

Praise for “How To Get Route Customers Without Knocking On Doors.”

“Greg's ‘No Door Knocking Route Magic’ is . . . well Magic! I tripled the size of my routes in the first year! It scares me to think where I would be now if my competitors found Greg before I did.”

- Josh Mooney, Lucky Star Cleaners

“I have been in the biz for 10 years. The only marketing I did was dropping flyers and asking customers for referrals. Prior to working with Greg I dropped 1000 flyers and got zero customers. I started with Greg in last 4 months ago. The system consistently works. I am usually a skeptic about things that sound too good to be true, but the Colosi system works. I recently got my 90th customer!”

- Bernie Lambert, Bernie's Mobile Dry Cleaner

“I’m writing to express my gratitude. It’s been about 2 years since we’ve purchased your No Door Knocking System. When I first sat down to contemplate the purchase of your system I was very cautious because other marketing strategies did not work.



Believe me; we’ve spent thousands of dollars on post card advertising with very little results. It’s amazing how simple your system is and I was excited about its results. Don’t get me wrong, Los Angeles is a very tough market to break into, however what kept me excited were the comments that potential customers made such as: “This is a great marketing Idea, how long

have you been doing it.” This was my opportunity to sell our service. Usually these comments came from people who were in business for themselves that were trying to figure out a way to separate themselves from their competition. Most of them joined our service.

When I purchased your system I had no idea that I was buying into a network of Dry Cleaners like myself, who were heading down the same journey as we are. What I really love are the weekly calls with all our

members. These calls always inspire me and this alone is worth thousands of dollars. Everyone comes together to voice their ideas to improve what we're already doing, as well as new marketing ideas. I would also like to take this opportunity to thank our coaches, Andrea, David, Kent and Kris for your hard work and commitment. You guys Rock.

I'm always praying for all of us to prosper with new ideas, and as you put it "to boat loads of new route customers". Keep up the outstanding work."

- Jesse Zaragoza, Valet Cleaners

"Greg's been great to work with. Our delivery business has almost doubled since we started working together two years ago. I can't wait to see what he comes up with next!"

- Daniel Forster, Thrifty Kleen Dry Cleaning Company

"Greg's system has gotten me more customers than I ever imagined. He tests all of his new ideas and then hands them to you ready to use. All you have to do is put your name on it and begin using it."

- Mike Waintraub, Captain Dry Clean

"Martinizing Dry Cleaning franchise chose the Colosi method for developing the residential route business over 2 years ago. Those franchisees that have followed Greg's system have done well and swear by it. The proof is in the increased number of new route customers, as weighed against the investment required to gain those customers.

- Jerry Laesser, Vice President & Tom Moehringer, Marketing Manager, Martinizing Dry Cleaning, America's #1 Dry Cleaning Franchise

I started using Greg's 'No Door Knocking' Route Program in January of 2009. I had just relocated my plant when the economy took a turn and the housing market crashed. (I live in California) With a large loan payment and decreasing sales, I knew I had to do something quick or risk losing my business. I bought Greg's program and got to work! In the first year, we got 272 new route customers generating \$105,000 in sales! I live in one of the toughest markets, in an extremely challenging economy, and have competitors on every corner, and we still got new customers!!! Thanks Greg!"

- Sara Peltier, Continental Premiere Cleaners

We have been having great success doing the Biz Routes in our area. In one month we have had: 12 new businesses sign on with 37 new customers!!!! We have been hitting businesses hard since we are in more of a rural area and this is what has been working great for us! There is some impressive numbers for you and your successful system! Thank You!

- Erica Dial, Fox's Cleaners & Uniforms

We have pulled in 31 clients to our route in 6 weeks. Added 31 clients = \$3,139.11 in sales.

- Nick Eyhorn, Master Cleaners

(My system is not about converting at the counter, but if you need some help with that, I got the stuff to help you.) I contacted Greg 30 days before I was losing my lease to help me convert my counter customers to a route. I had to buy another van within two weeks because I converted so many customers. Greg is a class act.

- Dave Draiman, Galaxie Cleaners

I am very happy about your marketing system. In fact, we think so highly of you and your service, we are about to build an altar to you to worship you ;-) Here are my actual numbers; in four months 68 people tried the service. In addition I've been able to get into a few businesses. I've added an additional 35 clients through this method. Again, thanks for all your help. You have really helped us create a buzz here.

-Javier Soza, CA

4 sales first week. I find that is a very powerful marketing tool and that has work for me better than all the marketing strategies that I have done before. (He translated all the marketing into Spanish and it's working!)

-Enrique Davila, Mexico

71 new customers in 16 weeks all on credit card. Monthly volume went from \$5,754.02 to \$9597.80. Needless to say, your program has been the

best investment my company has made to date. Thanks for all you do.

- Andrea Domanski, Home Dry Cleaners

I got my 100th customer and did \$4k in sales for June. That's 100% using your system - nothing else. I'm averaging putting on about an additional \$1k in sales per month and that's dropping about half the bags I'd like to. But now with a little cash flow, I'll be more able to get some help. I'm getting a lot out of the program - very satisfied. Keep up the good work. Looking forward to the office package.

- Doug Cheek, Cheek's Cleaners

I've had your residential program in place now on two routes since the beginning of May. Overall I am very pleased with our response rates of 7.9% on Route 4 and 9.3% on Route 1. I'm waiting for my drivers to turn in a couple more reports which I believe will drive these numbers even higher. I had considered taking a break from the bag drop over the summer thinking not many people would have "dry cleaning" on the brain, but our greatest success has been this summer. I've also determined our "lost bag" rate and that falls between 12 and 18%. [so for every 100 bags that LeAnn drops, she gets 8-9 brand new route customers and only loses 12-18 bags]

-LeAnn Glasser, Plantenga's Cleaners

I really believe in the system. Wish I didn't wait so long to buy the program and start bag dropping, emailing, voice blazing, etc. I drank the Kool-Aid and am a believer.

- Adam Slavitt, VILLAGE LAUNDRY CLEANER

How To Get Route Customers WITHOUT Knocking On Doors



Greg Colosi

Acknowledgments

I would first like to thank David Whitehurst. He was my very first member. David took my ideas and ran with them, never looking back. He even came up with the name of my marketing program: Colosi's "NO Door Knocking" Route Magic System. Without David, it would have been a much tougher road to follow. Mike Coburn was my second member. He started a delivery route from scratch and built it up to over \$30,000 in monthly sales within 18 months without knocking on a single door. I got very lucky with my first 2 members and now there are 275+ of them all over the world. I thank all of you for allowing me to do what I love to do—marketing!

I want to thank the boys in my mastermind group, brother's Mark and Mike, Big A, Benny, Bob, Lo-J and Ben II. Even though they make fun of me and my whackiness, they always give me great ideas to grow my businesses. I even had a deadline to get this book out and if I didn't make it, I had to cough up \$1,000 big ones to donate to the mastermind group? I'm happy to say I made it.

And last, I want thank my parents Mary and Joseph Colosi for always encouraging me. I always heard praise from them, never a word of discouragement.

Also by Greg Colosi
QuoteLessons
Bag Drop Manifesto

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FOREWARD



I met Greg in 2007, five years after I opened my first dry cleaning plant. I was looking for someone who had used a direct response marketing approach to building route customers for my dry cleaning business. Over that five-year period, I tried all sorts of approaches to build route business.

Starting in 2003, I began an effort to educate myself on marketing for dry cleaners. I attended marketing conferences, hired a consultant, got advice from a dry cleaner advertising agency and even tried some things on my own.

In late 2003, I developed a sales letter with a fancy brochure with a coupon and price list inside. This approach worked at first. The only problem with it was the further away from my plant that I used it, the poorer were my results. The thing I learned from that early experience was that a sales letter and bag drop strategy would work. But I had to get it to work everywhere, not just in my neighborhood.

After returning from a conference where a successful dry cleaner made a presentation, I tried a different bag drop approach. I put out about 6,000 bags using this approach. There was no follow up, nothing but an expiring coupon to get the prospect to respond to my offer. I ended up getting about 50 customers. And that included those who called months later...both of them. And a response rate of less than a 1% was not good enough for me because it cost over \$300 for each customer.

I knew there was a direct response marketing approach that would work but I didn't have the time to write the perfect sales letter or design the proper system. I looked for someone to write a sales letter. I even approached a direct marketing firm. I told them that if they could develop a sales letter for me, I would use their service through direct mail. The sales letter they produced was a complete miss because they didn't know the route business.

Then one night in 2007 I was searching the internet for anyone doing sales letters for dry cleaning route business and I stumbled on Greg Colosi. What I immediately liked about Greg was that he was in the dry cleaning delivery business himself and he had a direct response marketing background. This was exactly the combination I was looking for! He used his sales system in his route business and he said the system

would work. But it was totally a leap in faith for me to be his first customer. But I made that leap, and the method worked and it continues to work today. This saved me years of study and testing.

One final word about Greg's route building approach - it's not just the sales letter. There are a dozen or more other aspects to his program of direct response marketing for building your dry cleaning delivery business. Follow them all and you'll get the best results. It's not easy. It takes a lot of work. But work at it every day and I know you can build a successful route business using his system. I have!

David Whitehurst
Champion Cleaners
Birmingham, Alabama

TABLE OF CONTENTS

A Brief Confession

DC Marketing Strategy #1 IS YOUR HEAD SCREWED ON STRAIGHT?	1
DC Marketing Strategy #2 YOUR MARKETING PLAN	3
DC Marketing Strategy #3 PERSONALITY MARKETING	4
DC Marketing Strategy #4 THE HANDWRITTEN THANK YOU NOTE	6
DC Marketing Strategy #5 HOW TO USE COUPONS SO THAT THEY DON'T CANABALIZE YOUR BUSINESS	8
DC Marketing Strategy #6 ARE YOU CONVERTING YOUR COUNTER CUSTOMERS TO ROUTE CUSTOMERS?	10
DC Marketing Strategy #7 7-STEP PLAN TO FOLLOW UP	12
DC Marketing Strategy #8 LEARN DIRECT RESPONSE MARKETING	13
DC Marketing Strategy #9 WHAT IS YOYUR UNIQUE SELLING POINT (USP)?	15
DC Marketing Strategy #10 ALWAYS MAKE YOUR CUSTOMERS FEEL LIKE THE MOST IMPORTANT PERSON IN THE WORLD.	17
DC Marketing Strategy #11 SELL YOUR CUSTOMERS SOMETHING ELSE	18
DC Marketing Strategy #12 GO OUT AND STEAL ALL THE MARKETING AND SELS IDEAS YOU CAN	20
DC Marketing Strategy #13 USE DIRECT MAIL	21
DC Marketing Strategy #14 WOW YOUR CUSTOMERS	22

DC Marketing Strategy #15 GET 20% MORE ROUTE BUSINESS WITH REMINDER CALLS!	23
DC Marketing Strategy #16 BE A PROFESSIONAL	24
DC Marketing Strategy #17 BE A STUDENT OF MARKETING!	25
DC Marketing Strategy #18 DO SOMETHING TODAY!	25
DC Marketing Strategy #19 DESIDE TO BECOME A SALESPERSON	26
DC Marketing Strategy #20 HAVE A MARKETING SYSTEM	26
DC Marketing Strategy #21 HOLD YOURSELF ACCOUNTABLE	26
DC Marketing Strategy #22 SCHEDULE A MEETING WITH YOURSELF EVERY WEEK	27
DC Marketing Strategy #23 HAVE A BIG BOLD SOLID GUARANTEE!	28
DC Marketing Strategy #24 GET IN THE NEWSPAPER	29
DC Marketing Strategy #25 YOU MUST TRACK YOUR RESULTS	30
DC Marketing Strategy #26 CONSISTENCY—YOUR KEY TO SUCCESS!	32
DC Marketing Strategy #27 USE LETTERS NOT BROCHURES	33
DC Marketing Strategy #28 THREE STEP LETTERS	35
DC Marketing Strategy #29 THE LONGER THE SALES LETTER THE BETTER.	36
DC Marketing Strategy #30 FORM LETTERS	37
DC Marketing Strategy #31 DON'T BE BORING	38
DC Marketing Strategy #32 TEST, TEST, TEST.	38
DC Marketing Strategy #33 BE DOWN TO EARTH	39

DC Marketing Strategy #34 EDUCATE YOUR EMPLOYEES	40
DC Marketing Strategy #35 NEW CUSTOMER KIT	41
DC Marketing Strategy #36 RESPOND TO CUSTOMER COMPLAINTS REALLY FAST	42
DC Marketing Strategy #37 WHAT IS THE LIFETIME VALUE OF A CUSTOMER (LVC)?	43
DC Marketing Strategy #38 LEARN EVERYTHING FOR YOURSELF	44
DC Marketing Strategy #39 TARGET FARMING	45
DC Marketing Strategy #40 USING VOICEMAIL TO SELL YOUR DRY CLEANING DELIVERY SERVICE	46
DC Marketing Strategy #41 THE BAG DROP MARKETING SYSTEM	48
DC Marketing Strategy #42 REWARD REFERRAL PROGRAM	49
DC Marketing Strategy #43 GET RID OF THE BAD APPLES	51
DC Marketing Strategy #44 KNOW YOUR NUMBERS	52
DC Marketing Strategy #45 DO YOU REALLY KNOW WHAT YOUR CUSTOMERS WANT?	53
DC Marketing Strategy #46 DIVERSIFY YOUR MARKETING	53
DC Marketing Strategy #47 DO YOU HAVE A REFERRAL PROGRAM?	54
DC Marketing Strategy #48 REWARD REFERRAL PROGRAM	55
DC Marketing Strategy #49 TELEMARKETING	59
DC Marketing Strategy #50 ETHICS	60
DC Marketing Strategy #51 UNDER PROMISE, OVER DELIVER	60

