

Totally Booked[™] UNIVERSITY

Jeff Cross, senior editor of *Cleanfax* magazine, is bringing a fantastic, high-level marketing seminar to Midwest Cleaning Technologies in Mason, OH (Cincinnati area) on Friday, July 30

Residential and Commercial Marketing Techniques

Specifically for the carpet cleaning, disaster restoration and contract cleaning industries



Midwest Cleaning Technologies

4234 Mason Pointe Drive, Suite 300

Mason, OH 45040

To register, call: (513) 398-2580



Cost: \$199 per person “early bird special” (register by July 15) and \$249 after July 15

Friday, July 30, 2010 Time: 8 a.m. - 5 p.m.

This event qualifies for 1 IICRC continuing education credit!

We will show you how to:

- Get top position with Google, and make the search engines find *your company* first!
- 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!

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 *Totally Booked*[™] UNIVERSITY!

"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