoration  
and contract cleaning industries.*

We are using the Jon Don store classroom  
1551 102nd Ave  
St. Petersburg, FL 33716



*Friday, November 18, 2011 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
- Analyze pricing strategies to earn top dollar
- Write ad copy that brings in the best customers  
*and much, much more!*

Visit [www.cleaningprofessor.com](http://www.cleaningprofessor.com)  
for more information and to sign  
up online.

**Bonus!** Each attendee will receive a  
USB flash drive that contains all types of  
videos, books, forms, presentations, and  
much more.

Registration can be made by fax to (866)551-5405 or e-mail at [jcross@ntpmedia.com](mailto:jcross@ntpmedia.com). You can also register by telephone at (740)919-0228.

Name on card \_\_\_\_\_ Company \_\_\_\_\_

Name of attendee(s) \_\_\_\_\_

Billing address of credit card \_\_\_\_\_ City/State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_ E-Mail \_\_\_\_\_

Payment Method (please circle one): Check Enclosed, Visa, MasterCard, American Express

Card # \_\_\_\_\_ Security Code (3 digits on back of card) \_\_\_\_\_

Expiration Date \_\_\_\_/\_\_\_\_

Signature \_\_\_\_\_

Total: \$ \_\_\_\_\_

Send this form and payment to:

Jeff Cross, 193 Purple Finch Loop, Pataskala, OH 43062

You can also e-mail this information and form to: [jcross@ntpmedia.com](mailto:jcross@ntpmedia.com)

Or fax it to (866)551-5405