DC Marketing Strategy #52 DIVERSIFY YOUR SERVICE & PRODUCT LINE	61
DC Marketing Strategy #53 ALWAYS BE EDUCATING YOUR CUSTOMERS	62
DC Marketing Strategy #54 TAPE RECORD YOURSELF	62
DC Marketing Strategy #55 HOW TO WRITE COPY THAT SELLS	63
DC Marketing Strategy #56 FOLLOW-UP CALLS	64
DC Marketing Strategy #57 YOU'RE IN A SLUMP! WHAT CAN YOU DO TO GET OUT OF IT?	65
DC Marketing Strategy #58 ATTEND MEETING IN THE DRY CLEANING FIELD	66
DC Marketing Strategy #59 SEND A MONTHLY NEWSLETTER TO YOUR CUSTOMERS	66
DC Marketing Strategy #60 TESTIMONIALS	68
DC Marketing Strategy #61 HOW TO GET TESTIMONIALS	69
DC Marketing Strategy #62 KEEP A BOOK OF TESTIMONIALS	69
DC Marketing Strategy #63 FIVE BIGGEST REASONS PEOPLE FAIL ONE: YOU DON'T DO ANYTHING	70
DC Marketing Strategy #64 FIVE BIGGEST REASONS PEOPLE FAIL TWO: YOU DO EVERYTHING HALFWAY AND DON'T FINISH ANYTHING	70
DC Marketing Strategy #65 FIVE BIGGEST REASONS PEOPLE FAIL THREE: YOU AREN'T CONSISTENT!	71
DC Marketing Strategy #66 FIVE BIGGEST REASONS PEOPLE FAIL FOUR: YOU HAVE NO PLAN!	71
DC Marketing Strategy #67 FIVE BIGGEST REASONS PEOPLE FAIL FIVE: PROCRASTINATION!	72

DC Marketing Strategy #68 HOW TO REMOVE YOUR NEGATIVE MENTAL THOUGHTS	72
DC Marketing Strategy #69 WRITE A BOOK OR A REPORT	74
DC Marketing Strategy #70 READ YOUR TRADE JOURNALS	75
DC Marketing Strategy #71 HOW TO BEAT THE SLOW SEASON IN YOUR DRY CLEANING BUSINESS	76
DC Marketing Strategy #72 HOST & BENEFICIARY	76
DC Marketing Strategy #73 DON'T BE AN ADVERTISING VICTUM	77
DC Marketing Strategy #74 HOW TO USE YOUR BUSINESS CARD TO GET NEW ROUTE CUSTOMERS	78
DC Marketing Strategy #75 USE A NEWSPAPER COLUMN TO GET CUSTOMERS	80
DC Marketing Strategy #76 CELEBRITY ENDORSEMENT	80
DC Marketing Strategy #77 WORK ON YOUR BUSINESS, NOT IN YOUR BUSINESS	81
DC Marketing Strategy #78 PRACTICALLY GIVE YOUR PRODUCT AWAY TO GET YOUR FIRST BUNCH OF CUSTOMERS	82
DC Marketing Strategy #79 GIVE AWAY GIFT CERTIFICATES FROM OTHER BUSINESSES AROUND TOWN	82
DC Marketing Strategy #80 ADVERTISE FOR FREE WITH YOUR OWN MULTIPLE ADVERTISING MAILING	84
DC Marketing Strategy #81 CREATE A COUPON BOOK FROM YOUR COMPANY AND SELL IT	84
DC Marketing Strategy #82 USE ONLY MEASURABLE MARKETING—DIRECT MARKETING	85
DC Marketing Strategy #83 FREQUENCY USAGE CARD	86

DC Marketing Strategy #84	87
GET ALL THE INFORMATION FROM YOUR CUSTOMERS THAT YOU CAN	
DC Marketing Strategy #85	87
USE POSTCARDS TO ADVERTISE—THEY'RE CHEAP & THEY WORK	
DC Marketing Strategy #86	89
RISK REVERSAL	
DC Marketing Strategy #87	89
MAKE DOING BUSINESS WITH YOU EASY, APPEALING DESIRABLE & EVEN FUN!	
DC Marketing Strategy #88	90
MISTAKES=OPPORTUNITY	
DC Marketing Strategy #89	92
SMILE	
DC Marketing Strategy #90	93
CLEANLINESS IS NEXT TO GODLINESS	
DC Marketing Strategy #91	94
EMAIL	
DC Marketing Strategy #92	94
THE HIDDEN VALUE OF YOUR CUSTOMERS	
DC Marketing Strategy #93	95
YOUR CUSTOMERS & PROSPECTS DEMOGRAPHICS	
DC Marketing Strategy #94	96
POST-IT ADVERTISING	
DC Marketing Strategy #95	97
GOAL SETTING	
DC Marketing Strategy #96	97
REMNANT ADVERTISING SPACE	
DC Marketing Strategy #97	98
PER INQUIRY (PI) ADVERTISING	
DC Marketing Strategy #98	99
USE BONUSES WITH EVERYTHING YOU SELL	
DC Marketing Strategy #99	99
SPEED & SERVICE	
DC Marketing Strategy #100	101
THE NAME OF YOUR COMPANY	

DC Marketing Strategy #101 SIGNS INSIDE & OUT	102
DC Marketing Strategy # 102 HOURS & DAYS OF OPERATION	103
DC Marketing Strategy #103 GIVER VS TAKER STANCE	104
DC Marketing Strategy #104 HOW DO YOU SAY HELLO & GOODBYE?	105
DC Marketing Strategy #105 HOW TO PROMOTE YOUR DRY CLEANER ONLINE IN YOUR TOWN OR CITY FOR FREE	106
DC Marketing Strategy #106 DOES YOUR WEBSITE BRING IN CUSTOMERS?	108
DC Marketing Strategy #107 HOW TO GET ONLINE REVIEWS	109
DC Marketing Strategy #108 USE YOUR DRY CLEANERS FOR LOCAL SCHOOL & ORGANIZATIONS FUNDRAISING	111
DC Marketing Strategy #109 BUSINESS OFFICES, DOCTOR & DENTIST OFFICES ON YOUR ROUTE	113
DC Marketing Strategy #110 HOW TO USE LOVE TO GROW YOUR DRY CLEANING BUSINESS!	113

104 Marketing Strategies You Can Use In Your Dry Cleaning Route & Counter Business

by Gregory J. Colosi

Before we get going here I have a confession to make. I HAVE STARTED 33 BUSINESSES IN MY 30 YEARS OF BUILDING BUSINESSES.

Most of them didn't make it. Either I got started selling whatever it was and people weren't buying it so I stopped. Or I ran it for a while and it went bust.

I can tell you this with absolute confidence: I learned more from my so-called failures than I did from my successes.

How can that help you? I definitely know what DOESN'T work. All of these Marketing strategies work. I've used most of them and the ones I didn't, members of the Colosi Group use them or very good friends use them.

There is NO theory here, just real live business marketing stuff.

I guess you could say that I know my shit (if you're not comfortable with that...I know my stuff)!

In creating these Dry Cleaning (DC) Marketing Strategies, I got all excited again to go out and start using some of them again.

Please try a bunch of these and let me know how things are working at DryCleaningBook.com.

Thanks,

A handwritten signature in black ink that reads "Greg Colosi". The signature is written in a cursive, flowing style.

A Brief Confession

All of the techniques I'm going to share with you in this book do not involve knocking on doors.

With that being said, knocking on doors is the single best way to get route customers I know of.

So why teach you how to get route customers WITHOUT knocking on doors? Because most dry cleaners (probably you included) don't knock on doors even though you know it's the best way to get route customers.

I got my first 300 or so route customers by knocking on doors. I came from a sales background. If you didn't come from a sales background, knocking on doors can be intimidating. Doing it yourself is one thing, but training others to do it can be a real challenge.

If you're doing the door knocking yourself and you don't mind working nights and weekends—great!! You've got this licked. But if you want to change your lifestyle and work only during the day (and even vacation a lot) then this book is for you.

If you've really figured this door-knocking thing out and you're recruiting, training and motivating and bringing the sales in, you need to take a look at this book too.

Why?

Why not add route customers in other ways? If you're a good businessperson, you know that having many strategies for bringing in route customers is much better than just having one—door knocking.

So whether you knock on doors yourself, you have a team of doorknockers or you're just sitting around waiting for customers to show up, this book is for you.

Most of the Dry Cleaning (DC) Marketing Strategies you can put on autopilot. So you can be at the beach, like David Whitehurst (one of my members) and still be generating new customers while working on your tan.

DC Marketing Strategy #1 **IS YOUR HEAD SCREWED ON STRAIGHT?**

It's not easy being a dry cleaning business owner today. The economy sucks. Your employee's are wieners' and complain all the time. Your customers aren't always happy. And with all of this, you are expected to put on a smiling face for all—all of the time.

First of all, congratulations on being a business owner. It's hard. If it were easy, everyone would be a business owner. You are in an elite group of people—small business owners! Be proud of it. Walk with a little perk in your step. You are different and it's a “good” different.

First of all, you've got to realize that all the stuff you face every day as a business owner is NORMAL. This is what goes on in all businesses, not just in the dry cleaning industry. Realize that ...

You Are In The Problem Solving Business!

You solve your customer's problems. You solve your employee's problems. You solve the plant's problems. You solve the computer problems. You are a problem solver—that's what you do!

Face the fact that things are ALWAYS going to go wrong.

No that you know that, let's get started.

First of all, I'm one of you. I'm a dry cleaner. It's my 33rd business. I know, I know, it's a lot of businesses. I'm what you call a serial entrepreneur. I'd start a business and if it didn't work out, I'd start another one—in a totally different industry (Why—I don't know. I guess I do know. I used to believe in the “grass is always greener” theory.).

MOST of my businesses failed. I closed a bunch of them because they didn't work out. Three went bankrupt. Two I got fired from. That's right! I got fired from 2 companies that I started. It's a long story, but the short version is not to give up controlling interest...ever! It's a very humbling experience to be fired from the company you started in the second bedroom of your apartment and grew it to several million dollars.

I have every reason in the world to not have my head screwed on straight. But, and it's a big “but,” I chose this life. And I wouldn't change it for the world. If you had something similar to this happen to you, we are brothers. We should have a beer together and share our war stories.

If your story isn't as bad as mine, you'll want to listen up. I'm going to share right now how to keep your head screwed on straight.

First of all, every day I wake up is a good day. I smile and thank my luck stars that I'm not dead.

Second: There is always some other business owner that has gone through a tougher situation than you're facing and he or she's made it. You are not alone in your suffering. There are others who've faced the same challenges you have and came out smelling like a rose. Just knowing this is the big one for me.

Third: Think of it as a game. And as in any game, you're going to have obstacles and your job is to overcome those obstacles. Don't get upset when something happens, expect it to happen and then take some action to overcome it. Walter Hagen, the famous golfer used to expect that he would hit 11 bad shots a round. So when he hit a bad shot, he didn't get upset because he knew that it was one of the eleven he was going to make that day. You've got to think that way. It's the only way to stay sane.

Forth: Be thankful for the people and accomplishments in your life. I have a blessings list that is in my planner and it's with me all the time. I'm blessed to have my family and friends. I'm blessed to have all my customers and employees. I'm blessed to be a business owner. And so on. Write out your list. It will only take a minute. And when you get overwhelmed and depressed, take out your list, read it and you'll start smiling.

Fifth: Take massive action. In our business (as in any other business), getting customers is your number one priority. Lots of brand new customers coming in every day will make you happy and put you in the right frame of mind to handle anything challenging that comes your way.

Jump around in this blog and you'll get lots of route customer generating ideas that work—not theory stuff, but real ideas that I and my members use every day to get route customers.

Be thankful that you are a business owner. Embrace the challenges that come your way every day. Overcome them and start again tomorrow. That's who we are and that's what we do!

Failure is the opportunity to begin again, more intelligently.

~ Henry Ford

DC Marketing Strategy #2 **YOUR MARKETING PLAN**

Nothing happens without a plan. And all these 104 Dry Cleaning (DC) Marketing Strategies wouldn't be worth anything without a plan to put them into play. Start by taking a number of these Marketing strategies and write out a plan when and where you are going to use them. Your marketing plan doesn't have to be fancy. If it takes only one or two pages, that's enough. Your marketing plan will give you some direction you can take every day. Here are the parts to your marketing plan:

Make a list of 6 Marketing strategies you are going to start using. Write all six of them down and then prioritize which one you are going to use first, second, third and so on.

Set a goal for the number of new customers for the month. Or set a goal for the revenue for the month. My average customer generates \$56 a month. If you get 55 new customers for the month, that should generate \$3080 in revenue for the month. And then write out what you have to do to get those customers. What do you have to do on a daily basis to accomplish your customer or revenue goal?

What Marketing Strategy are you going to use first to get those customers? Put that plan into place and do whatever it takes to make it happen.

A marketing plan is only a guide for how you're going to get customers in the door (your van actually). As I said, it's only a guide—things change. It's ok to change your plan if you find a better or faster way to do something. Your marketing plan will probably change over the course of months and years. It's the first step to get you focused and on track to get customers and revenue into your dry cleaning business.

