

Booked Solid!

Jeff Cross, senior editor of *Cleanfax* magazine, is partnering with the Carpet & FabriCare Institute and Truck Mount Forums and is coming to Laguna Hills, CA on May 7!

Don't miss out!

Residential and Commercial Marketing Techniques
Specifically for the Carpet Cleaning Industry



Restotech DKI
23062 La Cadena Drive
Laguna Hills, CA 92653

Friday, May 7, 2010 Time: 8 am - 5 pm

This event qualifies for 1 IICRC continuing education credit!

Cost: \$199 (10% discount for CFI, DKI & TMF members)

To register call CFI at 800-227-7389

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. Come prepared to participate in an exciting session of business building techniques. Class size is limited, so reserve your seat today!

Bonus speakers at this event include:

Steve Mastio

Steve is the creator of FittleBug and President of BBI. He will talk about where the market is going for service providers. Referred to as "Future Based Marketing", Steve will assist you in understand some of the technology that BBI created and why it is cost effective to be available when your clients "want you" and how to differentiate your offerings from the competition around you. Marketing is a moving target. It is important to know where they are going and not just where they are today.

Tre Allen

Tre is the owner and administrator of Truck Mount Forums and is an expert in creative website building and search engine optimization. You must ensure that your site is found by your potential and current customers. Yellow Pages no longer work. This workshop will show you how to use the most common search engines, especially Google, to book more jobs and create a better business.

You will see results in your business immediately!





Carpet & FabriCare Institute
P.O. Box 3718
Granada Hills, CA 91394

~ Mark Your Calendar ~

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Come join **Jeff Cross**, senior editor of **Cleanfax** magazine along with guest speakers
Steve Mastio, creator of **FittleBug** and President of **BBI** and
Tre Allen, owner and administrator of **Truck Mount Forums** for
a full day of business building techniques that really work!

Registration can be made by FAX @ 818-831-6622 or CALL US @ 800-227-7389

Name: _____ Company: _____

Address: _____ City/State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Payment Method : Visa ~ MC ~ AmEx

Card #: _____ Security Code: _____

Expiration Date: ____/____/____ Billing Zip Code of Card _____

Signature: _____ Total: \$ _____

Carpet & FabriCare Institute ~ P.O. Box 3718 ~ Granada Hills, CA 91394
Phone ~ 800-227-7389 Fax ~ 818-831-6622 Email ~ admin@carpet9.org