Patience is waiting. Not passively waiting. That is laziness. But to keep going when the going is hard and slow~~that is patience.

~Source Unknown

DC Marketing Strategy #3

PERSONALITY MARKETING

Your prospective customers and customers don't want to do business with a faceless, emotionless dry cleaner. They want to do business with a person or a personality. They want to be entertained. They want to know what you're up to. They want to know a little bit about you and your family. They want to know your business philosophies.

Think of your customers as a good neighbor. Your neighbors know you're a goof (if you are). Your neighbors know that you'd water their plants and feed their cats when they're gone. Your good neighbor has met your family. They know enough about you that they like hanging out with you.

That's what you want to accomplish with your customers. Why bother doing this? Well for one thing, you'll get and keep more customers for your route and over the counter. Secondly, it's fun! Let your hair down and let your customers know who you are and what you stand for.

Go to my blog and see the goofy things I do: <http://colosicleaners.com/blog>

So how can you put your personality into your business?

There are many ways, more than I can even imagine talking about, but I'm going to give you a few.

Put your pretty face on EVERYTHING!!



On all your letters, flyers, newsletters, signs, all your correspondence, your business cards, your vans, the front of your store, the signs in your store, your website, your emails and anything else you can think of, put a picture of yourself on it.

Doing this is the most critical thing you can do to get people to connect with you and your business. At first (or right now as I mention it), it feels weird to do this. It felt weird when I first did it.

Let me tell you what happens if (and hopefully when) you do this. Your sales will go up.

Let me give you an example: I have 267+ members that use my ideas to get new route customers into their businesses. The very first marketing system I put them on is the bag drop marketing program.

My members (myself included) use a four page sales letter that we attach to a

garment bag and hang it on doors in neighborhoods that we want route customers.

I ask my members to include a picture of them standing in front of their van or sitting in the drivers seat. Without fail, if they don't include a picture, the bag drop yields a big fat ZERO or just 1% turn into customers.

This is universal. If you include your picture, you will make more sales. If you don't include your picture, you're throwing money down the drain.

You should put a picture of yourself in the counter area of your store too. We can't measure it with your counter customers, but if you get more route customers using a picture, it stands to reason that you'll get and keep more counter customers.

The next thing you can do is to have fun with your verbiage on everything you do. Go to <http://www.zappos.com/> and see how much fun they have with all the writing they have on their website.

People want to have fun and be entertained. You'll be so different than all the other dry cleaners that your customers will start recommending you.

You don't have to do everything at once. Start small with just your picture on everything and over a year or so start to convert everything to personal marketing.

**Enthusiasm is the best protection in any situation.
Wholeheartedness is contagious. Give yourself, if you wish
to get others.**

~David Seabury

DC Marketing Strategy #4 THE HANDWRITTEN THANK YOU NOTE

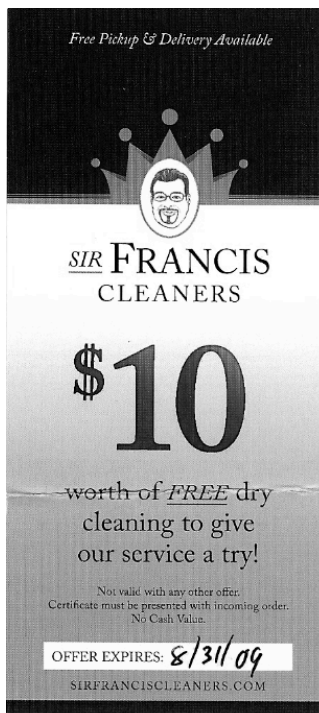
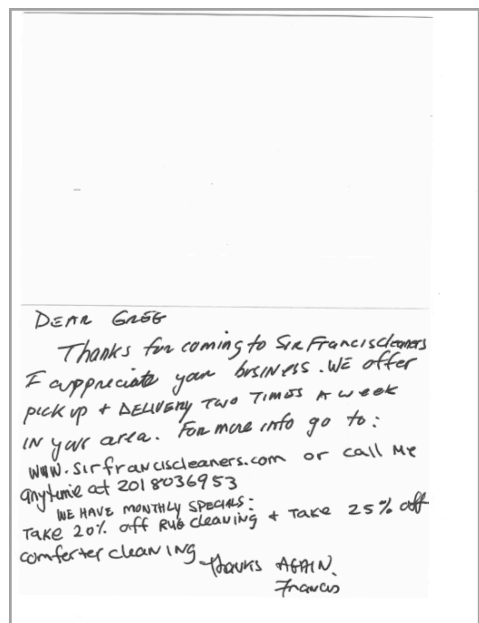
You can use this strategy in your retail locations if you have them. David Whitehurst of Champion Cleaners in Birmingham, AL sends a “hand written” thank you note to all of his new counter customers. He has his counter personnel do it daily. What’s the result? He keeps 75% of his new customers!! This one little strategy is worth its weight in gold. Will you implement it? Read on to see how.

The “handwritten” thank you note is a dinosaur. Practically nobody uses it any more. With cell phones, iPhones, Androids, Blackberries and the Internet, most of our communication is instant. Sometimes things work better if they are done the old fashioned way. The handwritten thank you note is one of them. When is the last time you received a handwritten thank you note? I’m sure it’s been a while.

Francis Forte of Sir Francis Cleaners, one of my members, sends these out:



This is the front of the folded thank-you card. Below is the inside and the gift certificate for \$10 that he puts in the card.



Do you remember how you felt the last time you received one? I’m sure you felt great. You realized that the person took some of their personal time to write the note,

address it, put a real stamp on it and then mail it out. And then it showed up in your mailbox written out in long hand. I know you opened it first. Why did you? Because it's the only letter you received that day (or that year) that was hand addressed. And after you read the note, it sent a good feeling through you knowing that the person who wrote it took some extra time in their busy schedule to do it.

What does it take to write a personal handwritten thank you note? Not much. Once you have the materials and the routine, its only takes a couple of minutes. How will it stack up with your competition? Yours is the winner!

Chris McVicker is one of my long time customers. He told me once that my hand written thank you note was the first one he's gotten in over 2 years. He liked it and started using my service.

As you can see, the handwritten thank you note is worth more that it's weight in gold. Forget the Internet (but we're still going to use it) and that less personal stuff and stick to the old fashion way of saying thank you. Use it and watch yourself get more business than you ever thought.

Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

~Albert Schweitzer

DC Marketing Strategy #5

HOW TO USE COUPONS SO THAT THEY DON'T CANABALIZE YOUR BUSINESS

I don't like (I actually hate) using dry cleaners coupons—do you?

I don't use them in my delivery business EXCEPT for getting customers. After my new customer uses their first coupon, they never, ever, see one again. Why? I don't think price (as long as you're not way out of the park) and coupons are what delivery customers are looking for. I think they are first looking for convenience and then quality. After that, I don't think they care much about anything else. This is assuming that you pick-up and deliver when you say you are.

I tried all kinds of dry cleaning coupon offers to get new route customers. I've tested percentage offers. I've tested, "tell me how much you spend in a month and I'll give you that amount FREE to try my service" offers. I've tried \$50 in FREE dry cleaning, \$40 in FREE dry cleaning, \$30 in FREE dry cleaning, just recently tried \$20 in FREE dry cleaning and I've tried \$10 in FREE dry cleaning offers.

Guess what works best? You're never gonna believe it. Guess now? Are you ready?

Believe it or not (and it's not what I thought), the \$10 FREE dry cleaning coupon offer works the best.

When I spent 18 months (four years ago) testing 17 different headlines and 7 different offers. Once I got it down to the headline that worked best, I started testing offers (or dry cleaning coupons) to see which one worked the best.

I started with the percentage offers and they bombed.

I then did the "how much do you spend in a month, I'll give it to you FREE" offer and that bombed.

I then started with the \$50 in FREE dry cleaning coupon offer. It worked OK, but I got lots of mooches. Gotta keep the mooches away, so I tested the \$40 dry cleaning coupon offer next. Didn't do much better than the \$50 offer and still got lots of mooches.

I then jumped down to the \$10 FREE dry cleaning offer and the new sign ups went through the roof! Why? I don't know. Here is what I suspect: the other offers sounded too good to be true, and when it sounds too good to be true, it usually is.

And these FREE dollar offers were all with no strings attached. I didn't say that you had to spend \$20 to get the \$10 off. You can't do that. It's too constricting. You want your offers to be as easy as possible so that it's effortless for your new customers to sign up.

What happen to the mooch factor?

It went way down. I guess the mooches wanted more and I wasn't giving it to them.

So how do you use this \$10 FREE dry cleaning coupon offer?

First and foremost, my members use it in their bag drops. And then they use it in their postcard mailings, new mover mailings, referral programs and their ads. They use it in everything. The \$10 FREE dry cleaning coupon offer works across the board.

And here's a little trick, we don't call them dry cleaning coupons, we call them gift certificates. Dry cleaning coupons sound like you'll always be using them, gift certificates sound like one time offers.

If you start couponing them right off the bat, that is what they will always expect and they won't do business with you again until you coupon them again. Is that what you want? I don't think so.

In the route business, price is NOT important—convenience, service and quality are!

**Time is the scarcest resource, and unless it is managed
nothing else can be managed.**

~Peter F. Drucker, business consultant, author

DC Marketing Strategy #6

ARE YOU CONVERTING YOUR COUNTER CUSTOMERS TO ROUTE CUSTOMERS

First of all, what is the purpose of converting and why would you do it?

You convert because a route customer will spend more money every month and stay with you much longer than a counter customer. This is a fact! I hear it all the time from my members.

So if you don't convert, why not?

Conventional dry cleaner wisdom says, "They're coming into the store now, why should I convert them?"

Conventional dry cleaner wisdom says, "If I convert at the counter, my store will look empty and that's not good for business."

Conventional dry cleaner wisdom doesn't work anymore. Gone are the days when you open up a drop store and everyone flocks to it. Gone are the days when you didn't have to do anymore advertising besides putting up a sign in front of your store. Those days are all long gone.

Here is "Today's Wisdom":

If You Don't Convert At The Counter, Some Other Delivery Service Will Get Your Customers And Eventually You'll Be Out Of Business!

I see it happening every day. I talk to thousands of dry cleaners every year and this is a common occurrence.

If you don't convert at the counter, some other dry cleaning company will. You should be that dry cleaning delivery company, not someone else.

You **MUST** protect your home turf. How do you do that? Convert at the counter! And how do you convert at the counter?

There are several steps that I teach my members. The first one starts with you.

You must be convinced that this is a good strategy for your dry cleaning business. All my members tell me that they don't see a drop in counter activity when they convert at the counter. For some reason, maybe that that your van is out and about, the store stays just as full and your volume doesn't go down. So that worry of your counter customers seeing an empty store isn't going to happen.

Once you're on board, you've got to get your counter personnel on board to. You've got to come up with a very simple script that they can start using. Something like this:

“How would you like us to pick-up and deliver your dry cleaning to your home and it won't cost you any more money?”

And then you'll get some questions on how that will work. Take all the questions you get and come up with responses. Put together a little training manual for your counter people to study.

Now you've got to come up with an incentive plan for your counter people or they WON'T ask your customers to convert to the route. It's human nature and that's why you need an incentive plan.

I recommend \$5 for every one they convert to the route. Pay them after the first pick-up from their home. And you can also have some contests or when they hit a certain number of converts, they get a bonus. Use your creativity and come up with something that all your counter people can get excited about.

What else can you do?

Get some buttons or t-shirts made for your counter people that say: “Ask Me About Our FREE Delivery Service”

Have a few signs made up for each one of your locations. Include a big picture of you (the owner) in front of your delivery van. And then start it out with this headline:

Ask About Our FREE Pick-Up & Delivery Service

And then go on to explain it.

Make sure and include a picture of you in front of your van. This is the most important part of the sign.

And the last thing you can do is prepare a handout that you can put on the counter explaining your pick-up and delivery service.

If your counter customers know that you'll provide the same quality service as you do in the store and now you'll deliver it, and it won't cost them anymore, they'll join your route in droves.

Converting at the counter is a very simple idea that all dry cleaners must adopt or they will lose customers to their competitors and eventually go out of business.

Start converting at the counter today!

DC Marketing Strategy #7 **7-STEP PLAN TO FOLLOW UP**

How do you do that? Here is what my successful members do to insure that over 92% return with their routes and 76% return to their stores. It's easy, but most of you won't do it. It takes some work to get the system set up, but once it's on autopilot, it works like a charm. Here are the 7-steps:

Step 1: Snail mail a welcome letter – Explain how your delivery service works or the hours of your store. Include some personal information about you, the owner. Include your picture, prices and the guarantees you have.

Step 2: Email the same thing – This means that you get their email address just like you get other info. Ask confidently and you'll get it.

Step 3: Snail mail a short hand-written thank you note - Thank them for coming into your store or starting with your route. David Whitehurst, longtime member of my group has his counter people send out hand-written thank you notes every day. His new customer rate went from 48% to 76% when he did this.

Step 4: Video or phone call – I use my iPhone to create a short customer video and I email it to them. You can also call or have one of your counter people call and thank them for trying out your dry cleaners. Most of the time you'll get the voicemail. Prepare a simple script that you or your people can use.

Step 5: Send out a welcome kit – After a week or so, I mail out a micro-fiber cloth and explain how to use it in your shower to always keep it shiny and clean. I also include one of my best newsletters and another letter explaining our dry cleaning services, rug doctor rental, house cleaning and other services that I broker from local companies.

Step 6: Send out a newsletter every month – You can attach to all your outgoing dry cleaning or send it out in the mail, or both. You can get a newsletter from me all done. Go to DryCleaningBook.com/newsletter

Step 7: Email them at least once a week – Tell them about your deal of the month, referral program and give them some dry cleaning tips they can use.

I do all these things and so do my successful members (267+). Once you get this set up, it's automatic and happens without your input. I just back from a trip to the Dominican Republic and everything went according to plan without a hitch. And one last step if you have a route, you've got call them every week with a reminder. I use VoiceBlaze.com for my automatic calling.

You do all these steps and you'll keep most of the people trying you out for the first time. And the good news is that all of this is done for you if you're a member of my group. Go to DryCleaningBook.com to find out more.

DC Marketing Strategy #8

LEARN DIRECT RESPONSE MARKETING

What is direct response marketing? It's not an ad without a way to contact you. Those ads are called institutional ads and they are for large companies like Coca Cola and American Express. You want your ad to move someone to call a phone number, fill out a form on your website or mail something in for more information. You want to create an ad that will move your prospect to action. And that action will create a new customer for you. All other kinds of advertising is useless.

Your direct response ad should contain the following:

- A headline
- Creates interest for your product or service
- Creates desire in the prospect
- Has a specific offer
- Has a date to act by or a deadline

Most ads in the magazines, newspapers and TV are institutional advertising. With institutional advertising, there is no specific offer and no way to track your results. You want to be able to track your results and where your sales are coming from. Don't waste the money and the resources to do otherwise.

Why do advertising agencies like institutional advertising? Because the results can't be tracked. If advertising agencies had to be held accountable for bringing in X number of leads, they would go out of business. They tell you just getting your name out there is enough—it's not enough! You need customers walking through the door everyday or you're going out of business.

Here is a simple way to track your ads: With Kall8.com you can track all your ads with a separate local or 800#. You can even—get this—record the call to see how you or your sales person does on the phone call. You can get a local number for just \$5 a month and a few cents per minute and an 800# is only \$2/month. I'll talk more about tracking your advertising later on.

The only reason you should advertise is to get more dry cleaning customers. You should only advertise if it's going to bring in money--PERIOD! Don't get caught up in the "image" thing. The only thing your image will do for you is to help you go broke. You can't cash in your image at the bank. If done correctly, you can get lots of delivery customers with your direct response marketing.

Here are some rules when using direct response marketing:

Rule #1 - Never do anything that you can't directly track results.

Rule #2 - Never run an ad a second time that didn't work the first time.

Rule #3 - Never fall in love with your ad.

This last rule is a common mistake for people first starting out with direct marketing—they fall in love with their advertising. In my consulting business, I was called in to a real estate office to see if I could get them more listings. The new owner of the agency had these gorgeous ads made up. They were pretty. I asked him how they were doing. He told me that he ran them a few times and they got no calls. I told him why and he didn't listen to me. He kept running those same beautiful ads. Six months later I ran into him and asked how things were going. He closed his agency and went to work for another one.

Become a student of direct marketing. Learn everything you can about it. The more you learn about marketing, the more money you will make. An ad is only as good as its results—PERIOD!

I learned more from the one restaurant that didn't work than from all the ones that were successes.

~Wolfgang Puck, chef, restaurateur

DC Marketing Strategy #9

WHAT IS YOUR UNIQUE SELLING POINT (USP)?

Your Unique Selling Point or USP is a precise statement of why your business is special. You've got to come up with a concise statement that describes your dry cleaning company's uniqueness. It should answer the question of why I (being the consumer) should do business with you and not one of your competitors.

I'd like to tell you how powerful a USP could be. There were two college student brothers. They had to figure out a way to make some money to pay for their college so they decided to open a pizza joint close to their college campus.

After a few months, things weren't going to well. They were actually not making much money and working tons of hours. One of the brothers wanted out. So he sold his stake in the business for an old beat up Volkswagen Rabbit.

Not long after that Tom Monaghan developed a USP that has made history. Here it is:

Fresh, hot pizza delivered in 30 minutes or less. Guaranteed.

I'm sure you know I'm talking about Domino's. They practically invented the delivery pizza business. And they did it with their USP. His USP was simple; it wasn't complicated. Yours has to be that way too. It shouldn't promise all things to all people. Domino's USP never mentions homemade sauce or all fresh ingredients.

In the pizza delivery business at that time it wasn't unusual to wait over an hour to get your pizza delivered. Tom saw an opportunity and figured out a way to get his pizzas delivered in 30 minutes or less and he let people know about it through his USP. This is known as an opportunity gap. If you can find an opportunity gap and exploit it, you can dominate a market.

So how do you decide what your USP is going to be? This is something you shouldn't rush into. If you're company is already started, ask your customers what they like about you and your company. If you're starting out new, plug it in your subconscious and something will come to you when you least expect it.

Once you've decided on something for your USP, break it down to no more than three sentences—the less the better. Every word has to count. You want to say it as simple as you can so that there is no misunderstanding to what you mean.

Here is my USP: **FREE Pick-Up & NEXT Day Delivery!**

This is right under my logo on my van, on my letterhead, business cards, envelopes and invoices. It's everywhere. You never know when a prospect will come along and give you a call because of your USP.



Now, I don't offer "Next Day Delivery" as standard. I have a three day turnaround that is normal (Monday/Thursday), but I do offer next day service if my customers request it.

How many request it? Less than 1%.

So this is something you can advertise if your customers need the next day service. You're doing it anyway; why not use it in your USP?

Green is big. Depending in what part of the country you're in, you'll have to "green up" to stay competitive. But the most important part of that is letting your customers know that you're a Green Dry Cleaner.

How can you do that? Make it part of your USP!

Genius Is One Percent Inspiration, Ninety~Nine Percent Perspiration.

~Thomas Edison

DC Marketing Strategy #10

ALWAYS MAKE YOUR CUSTOMERS FEEL LIKE THE MOST IMPORTANT PERSON IN THE WORLD.

How can you make your customer feel important?

- Respond to all their phone call immediately. You should be out of breath grabbing the phone and calling them back. Don't make them wait. With the days of instant communication here, you can call them back or email them immediately. I prefer calling them back. You won't talk to your customers that much, so every opportunity you get, talk to them. And don't forget to thank them for all their business over the years (or over the past few months).
- Always treat your customer with respect. This goes without saying, but I thought I'd mention it. Treat them like you'd treat an old friend of the family. Never get upset with them no matter what happens. Give them the respect you'd like in return.
- Always help them with their problems, even if it's something you wouldn't do. You might even send them to a competitor for the part of the solution that you can't cover. And I would even call your competitor and set it up. Tell them what you're doing so that your customer gets a great reception.

I take every opportunity I can to communicate or talk with my customers. I was out the other day checking some of the neighborhoods within my route. I knocked on a few of my customer's doors and introduced myself and told them how much I appreciated their business.

Never underestimate your customers. If you treat them like they're the only one, you'll have more business than you can handle.

Would you like me to give you a formula for success? It's quite simple, really. Double your rate of failure. You are thinking of failure as the enemy of success. But it isn't all that. You can be discouraged by failure—or you can learn from it. So go ahead and make mistakes. Make all you can. Because, remember, that's where you will find success.

~Thomas J. Watson

DC Marketing Strategy #11

SELL YOUR CUSTOMERS SOMETHING ELSE.

You have a customer that you've spent a lot of time and money to acquire. They are doing business with you because they trust you. If they trust you—the most important thing in your relationship—they will buy whatever you have to sell.

In my own dry cleaning pick-up and delivery business I finally sold my customers something else after 7 years of doing of being in business. I was thinking about starting a house cleaning business to add to my income. I did a couple of inserts in my bills. Within two months, the house cleaning business was generating as much profit as the dry cleaning business. Who knew?

Why did this happen? Those customers of mine trust me. A big part of the house cleaning business is trusting someone enough to let them in your home. I overcame that. I've also recommended painters, landscapers and a bunch of other home contractors that have brought in thousands of dollars over the years. You will have the customers, now you just have to think of other things to sell them.

I now lend out Rug Doctors. Here is the email I sent out the first time that brought in 7 people that wanted their rugs cleaned:

Dear ~Contact.FirstName~,

I'm trying an experiment--renting out rug doctors and delivering them to your door, so you WON'T have to go down to the store and schlepp it all the way home and back. I only have one to give out.

Here's the deal:

\$60 bucks includes usage of rug doctor cleaning machine and all the soap you'll need including the pet urine stain remover and the heavy traffic stain remover.

If you're a Mon/Thurs customer, you can have it from Mon to Thurs OR Thurs to Mon--3 whole days to clean all those dirty rugs in your house.

And if you're a Tues/Fri customer, the same deal. I've only got one of these, so the first one to hit reply gets it this week.

And the \$60 bucks is going to my family charity, the "Joe Colosi Cup." We raise money for scholarships for kids that are college bound that play golf. They have to write us an essay on how golf has impacted their personal life.

So if you're interested, hit reply and we'll deliver the Rug Doctor to your door on the route day you tell us.

Make it a sunny week,

Greg



So use your imagination and start making some money with the trust you've built up over the years of giving your customers great service—you deserve it!!

Forget words like 'hard sell' and 'soft sell.' Just be sure your advertising is saying something with substance. And be sure you're saying it like it's never been said before.

~William Bernbach

DC Marketing Strategy #12

GO OUT AND STEAL ALL THE MARKETING AND SALES IDEAS YOU CAN.

I don't mean to literally steal them word-for-word. Don't plagiarize. Take the ideas and put them to work in your business. When you travel, go look at other dry cleaning businesses. Find out what they're doing and what works for them. I'd even

go introduce yourself and tell them that you're in the same business as they are. Let them know that you will never be their competition. You two could kick up a great business relationship and get a lot of mileage out of it.

The next thing you should do is to look at every business as a source of ideas for your business. You never know what successful marketing strategy you could come up with. Do you think the fast food industry came up with the idea of drive-thru window? I don't think so. They stole it from the banking industry. Or was it the other way around. I'm sure you get my drift. Always be asking yourself: "How can I apply this to my dry cleaning business?" And don't be shy about trying it out. You never know.

For every difficulty that supposedly stops a person from succeeding there are thousands who have had it a lot worse and have succeeded anyway. So can you.

~Brian Tracy

DC Marketing Strategy #13

USE DIRECT MAIL.

Many dry cleaning businesses overlook this very simple and effective way of getting and keeping customers. The simplest form of direct mail is a postcard. Postcards cost less than a letter to send because you save on paper and postage. And I've found them to be at least as effective and sometimes more effective.

Why don't most small businesses use direct mail?

1. They don't know how to use it and they've never had any instructions.
2. They made up a flyer and sent it out and it didn't work. Flyers don't work.
3. They had a good piece, but they sent it to a bad list. The list is just as important as your letter.

How could you have a successful direct mail campaign?

1. Irresistible Offer. The more enticing your offer, the more you will sell.
2. Headline. Make sure your headline is attention getting. Most small business owners don't even have a headline in their letters. Your headline is your ad for your letter.
3. Create Interest. The first paragraph should emphasize the benefit to the reader. This gets your prospect interested enough to read the rest of the letter.
4. Desire. Make your prospect really want what you're offering.
5. Action. Your letter must have an irresistible offer.
6. Deadline. Your letter must have a deadline and a reason for the deadline. You will create action with a deadline

You can find the exact postcards that work for my members and me in my system. Go to DryCleaningBook.com to find out more.

Ask advice only of your equals.

~Danish Proverb

DC Marketing Strategy #14

WOW YOUR CUSTOMER!

Your goal should be to have your dry cleaning customers say, “WOW, this was a great experience I just went through. I’m going to tell all my friends about this dry cleaner.” Has this ever happened to you with another business? I’m sure it has. At the next party you’re telling everybody about that great restaurant you went to the other day. And you’re telling them how they did this and how they did that. You can’t stop talking about it because you have such a great experience. This is what you want to create in your business. How do you do that? There are several things you can do.

A carpet cleaner I know gives all his customers a FREE bottle of spotter with unlimited refills forever! Before you think he’s nuts, let’s analyze this: He gives them this bottle of spotter after they become a customer as a gift after the cleaning. It costs him \$2.25 and he puts his own customer label on it with all his contact information. He tells them that this is the only spotter they’ll ever need and to throw out everything else they have that supposedly does the same job.

He then tells them to call him when it runs out and he’ll fill it for free. Not many people call for the free refill, but he does refill it when he cleans their carpets the next time. So it cost him \$2.25 to give his new customer an extraordinary feeling. That’s pretty cheap! And he doesn’t stop there. He gives them a memo board with his company logo and information on the front and on the back is their carpet maintenance information. His customers feel special and he did it for \$1.65.

Do you think his customers will go anywhere else (of course this is assuming he does a great job)? I don’t think so. In fact, 38% of his business is repeat customers. He’s created all of that for \$4.50. And don’t forget, it doesn’t cost a dime after that to get those repeat customers. And on top of that he gets 18% of his customers from referrals.

Why don’t all companies do this? Because they look at it as an expense, not as a way to keep and get customers. They don’t look at the whole picture; they just look at the cost.

I send my new customers a micro fiber towel to use in their showers. I explain that if they use this towel to dry their shower after every use, you don’t need to clean it. I go through the whole thing with them in a letter.

DC Marketing Strategy #15

Get 20% More Route Business With Reminder Calls!

If you call your new route customer the night before to remind them that they will have a pick-up the next day, you will retain over 90% of them. Why? You've got to get them in the habit of their pick-up day.

And if you already have a route and it's doing \$20,000 a month in revenue, you'll do \$24,000 a month the first month you start using the reminder calls.

How do I know this? I have over 267 members, most of them using reminder calls and they've told me of increases anywhere from 10% to 50%.

My customers get a reminder call the night before their pick-up with a motivational quote. I've tried it without the motivational quote and I got hell from a bunch of customers.

You can go to... FamousLifeQuotes.org and get all the quotes you'll ever need.

These calls are made automatically through an Internet based calling service. You call and record the call in your own voice and send it out at a predetermined time. I like to call them at 7pm so that they remember to put out their clothes the next morning. The service I use is <http://www.voiceshot.com/>. There are a bunch of these services on the Internet, but I found this one to be reasonable in cost and very easy to use. It takes only 5 minutes once you get hang of it to set it up to call all your customers for the week.

Plan your work for today and every day, then work your plan.

~Norman Vincent Peale (1898~1993), Clergyman and writer

DC Marketing Strategy #16

BE A PROFESSIONAL

The first thing you need to do is to have all your people dressed and groomed properly (and I'm assuming that you are and if you aren't—do it!).

Make sure your route drivers are all dressed the same with your dry cleaner's colors.

This is a big one (and one I shouldn't have to mention)—make sure your route driver's clothes are freshly pressed. You're in the business, for goodness sake. Give them a fresh shirt and pair of pants every day.

And make sure your vans are spotless. And don't let your route drivers smoke while they're in your vans or wearing your uniforms. If one of your route drivers walks up to make a pick-up or a delivery and they smell like smoke and they meet your customer—you've just lost her for good.

I only mention this because I saw one of my competitor's route drivers smoking while he was driving the van.

In this dry cleaning business, everything has to be “spic-and-span” or they will think all your work is shoddy.

And also being professional is doing what you say you're going to do. If you tell your customer you're coming to get their special pick-up today, you go today. If you say you're going to call your customer back tomorrow, call them tomorrow. Follow through with what comes out of your mouth. No one likes to deal with someone who's sloppy with following through.

The question isn't, do you make mistakes? It's, do you learn from them?

~Peter Drucker

DC Marketing Strategy #17 **BE A STUDENT OF MARKETING.**

Constantly learn how to market and sell your product or service. There is always a better way. You should always be on the lookout for it. There are so many books in the bookstores and libraries that you can learn from. Always be curious of how this or that company get their customers. What are they doing? Become an investigator. I do this automatically. I can't help myself. I'm always wondering why this business is doing so well and the other one isn't.

There are also some great audio learning programs on marketing. Brian Tracy is a real good marketer. You can go on the Internet and find his programs. Don't be afraid to try new things with marketing. You never know.

DC Marketing Strategy #18 **DO SOMETHING TODAY!**

The reason most people fail in business (and I'm including the dry cleaning business here to) is because they don't sell and market their company's product enough. People are generally afraid of being rejected. You have to understand that they are not rejecting you, they are saying no to something you are offering them. And in most cases, it's not the right time for them. You shouldn't take anything personally. Look at them as prospect you have to go through to find your buyers. In this business, up to 20% of the consumers you contact (through bag drops, postcards, referral programs) with the various Marketing strategies will become customers. If you understand this, it's a numbers game. Get through the numbers and you'll be very successful.

One more thing. Nothing happens till something gets sold or bought. If you're not doing things today, this week or month to bring in new customers, you're not making any money. Some people wait till all the circumstances are right before they make their move. Wake up call: All the circumstances will NEVER be right. You must start now! So what if everything is not perfect, because it never will be. Do something every day that gets you dry cleaning customers.

One man with courage makes a majority.

~Andrew Jackson

DC Marketing Strategy #19 **DECIDE TO BECOME A SALESPERSON.**

You are not going to make it in business if you don't consider yourself a salesperson. Your job is to be out there every day convincing people that they ought to buy your product or service.

Selling is only persuading other people of your opinions. You do that all the time in your everyday life. Now we are going to take that skill and apply it to your dry cleaning business. Personally, I wouldn't sell something unless I would sell it to my mother. And if you really believe in your business, it doesn't feel like selling. After a while, you'll learn to love selling.

DC Marketing Strategy #20 **HAVE A MARKETING SYSTEM.**

Don't wake up everyday and say to yourself, "What should I do today to get new customers?" You should know the answer to that question a long time before today arrives. You must have a marketing plan. You must figure out what you need to do day in and day out to get customers. And the more systems you have in place the better. You should have at least a dozen or so systems in place for bringing in new customers. Pick a dozen of these Marketing strategies and start putting them to work immediately.

DC Marketing Strategy #21 **HOLD YOURSELF ACCOUNTABLE.**

You and only you are going to make your business work. You can't rely on anyone else. If it's going to happen, you are the one who's going to do it. So this means that you can't make any excuses.

NEVER MAKE EXCUSES. And that goes for your success too. You are successful because of you. It's not the market or that your product is super duper. You made it happen. You are the one that got out there every day and sold and marketed your butt off.

This is probably the most important concept in business ownership--accountability. If you're the kind of person who's going to use the "excuse route," you should not be in business for yourself. Get out now and go work for someone. You decide if you're going to be successful, no one else does.

DC Marketing Strategy #22

SCHEDULE A MEETING WITH YOURSELF EVERY WEEK.

If you don't have a staff, you still need a staff meeting every week. The only difference is that the only one attending will be you. This is the most important time you can spend during the week. Without this planning time, you're just a wandering generality. You have no idea where you're going or where you're heading. You just wake up every day and decide to do based on putting out fires or whatever your emotions say to do that day.

This time is to be spent planning and following up on your marketing plan. Here are two great questions to ask yourself about the past week:

What did I do great last week?

And...what needs some improvement?

Answering these two basic questions will help guide you to the following week. You should also go over your list of Marketing strategies you're using and plan on using. Get one more of those in place and going. And make sure you have all of this in writing. Keeping all of this in your head will accomplish nothing. If you don't write it down, you'll be bouncing from idea to idea with no real direction. If you have employees, this is a great way to get them involved wholly in your business and make them feel like part of the team.

Nothing is particularly hard if you divide it into small jobs.

~Henry Ford

DC Marketing Strategy #23

HAVE A BIG BOLD SOLID GUARANTEE

You are letting sales slip through your hands if you don't have a big, bold guarantee. You should be guaranteeing everything you do. And I don't mean... "I-Guarantee-My-Work," either. That's what every business does. It's so over used and it really doesn't mean anything. You need to eliminate your potential customers fear with doing business with you. You must have a guarantee that is big and bold that can do that.

What could you come up with that will eliminate the fear of doing business with you and have your customer trust their decision? Here is my guarantee:

100% No-Risk Guarantee

As the owner, I want you to be super-pleased--in fact, absolutely delighted with every garment I clean for you. So every cleaning comes with our ironclad, risk-free guarantee. What does that mean? Simply this: If you aren't happy with our work, we'll re-clean your garment for free. Or you can have your money back. It's your choice. Many companies don't guarantee their work, but I do. Nothing is more important than your complete and total satisfaction. We stand behind every garment we clean 100%. If you ever have any questions or concerns about our work, please call me right away.

Is this bold? Yes. Is it strong? Yes. Is this risky? Not at all. You would do this anyway, wouldn't you? You want to keep this customer and you'll do whatever is in your power to keep them. This let's your customers and potential customers know that you're serious about your dry cleaning business. Do I see any a rush of people wanting their money back? No! But I know for a fact, that it's convinced a lot of people to become customers.

I'll give another one of my guarantees:

“Broken Button GUARANTEE”



\$5 dollars for your broken buttons.

I don't know about you, but I get really mad when a shirt comes back from the cleaners with a broken button. So here's what I've done: you'll get \$5 dollars cash for any buttons we miss that are broken. Don't get me wrong, we didn't set up this policy so that we could give away five-dollar bills--we set it up so that we would meticulously check your buttons to find the broken ones so we don't lose the five bucks.

DC Marketing Strategy #24 **GET IN THE NEWSPAPER.**

Getting the newspaper with an article is FREE advertising. And anytime you can get something for free in your business, I'd do it. Because it's free, there is a little work to getting your article in. We'll talk about that in a few minutes.

Whenever you make a change in your business, do a charity function or hire an employee, you should try to get an article in your local newspaper.

The purpose is not to create a flood of prospect (but you won't turn them down if they start flooding), but to build your credibility. After the article is printed, you will copy it and send it out with any sales information. When a potential customer sees you in the paper, she automatically thinks you are for real (whether or not it's true). It also says to your prospect that your company is a good and that you're trustworthy.

Once a prospect thinks that you are "legitimate," she will be much more likely to obtain your services. Most people are very skeptical these days. They are afraid of getting ripped off or getting poor service. Anything that you can do to prove to them that you are trustworthy will definitely pay off.

So it's not the actual article in the paper you want, it's the copy of the article in the paper that is much more valuable to you. You can use it in all kinds of marketing. Use it on your postcards (the big postcards I'll tell you about later on), your sales letters, as part of your testimonials or whatever you can think of. Get creative and put that FREE press to work.

How Do You Get Your Article In The Newspaper?

Most newspaper editors call these kinds of articles, "press releases." Most press releases rarely make it to print. Most newspapers get hundreds or thousands of press releases every week for publishing in their newspaper. Only a select few get space in their newspapers. If you want to get your press release printed in the newspaper you have to do more than write a good press release. This is what you have to do:

1. First, call the newspaper and find out who's in charge of the press releases.
2. Call back and ask for that person. You may have to call back several times before you get to the right person.
3. Tell the editor that you have some very exciting information and tell her what you do and what your press release is about.
4. Send the information. Make sure you spell out that you talked to her on the phone and told her you were sending this. Also make it very clear what she and her readers will get out of this press release.
5. Follow-up. Call her back and see if she received your information. Ask her when she is going to put it in. If you can't get a confirmation, call back and ask again.
6. Be persistent.

This strategy takes a lot of effort, but it works. If you really want to get your article in the paper (and you should), you'll have to go through this process. Be very enthusiastic on the phone. Be friendly and cheerful. Expect that the newspaper will run your information and they will.

DC Marketing Strategy #25 **YOU MUST TRACK YOUR RESULTS**

Wouldn't you like to know what Marketing Strategy is working and what isn't? You should. If you don't, it's like a ship without a rudder. You'll have no idea where you're going and when you'll get there. You need to track your results from your marketing efforts. You can't get emotionally attached to a method of marketing that doesn't work. Yes, it might look pretty, but it doesn't work. Pretty is not going to pay the bills. Get rid of it and stick with the ones that are getting you results.

Here are some examples:

Ad A: This is one of those envelopes filled with a bunch of coupons, one being yours. This Val-Pak type mailing goes to 10,000 homes, costs you \$350 and it's generates 20 new customers for you.

Ad B: This is a very select mailing that only goes to 400 homes. It costs \$400 and generates 15 new customers.

At first it seems like A is the better deal. Let's look into this a little deeper. The 20 customers generated from A cost you \$17.50 each. The customers from B cost you \$26.67 each. The A customers generated an average of \$200 profit. The customers from B generated \$500 profit each. Now do you see what I'm talking about? Even though A customers were cheaper, they did not generate nowhere near the profit of B customers. Obviously, the B customers are the more desirable ones. You are looking for the best overall profit from your advertising, not just the best lead cost. Don't just have an idea of what's working; know your exact numbers and that will tell you what's working.

Fortunately with today's technology, it's very easy and cheap to track your results with call tracking phone numbers. I use <http://kall8.com> as I discussed before. Once you get an account and start using the call tracking phone numbers, you'll be able to see who's called you. See the sample on the next page of the "new movers I'm tracking:

1-585-563-9870 (NEW MOVERS)

Billed Call Detail Real-Time Call Detail Recorded Calls Campaign Analysis Automatic Emailed Reports

Call Detail

[New Search](#) | [Export to Excel](#) | [Text Version](#)



Individual Address Lookup - 50¢ per successful lookup

Select the numbers for which you would like to retrieve addresses by checking the boxes below. Please allow up to five minutes per lookup. Not available for cell phones or unlisted numbers.

Look Up Addresses on Selected Numbers

GO

Display: 20 Calls Per Page

<input type="checkbox"/>	LOCAL TIME	KALL8 #	CALLER ID	ORIGINATION	DESTINATION	MINS	COST
<input type="checkbox"/>	1/20/2011 11:58:11 AM	1-585-563-9870 NEW MOVERS	1-518-669-1503 Cell Phone Ny	1-518-669-1503 Albany, NY	1-585-746-1096 Rochester, NY	1.0	\$0.06
<input type="checkbox"/>	1/18/2011 10:49:59 AM	1-585-563-9870 NEW MOVERS	1-585-797-4798 Cell Phone Ny	1-585-797-4798 Rochester, NY	1-585-746-1096 Rochester, NY	1.0	\$0.06
<input type="checkbox"/>	1/17/2011 4:45:32 PM	1-585-563-9870 NEW MOVERS	1-585-924-4895 Arsenault Steve	1-585-924-4895 Victor, NY	1-585-746-1096 Rochester, NY	1.2	\$0.08
<input type="checkbox"/>	1/14/2011 1:29:13 PM	1-585-563-9870 NEW MOVERS	1-404-625-1544 Cell Phone Ga	1-404-625-1544 Atlanta, GA	1-585-746-1096 Rochester, NY	1.0	\$0.06
<input type="checkbox"/>	1/13/2011 10:01:48 AM	1-585-563-9870 NEW MOVERS	1-585-334-8004 Henrietta Ny	1-585-334-8004 Henrietta, NY	1-585-746-1096 Rochester, NY	1.0	\$0.06

You can check the website at any time and see who's called and when. This will give you an exact count on who's called. No more guess work. Not more trying to figure out what is your best advertising medium. So when an advertising rep calls to renew your ad with them, you can tell them if it worked or not.

The Internet and primarily Google are helping to get all the other media companies to become accountable. Just the other day, LM Berry called me and wanted to talk about developing a Pay-Per-Call model for their yellow page advertising.

I used to own a yellow page directory in my hometown of Rochester, NY and they see me as the yellow page expert. I've been on both sides of the advertising table and they want my advice on what to do. They realize that to be competitive in today's Internet market they have to get with the times and to start becoming accountable to their advertisers.

DC Marketing Strategy #26 **CONSISTENCY - YOUR KEY TO SUCCESS**

Sometimes you follow through, sometimes you don't. That's bad for business. How you deal with your potential customers in the beginning is telling them how you'll deal with them once they become a customer.

If you're slow about returning calls, to them you'll be even slower when they become a customer. If you show up late for their appointment, to them you'll always be late. If you close your shop early and your store hours say otherwise, you're labeled as unreliable.

The same goes for your advertising and marketing. Stay consistent with something. You don't have to have the best marketing in the world, but if you stay consistent with it, you'll reap the rewards.

I talk to people I consult with and they say they are too busy to send "hand written" thank you notes. They won't be too busy in a few months when the business slacks off because they didn't do it.

Come up with a plan and dot every "i" and cross every "t". Follow through with everything you planned down to the last thank you note. Being consistent will catapult you into the "World Series" of marketing and sales. I can't say enough about being consistent.

The most important person you should stay consistent with is yourself. When you commit to a plan of action—Do It! Don't slack off. Don't sit on your ass hoping your dry cleaning business will succeed. Commit to a consistent plan of action and follow through on your word.

The master in the art of living makes little distinction between his work and his play, his labor and his leisure, his mind and his body, his information and his recreation, his love and his religion. He hardly knows which is which. He simply pursues his vision of excellence at whatever he does, leaving others to decide whether he is working or playing. To him he's always doing both.

~James Michener

DC Marketing Strategy #27

USE LETTERS NOT BROCHURES

“Fancy-schmancy” 4-color brochures are very expensive. You have to order 1,000 at a time and that ties up money. And to top it off, it doesn’t even come close to the results you’ll get using a simple black and white letter put together on your computer. Handwritten letters sometimes even work better than the typed ones. I don’t mean that you handwrite each one—no. You handwrite one and copy it many times. More on that later.

A dry cleaner I talked to in California told me that his best pulling advertisement was a letter he wrote to all his customers asking them to help him fill up his new plant he just built.

The personal touch works the best of anything you’ll ever use.

Why Brochures Don’t Work:

1. They scream out “This is a sales message.”

And you know this as well as I do: once someone tries to sell you something, you pull back and refuse to listen. Have you seen the cartoon with General Patton in the middle of a war? A salesman comes up to him with a box full of guns and Patton says, “I don’t have time right now for a salesman.” The salesman has exactly what Patton needed at that moment, but he knew he was trying to sell him something and he refused based on him being a salesman. A brochure is immediately seen as a sales message. It doesn’t work.

2. With brochures you can’t easily change your approach if you’re first one doesn’t work.

What if you discontinue one of your services or you add one. What if you change your dry cleaning prices? Your guarantee? Your headline? Or you change anything else? Your first try at an advertising piece usually doesn’t work. With a brochure it’s impossible to keep testing. Fortunately, you’ll have all the advertising tools that have been tested in your tool kit. When you start testing your own, don’t use a brochure, use a sales letter.

3. You can’t cheaply test a brochure.

You might want to try several approaches at once to see which one works best. A brochure doesn’t give you that option. Test, test, test is always the motto in the direct marketing world. You never know what’s going to work or what’s not. The market will tell you what they like. You can’t predict that. Brochures don’t give you that flexibility—letters do.

Why Letters Always Get A Better Response:

1. Letters are personal. You don't get brochures from your friends, you get letters. The same approach works with business letters. They are more personal, less business—even though they are for business purposes. People do business with people, not with businesses. People think of brochures as sales. Who wants to deal with a salesperson? I don't—and I'm a salesperson.

2. Letters are cheap. And cheap works for me, how about you? You can run a few off of your computer and the test begins. You can write your test letter in the morning and it's in the mail or dropped off in your target neighborhood in the afternoon.

Let's say that you design a new sales letter to include with your bag drop marketing (more on this later). You can test a new headline and have it included in your bag drops an hour later. You'll know in a couple of days if this new headline is working by the response you get with the full bags of dry cleaning being ready to be picked up.

3. You can easily change a letter. You can go out after you get the results from the headline you just did and try a new headline. And if that doesn't work, you can try another one in a couple of days. The flexibility is incredible. You can change and adjust all you want with the keystroke of your computer. And then if you find one that works, you can go to Kinko's and get a bunch copied and go conquer the world.

4. With letters, you have no waste. Print only the number you need. You don't have to get 1,000 printed and then find out that they are not working. With letters, you only print a few at a time.

I hope I have you convinced. This letter stuff works like a charm. Try it! You'll be amazed. Throw out all the brochures they have. **THEY DON'T WORK!**

Brochure/Letter Story:

My first copywriting job involved a brochure my friend Matt was using on 10,000+ leads that just came in the door from a mention they got on one of the news shows.

They sent this tri-fold brochure out to all 10,000+ leads and got the big ZERO return. Not a soul ordered their \$58 product. Not even one called to find out more about it. Matt was beside himself. He heard that I wrote a sales letter for my brother pitching the arthritis cream he was selling, and it was working.

This arthritis cream sales letter was my first crack at writing copy. It took me over 80 hours to write that letter. Matt asked me if I could write him one for his product.

I did it for \$500, my first paid copywriting job. Today, I get \$15,000 plus a piece of the action for writing sales letters. Anyway, I wrote him his sales letter. Guess what happened? I was even impressed by the response I was able to get. 843 people ordered his \$58 product for \$48,894 in sales.

Matt used that campaign for over 9 years and he just told me the other day that it generated an average of \$75,000/year in income for him over those years. He used that same sales letter all those years too.

The brochure didn't get one order. The sales letter got 843. The winner is clear. Matt has since paid me \$200,000+ over the years to write him sales letters for his various companies.

So, I'm speaking from experience when I tell you this: **Brochures DON'T work—sales letters DO!**

DC Marketing Strategy #28 **THREE-STEP LETTERS**

Most dry cleaners make a big mistake when doing a sales letter mailing—they only send it out once. I know some entrepreneurs who mail out the same letter 6 or 7 times or more. If sales are still coming in and you're making money—why not? I want you to mail out your letters and post cards at least three times. Mailing it out once is a waste of a precious resource—your prospects.

A business associate of mine who sells heating and air conditioning gets a response of 5% from his first mailing. I suggested that he do a second mailing. He got another 3% to order his product. I told him to try a third mailing. Guess what happened? He got another 2%. Now, he only had about a thousand people to mail to. They were all his current customers for another product. He only had them to market to. If he didn't do a second and third mailing, he would of left half of his sales and profits behind. Do you see how important it is to do multiple mailings?

I'd only change a few things for the second and third letters if anything. I'd put, "SECOND NOTICE" on the second mailing and "THIRD AND FINAL NOTICE," on the third mailing.

I would do a monthly mailing to the non-customers within your routes. The best that I've found to work are postcards. More on that later.

DC Marketing Strategy #29

THE LONGER THE SALES LETTER, THE BETTER

I know. I know. Conventional wisdom dictates that the shorter the letter the better. Conventional wisdom is wrong—it's that simple. Testing of short letters verses long letters have been done and done and done. The results are that longer is better.

Let me explain. Have you ever taken a look at the front of the newspaper and a headline caught your attention? It happens to me all the time. The article on the front page is only one small column and it says that it's continued on page 7. You go to page seven and it's the whole page--7,000 words worth. You have to make a decision now—do I continue or do I not. If that first paragraph on page one got your attention, you continue no matter how long it is.

That is what long letters do. They keep your attention. You use the amount of pages you need to tell your story. If you can tell your story in two pages, then use two pages. If it takes 12 pages to tell your story, they you write a 12-page letter. There is no correct amount of pages to tell your story. I know of a 48-page letter that out pulls its shorter versions all the time. The direct response experts all around the country all say the same thing: the longer, the better.

The more you tell'em, the more you sell'em. It goes against conventional wisdom. You have a choice: stay with conventional wisdom and sell only a few or go with unconventional wisdom and sell many. It's your choice. If you're worried about your image, you'll go broke. If you're concerned with what works, you'll do very well.

DC Marketing Strategy #30

FORM LETTERS

If you have a form letter for every aspect of your business, you'll make it easy on yourself and the people who work for you. You can make the form letter look personal with your computer. And you can have one for every situation that comes up in your business. Instead of creating a new letter each and every time you have a situation, you have a form letter on your computer that handles that.

What will this do for your dry cleaning business? First of all, it will save you precious time. As a small business owner, the only thing you have is time. Second, it will keep you consistent. Remember we talked about that in Marketing Strategy #21? Form letters will not let you slide your obligation to your customers and prospects to get them the information they need when they need it.

Here is an idea of the form letters you should have on your computer:

- “Thank you for starting the service” letters
- “This is your first bill” letter
- “I’m sorry, but I’m dumping you as a customer” letter
- “I’m sorry for goofing up” letter
- Appointment confirmation letter
- “Thank you for referring your neighbor” letter
- New customers kit letter
- Complaint response letter
- “Reminder of other services you offer” letter
- “Reminder that a particular offer is” letter

Form letters also make all of these Marketing Strategies very easy to use. Many of the contacts you make with your customers you make with other customers. Form letters will cover 99% of that. So you've got most of your written communication taken care of with these form letters. Don't go start writing letter to cover all these areas right now. That's a waste of time. What if they never come up? As you encounter these situations, write the letters you need and then save them to the form letter file. After a short period of time you'll have most every situation covered.

In my system, all these form letters are already done for you. To find out more, go to DryCleaningBook.com.

DC Marketing Strategy #31

DON'T BE BORING

As I said earlier, longer copy always out pulls shorter copy unless it's BORING! Don't be boring. Is this book boring? NO, it's not! Keep the flow going like I do. It's not difficult. Write as you talk, just like I'm doing with you now.

How do you find out if your sales letters are boring? Give your letter to ten people. Ask them for their opinion. If they say it's great and that's all they say—it's BORING.

If they start asking a bunch of questions and they want to know more about what you're selling—it's not boring. If only one in ten does that, it's still boring. If five out of ten ask you more questions—it's ok to mail out. Now, you'll get the real answer if it's boring by the response and sales you get from the mailing. We'll get into more strategies in writing good copy later on.

DC Marketing Strategy #32

TEST, TEST, TEST.

Always test what you're going to do with a small sample, not a big one. I test with 100. That is my number. Whether I'm testing postcard, letters, bag drops, referral idea or whatever, I test 100. Can't lose much with only a small test.

Don't get impatient. Try out what you want to do on the smallest sample you can. If it doesn't work, you'll only wasted a few bucks. Then and only then do you roll it out to a bigger audience.

I know people who didn't follow this rule and lost their shirts. Some of them could afford it and some definitely couldn't. Even if you can afford it, it's a waste of time, effort and money. Be smart. Use your head. You know now how this testing stuff works. Don't be stupid about it. I know I'm carrying on here, but I want to make sure you don't break this rule and spend money that you don't have or could use for something else. Do you understand? I hope you do.

David Whitehurst had 10,000 brochures for his bag drops when he became a member. A new member cost him over \$300 with his bag drop system using his brochure. And then he started using my bag drop system with the sales letter. His cost to acquire a customer went from \$300 down to roughly \$30.

He had 10,000 or brochure lying around that cost him about \$10,000. They were useless. His test cost him over \$10,000. He could of bought 500 brochures instead and his loss would have been much less. Finally after a year or so, David finally threw out those \$10,000 of brochures.

Don't do what David did!

Remember to test, test, test. Test small, get bigger slowly.

Later on when I show you how to market using your garment bags, I tested for over one (1) year before I figured it out. I tested something new every week. Once I got it down, I tested 17 different headlines before I settled on the one that my members are using. You should always be testing in one form or another. Go test so you can become the BEST!

DC Marketing Strategy #33 **BE DOWN TO EARTH**

People want to do business with people. They don't want to do it with some big faceless corporation. I have a friend who still rubber stamps his envelopes so that his customers still think he's a small company. He runs his business in a very folksy way. He thinks of everybody as his neighbor.

Let your personality come through. Don't walk around like there's a red-hot poker stuck up your butt. Let your hair down and be the person you really are. That's whom people want to do business with. Dave Thomas of Wendy's was real good at this. You and I saw him as an everyday guy. We wanted to go to his restaurant because of that.

Tell it like it is. Don't "exaggerate" your product or service. If anything "undersell" what you have and then "over-deliver" it. Never, never promise more than you can deliver.



Being down to earth lets people really know who you are. When they know who you are, they start to trust you. When they trust you, they will buy whatever you're selling and refer you to all their neighbors and friends.

When someone reads your sales letters it should tell them whom you really are. Your personality should shine through.



And use your picture in everything you do. It takes a while to get used to your face on everything. This is not an ego maniac thing—it's a marketing thing. I don't want my face all over town, but it's what sells my dry cleaning service.

And as the owner, you should have your picture on

everything, not your route manager or your drivers, but you. Your customers' relationship is with you, not with your driver or your route manager. What happens if your driver quits or you fire him? You're sunk! So use your picture—and smile too!

DC Marketing Strategy #34

EDUCATE YOUR EMPLOYEES

Let them in on what's so great about your company. Get them involved in your decisions. Let them know what's going on. Let them be a part of your dry cleaner's family. Treat them as if you'd like to be treated.

Your employees can become a great source of referrals. Education is the key to this referral thing happening. Once you educate your employees on why you have such a great product or service, this will start to happen:

1. Your employees will start up-selling everyone. If they know how your other products will help your customers, they will start selling it to them.
2. Your employees will be a wealth of referrals. If they don't believe they are working for an exceptional company, they won't refer anyone. If you educate them why you do certain things, they will refer you to everyone they know.
3. An educated employee is much better suited to help or answer questions from a customer. Customers get annoyed if one of your employees doesn't know the answers to the questions they are answering. You are wasting your customer's time with uneducated employees.

Educate your employees on a consistent basis. Get them excited about your company so that they can convey that to your customers and prospects. It's an inexpensive way to boost sales and loyalty.

DC Marketing Strategy #35

NEW CUSTOMER KIT

What should you give a new customer when they become one of the family? Nothing. No. If you give them nothing, you're wasting a very critical moment to really impress your brand spanking new dry cleaning customer and keeping them from getting the "post-close" blues and dumping you for some idiotic reason.

You've got them to commit to you and your dry cleaning company and you've got to do something to cement your relationship. Here's what I include in my welcome kit:

- Welcome Letter
- Price List
- Button Guarantee
- Micro Fiber Cloth with instructions (for cleaning their shower)
- My Cell Phone Number (and I make a big deal to call me ANYTIME!)
- Seasonal Coupon (whatever I'm pushing that month)
- And a copy of my Best Newsletter (this newsletter is right after my mother passed away and it talked about her)

Get creative. Give them a WOW moment! You've got to separate yourself from all of your dry cleaning competitors. How many of them do you think give New Customer Kits? Not a single one, I'll bet. So get your kit together and get your brand new delivery customers excited about your dry cleaner and what it can do for them.

DC Marketing Strategy #36

RESPOND TO COMPLAINTS REALLY FAST

The key to keeping and even making your dry cleaning customer really solid is to respond the moment you find out about a complaint. This should be on your list of calls to make first. Complaints are a cry for help. They are not a negative part of your business. Quite the contrary, they are positive.

You have a customer willing to share their feelings with you. Most won't—and don't. This is an opportunity for you to fix something that is wrong with your business. You couldn't have found this out without someone complaining. The complaint is the basis for your company becoming the best in your field. If everyone just left without complaining, you'd be sunk.

If you do not have a route now, you have no idea why someone leaves you (unless you are one of the few who find out by calling and asking). You just know that they just don't show up again. You spend all their time getting new customers without considering what you're doing wrong to those that are leaving. It is very difficult and expensive to find a new customer, why not find out what's going on.

When you have a route, you know who's not using you anymore—they don't put out their dry cleaning garment bag any more. This is what I would do: I would call and find out why they're not using you any more. I call every time this happens. Who gets a call from their dry cleaner? No one. Some will be moving. Some stop because their situation changed and they don't need dry cleaning any more. Those two reasons are valid. Then the rest will have various reasons. And you'll have to work to get it out of them.

Here are some of the other reason: shirts collars pressed terrible or dirty, pressing is not good, too many broken buttons, can't remember to put out their cleaning, they come to my place of employment now or whatever. You can handle every one of these. Get creative and remember how much it costs (we'll get to that in more detail later) to acquire a brand new customer.



You'll have to get your ego out of the way and let them know that the reason you are doing this is because you want to improve your business. You know you've lost them, but you'd like to learn from it. Here's the great part: you'll get a bunch of them to come back just because you cared. Offer them some terrific deal to get them to try you again. Give them \$10 or \$20 worth of dry cleaning with no strings attached. If you get them soon, most will come back.

DC Marketing Strategy #37

WHAT IS THE LIFETIME VALUE OF A CUSTOMER (LVC)?

What is a dry cleaning customer worth to you in profits over their lifetimes? Do you know? Most dry cleaner owners don't. If you know these numbers, you'll look at your customers in a different way; I promise you.

Let's figure this out. An average customer of mine generates \$56/month. Over the next year that generates \$672 dollars in sales for your business and \$3,360 in sales over the next five years. And that's about \$1,008 in profits at 30% over those five years. What would you pay for that customer? I'd go up to \$50 bucks. You could even go as high as \$75 and it would still be a good deal for you. How much would you pay?

It used to cost David Whitehurst of Champion Cleaners in Birmingham, AL about \$300 to acquire a new customer before I came along. And that's before he gave them \$50 in free dry cleaning too.

He was willing to invest the \$300 because he knew his average customer generated over \$80/month.

It now costs David an average of \$30 to acquire a new customer and he only gives away \$10 in free dry cleaning.

Figure out what the lifetime value of your customers are. Figure out what you're willing to pay to get a consumer to be your customer. All of this is good stuff is worthless unless you follow through with this next part: start paying for your customers. How do you do that? Here's how: offer all of your current customers \$10 bucks (or even \$25) for referring their friends and family. You can't just casually mention it; you have to put together a plan to make this happen. Constantly come up with promotions that pay money for bringing new customers to your dry cleaning business.

Instead of giving money, you might give them \$50 dollars in dry cleaning. That's the same as giving them \$25 dollars in cash, but it is worth more to them. You might even go to a bunch of restaurants and get \$50 dollar gift certificates for \$25 dollars or less. You're increasing the perceived value of your giveaway and the restaurant is gaining a new customer. You're doing the marketing for him too. As you can see this LVC thing is valuable. Use it and watch the sales come in.

DC Marketing Strategy #38

LEARN EVERYTHING FOR YOURSELF

Learn marketing for yourself. Don't let anyone else do this for you in your business. These Marketing strategies are the best thing you can do for your dry cleaning delivery business. The bookstores are full of books from people who are in business telling you how they did it. I'd trust their advice over the yellow page sales rep, the other advertising reps and even (and especially) advertising agencies.

I've listened to all of them over the last thirty-three years. None of the advertising companies have a clue on how to bring customers into your business. You are the best one for the job. This is your main function. You're in the business of acquiring customers. You just happen to be attracting customers to your dry cleaners.

I HIRED AN AD AGENCY--THE BIGGEST MISTAKE OF MY LIFE!

I spent a fortune with them; money I couldn't afford at the time because I thought they'd help me bring in a tons of new dry cleaning customers. They designed really pretty ads for me. They came up with an advertising plan. We executed the plan and not one single customer came in to my business in the first month. They told me that it takes a while. We did it for the next month and no one came in. They told me that it takes a little more time for your potential customers to get used to the ads. I did it one more month. Not a single person was added to my customer list in three months.

What did I learn? If an ad doesn't work the first time, it won't work the second or third time either. I fell for the, they-need-to-see-it-many-times-before-they-respond theory. To some extent that is true, but if no one responds the first time, a boatload of sales is not going to come in when the second series or third series of ads hit.

Finally, I started using *emotional direct response marketing* and it worked. We don't have an advertising firm. I have become an expert on how to get customers in the door. Don't trust those "image"—building types. And remember to track your numbers so that you know what's working and what's not.

DC Marketing Strategy #39

TARGET FARMING

Target farming is niche marketing. Niche marketing is targeting a specific group, like certain neighborhoods or just dentists or doctors. The group has to have something in common with each other. It seems like you're losing business by not marketing to everyone, but the exact opposite is true. You can't be everything to everybody, but you can be everything in a small niche market. People or businesses feel very important if you specialize in them.

Your target farm in the route business is the right kind of neighborhoods. You have to find the neighborhoods where the owners of the homes are white-collar workers. I've tried to get customers in blue-collar neighborhoods and it just doesn't work.

As a part of my system (go to: DryCleaningBook.com to find out more) I provide you with a bunch of postcards, sales letters and garment bag sales letters. All you have to do is pick the right neighborhoods and go to town mailing or dropping off the mailers or bags to them. I will teach you in a later Marketing Strategy how to follow up with your target neighborhoods.

Specializing is good. For example, I customize this Marketing Strategy program for two markets right now and a third is on the way. I find out their lingo and it's off to the computer and customize. I know I have much higher sales specializing with a couple of markets instead of having just a general program.

DC Marketing Strategy #40

USING VOICEMAIL TO SELL YOUR DRY CLEANING DELIVERY SERVICE.

Voice mail is a way you can save time and let you sell more. Every day you repeat the same information over and over again to prospective customers—your sales pitch. Why not put an abbreviated version of your sales pitch on voice mail and let your prospect listen to it when they want to find out more about you and your company?

You can call mine right now and see what I mean: 585-234-4400

Here is the back of my van:



Call my number right now and you'll see how I do this.

Voice mail is pretty cheap. Make sure that the greeting part of the voice mail can hold at least five minutes of you talking. Go to your computer and write up your sales presentation. You (the owner) record the message. Don't hire a professional. Don't use your spouse, unless you do this together. Don't use anybody unless it's you. Am I clear on this?

It should come right out of your head. Or if you're doing this for the first time,

this is a great excuse to get your presentation down on paper. Make sure you write it as you talk. If you do it all formal and professional, it will sound fake. Put your personality into it. Let your personality shine through in every word you say. Be enthusiastic. Don't be boring. If you sound boring, they will think every aspect of your business is boring and they won't do business with you. It might take you a couple of times to get it right. This is all good. You are practicing your presentation for when you use it live too.

Now that you have your sales presentation on the voice mail, what do you do with it? You have to let people know about it. How do you do that? Start advertising it.

Here is another way you can use voicemail:

But not in the traditional way. You are going to call it your "CONSUMER AWARENESS MESSAGE." You become the expert on your business in the community.

In your CAM (Consumer Awareness Message), you will let people know what you should dry clean and what you should not. Explain to them that their buttons should not come back broken or missing and what they should do about it if it happens. Explain to them that sport coats and suit coats should very rarely be dry-cleaned. Press is better. By doing this, you are creating your own celebrity. You have created yourself as the expert dry-cleaner in your town.

Your voice mail message should be very non-threatening. Your prospect doesn't want to talk to a salesperson. They are just listening to your voice and they can hang up whenever they like. They are not being pressured into anything. There is no risk to call a CAM. Even someone with the slightest interest will call because it's free information with no pressure. And they can call it 24/7.

How and where do you advertise these "Consumer Awareness Messages?"

When you start your business, you're only going to be servicing a small community. I service the suburbs of Victor and Pittsford in the Rochester area. It doesn't make any sense to advertise in the other suburbs around Rochester. If someone were interested, I'd have to turn him or her away because my route doesn't go there.

So you want to focus in your small town. Do you have a community newspaper? Does your big paper have a weekly insert for your community? If you do, and you probably do, this is where you want to advertise. And here is a sample ad you want to use:

**7 Very Important Questions You
Should Be Asking Your Dry Cleaner
FREE Recorded Message Reveals
Details. Call 1-888-123-4567, 24
Hours / 7 Days.**

Every word in this ad is very important. It should all be in capital letters. Some papers won't let you do this and I've never figured out why. Hopefully, your paper doesn't have this restriction. Some won't let you **Bold** all the words either. Use this CAM ad word-for-word. DO NOT change anything.

Would you rather talk to 100 prospects that might be interested or 20 that are really interested? CAM's weed out the not interested and give you the really interested to talk to. You can leave your business phone number at the end of the CMA or you can get an option on your voice mail for them to press O and the call is transferred to you directly.

DC Marketing Strategy #41

THE BAG DROP MARKETING SYSTEM

This is the best way for you to get customers IMMEDIATELY without knocking on a single door. Darryl Starr of Starr Cleaners in San Antonio TX added over \$40,000 in monthly revenue using the bag drop marketing system ONLY!

There are other so-called “Bag Drop” systems out there, but all of them include door knocking as the last step.

With my system, there is NO door knocking as the last step.

I have developed a 76 page “Bag Drop Manifesto” that explains all of this (go to DryCleaningBook.com to find out more), but I’m going to give you the skinny here just in case you’d like to try this on your own.

I use a 4-page sale letter, not a brochure.

This bag drop sales letter was tested over 18 months. 17 different headlines were tested along with other things in that 18-month period.

And since the Colosi Group was formed in 2007, dozens of enhancements have been added. Those enhancements came from my members trying their ideas out.

We have three (3) delivery systems within the “Bag Drop Manifesto,” and the one you use depends on how your dry cleaning business is structured. That’s all I can tell you on this.

A bag drop sales letter and order form is attached to one of your garment bags and put on doors of the houses in the neighborhoods you want to have route customers in.

Let’s say you drop 100 bags (and I’m only using this for simplicity, some of my members drop 500+ bags every week) on Friday.

I go back on Monday (my Mon/Thurs route) and find some of the bags full of dirty dry cleaning. Those are my new customers.

Some homes have empty bags and I pick those up. And some homes have no bags. What do I do? I put a post-it note on their door reminding them that I will be back on Thursday and to give us your dirty dry cleaning or our bag back. And then I go the following Monday too.

Depending on what part of the country (or world) you live in and the competition you have, you’ll get a variety of results.

In the very competitive state of California, Sara Peltier gets 3 or 4 new customers for every 100 bags she drops.

In the center of the USA, the number of customers you get per 100 bags dropped is more in the range of 4-8.

A lot depends on the neighborhoods you drop in also.

Most of my members have bag drop teams. And this is set on autopilot and it happens every week rain, snow, sleet or rain.

My members (including myself) get new route customers every week. They know every week about how many customers they are going to get whether they're on vacation or not.

Can you say that about your dry cleaning business?

Go to DryCleaningBook.com to find out more.

DC Marketing Strategy #42 **SETTING A STANDARD FOR PROFESSIONALISM**

This Marketing Strategy is courtesy of the DryCleaning & Laundry Institute.

Setting a Standard of Professionalism

Frustrated by the persistence of substandard cleaning plant operations that have cast a dim light on cleaners' abilities, members of the dry cleaning and laundry industry have banded together to adopt a set of "industry standards" that allow operators to differentiate themselves as quality service providers.

Where Can I Find an "Excellent" Drycleaner?

In an effort to raise professionalism and maintain our integrity as an industry, the Dry Cleaning & Laundry Institute created the "Award of Excellence" program. Identifying a drycleaner that has attained the Award of Excellence status creates a way for consumers to separate those who provide a high value to customers from those who do not.

Identifying Professional & Reliable Drycleaners

The key elements of an "excellent" drycleaner include:

Quality Service

- Is your store environment clean and neat?

- Are you a member of a qualified, national dry cleaning association?
- Do you post certificates on your doors or walls?
- Do you regularly demonstrate stain removal proficiency?
- Do you provide free U.S. flag cleaning?
- Does your store have your customer service principles posted?

Customer Service

Do you...

- Have uniformed employees who are dressed in a professional manner?
- Pay prompt attention to your customers' inquiries and concerns? (Do you write down special requests?)
- Return garments when promised?
- Adhere to non-gender-based pricing?
- Demonstrate a commitment to environmental responsibility?
- Provide a money-back service guarantee?
- Have community service programs in place?

Added Value Services

Do you offer convenient services such as

- Free pick-up & delivery?
- Same-day services?
- Alterations and repairs?
- Services for household items?
- Wedding gown preservation and restoration?
- Leather and fur cleaning and storage?
- Drive-thru services?
- Free minor repairs?

For more information on becoming an "Award of Excellence" plant or to find an "Award of Excellence" drycleaner in your area, visit the DryCleaning & Laundry Institute's website or call 800-638-2627.

DC Marketing Strategy #43 **GET RID OF THE BAD APPLES**

When I was a young businessperson, I did business with anybody who'd do business with me. Not any more. Did you know that successful business owners don't put up with bad customers? That's right—they fire them. You've heard of the 80/20 rule, haven't you? In this case it says that 80% of your business comes from 20% of your customers.

Most of the pain-in-the-neck customers are part of the 80% that don't give you too much business. When you think of them, you get this sick feeling in your stomach. **GET RID OF HIM OR HER!!** You don't have to put up with a dry cleaning customer that is a pain in your side. You don't have to keep them as your customer. Who says you have to? Nobody. Get rid of them as fast as you'd run from a burning house. Get that customer out of your business and your life.

Fortunately, this has only happened to me about 6 or 7 times in over 15 years I've been in this business. I had one customer who lived at the far end of one of my routes. They rarely put their dirty dry-cleaning out on the day they were supposed to. That wasn't bad. But to top it off, they were a slow payer (this was before I was only accepting credit cards). I have a chat with the customer and they tried to clean up their act, but they went back into their old habits and I had to FIRE them!

When you do that, it'll free you up to concentrate on the rest of your dry-cleaning customers that deserve your full attention. You'll be better at your business when you get rid of the undesirables. Bad apples spoil your attitude, your day, your week and most everything. One of the best things you can do for your business is to work for those who deserve you. You have created this baby because you love what you do and you want to do it to the best of your ability. This bad apple is stopping you from doing this.

And one more thing—get rid of them with couth. Be very business-like when you let them go. Have a heart to heart talk with them and let them know that you will never be able to satisfy their needs. Recommend that they go somewhere else. And then go celebrate!

DC Marketing Strategy #44

KNOW YOUR NUMBERS

Knowing your numbers is crucial to becoming a successful business. If you don't know your numbers, you don't know what's working and what's not. If you don't know what's working, you can't possibly do more of it. And if you can't do more of it, you won't make any money. You can't just have a "good idea" of what advertising is working; you have to know beyond a shadow of a doubt what's working.

Most businesses have been wrong about what is working and what isn't working. They think something is working and it turns out it's barely breaking even. Or they think it's doing awful and stop doing it, when in reality it was actually doing five to one against cost—which is great!

Here's what you need to know to calculate your numbers:

1. The cost of the ad or mailing
2. The number of leads generated from it.
3. How many leads turned into customers
4. The average dollar amount generated from each customer (mine is \$56).
5. The average number of referrals per customer.

Once you calculate these numbers you compare it to your average numbers. That way you can see which methods are working better for you. This is the only way to get ahead. Know your numbers or it's not worth doing.

I just signed on a client in the dry cleaning business that's spending about \$147 to acquire a customer. He was only getting 1.66% response rate.

His average customer does \$54 dollars a month. At a gross profit of 50%, he'd get his money back in five and a half months. Is that good? No, it's not good. BUT, it's better than doing nothing. At least he's taking action and getting 25 solid customers a month using this method.

Can he improve? YES! With what I'm going to teach you, you can get this customer paid back in a month or two at the most. It all depends on good of a student you are.

DC Marketing Strategy #45

DO YOU REALLY KNOW WHAT YOUR CUSTOMERS WANT?

No you don't. You don't know until you ask them. They are not you. You can't go by what you like or how you feel (you can to a point, but to really find out, you must ask your customers). You have to ask them. I heard lots of businesses over the years say, "My customers won't like that or they won't respond to that." This is a huge mistake. You are not your customer. You have no idea what your customers will like or not like until you ask them. And when I say, "ask them," I don't mean that you actually call them up and ask them (although it gets the job done). I mean that you email or mail them a survey (surveymonkey.com is a free survey service that you can use if you have your customer's emails).

DC Marketing Strategy #46

DIVERSIFY YOUR MARKETING

Diversity is stability. If you have one Marketing Strategy that is pulling in most of your sales in a month, it can be tempting to not do anything else. This is a big mistake. This makes you very vulnerable. Don't put all your marketing eggs in one basket. If for some reason this Marketing Strategy starts to only pull half, you're in big trouble because you counted on all of it.

If you use a minimum of 4 different MARKETING STRATEGIES to get new customers, that's better than one. The more systems you have that are bringing a steady stream of new customers, the better off you'll be. If one of those four Marketing strategies slows down, you won't be in trouble. You'll lose less than 25% of your ability to bring in new customers. But if you only have one system working and it starts to slow down, you're in big trouble. Do you get what I'm trying to tell you here? Get one Marketing Strategy up and running and then move on to get the next one. Keep working on finding new systems you can put in place to get customers in the door. The more Marketing strategies you have working, the more stable your business becomes.

DC Marketing Strategy #47

DO YOU HAVE A REFERRAL PROGRAM?

Referrals are the fastest, easiest way to increase your dry cleaning business. If you don't get any referrals now, you might think this an impossible task—it's not. You must start today to change your mindset about getting referrals.

Getting referrals is as easy as asking for them. But here's the key: **YOU MUST ASK FOR THEM!!** It won't happen by itself. Friends and family of your current customers won't start calling you unless you promote it. Don't get me wrong, you will get referred without asking for them, but it happens in much greater numbers if you prompt it. You can ask in person, but I have a better way and we'll talk about it in a moment.

Referrals are better customers too. There is a period of time that it takes your customers to trust and believe you even if they've just signed on with you. A referred customer comes from another customer who already believes and trusts you. This trust is transferred to some extent to the referred customer. Therefore they become a better customer right away. Doesn't this make sense?

Here are 4 reasons why you should get referrals:

1. They cost almost nothing to acquire. This is very important. If there's any way to get your cost per customer down, you should do it.
2. They are much less price resistant. Someone they trust referred them; therefore they really want your service.
3. They are more likely to refer, since that's the way they were introduced to you in the first place.
4. They are less likely to complain and are easier to please. Especially in the beginning, when something goes wrong, they are more understanding because they trust you. Usually when something goes wrong in the beginning, the customer is long gone and never to be found.

For all of those reasons you should make getting referrals your number one priority. This won't happen by magic. Like anything else, you have to make it happen. Don't let an opportunity to talk to a referred prospect pass you by. Take advantage of all of them. When a customer tells you that you did a great job, ask him or her for a referral. To maximize your referrals, you must have a referral program in place. We'll talk about those in the next Marketing Strategy.

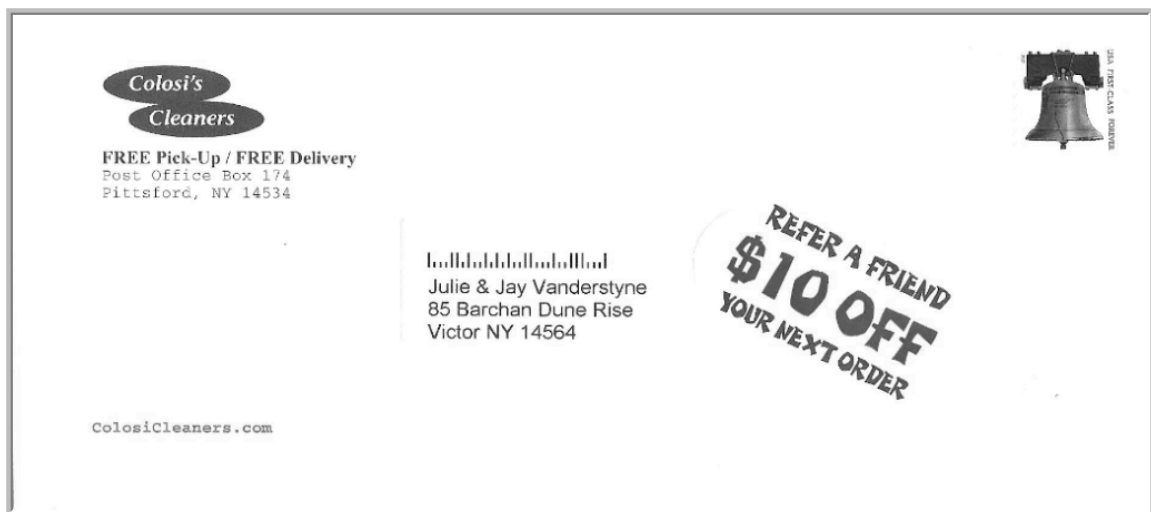
DC Marketing Strategy #48 **REWARD REFERRAL PROGRAM**

The reward referral program is based on giving away money or gifts. I give away FREE dry cleaning even though rewards that are cash tend to do better than offering money off on their next purchase. Why? Because they get the money now in their hands—and it's cash. Who doesn't like cash? Nobody. It's the best way you can reward someone for bringing in a customer to your business.

You'll have some of your customers that will do most of the referring. I refer to them as "champions." They are championing your dry cleaner to others. I'd offer them some cash (I give \$10 and I've never tried it for more. I think I'll try something like \$25 and see what happens) for the first two or three referrals. And then I'd bump up the third or fourth. It'd be like you setting a goal for them. And then I'd go back to the normal payout until they reach the goal again.

Here is how you ask for referrals from your current dry cleaning customers:

My envelope:



Or you can have this printed on your envelopes (I get them done at <http://iprint.com>).



FREE Pick-Up / Next Day Delivery

Post Office Box 174
Pittsford, NY 14534
234-4400

Joe & Betty Jones
123 Rider Lane
Pittsford, NY 14534

ColosiCleaners.com

Refer A Neighbor & Get \$10 Of FREE Dry Cleaning!

The “Refer-a-Friend” sticker is attached to all my envelopes that go out. I get the stickers from <http://iprint.com> and they are very reasonable. I’ve shopped around and they had the best price. You can build your own sticker online and have it within a week.

My payment return envelope:

Colosi's Cleaners
Post Office Box 174
Pittsford, NY 14534
243-4400

Refer your neighbors & get \$10 of FREE dry cleaning!

Here are some sticker sample you can copy and paste right from this document and start using them on whatever you can think of. You can put a page full and print them on your computer; they cut and tape to all your envelopes and invoices. You can start at this moment:



And for you really brave ones who understand the value of getting a customer:



Think about this for a moment. What would you pay for a business that's generating \$75,000 in income? Would you pay \$100,000? Sure you would. You'd get your initial investment back in less than 2 years and that's without you growing the business at all.

446 customers will generate \$75,000 in income for you for the year. If you were to get all of these customers by referrals by giving away \$50 in dry cleaning for each one of them, it would only cost you \$22,300.

\$100,000 or \$22,300—you do the math?

When you think of it this way, \$50 to acquire a customer is pretty cheap! Even if you double it, it's still pretty cheap. This gets me very excited. I'm going to start offering \$25 and see what happens. Then I'm going to try \$40 and \$50.

And don't forget to get that \$10-\$50 dollars worth of dry cleaning out to your referring customer. This MUST be done quickly. As soon as you are referred and you make your first pick-up, get the cash or certificate out to your customer.

You can make up one of these dollar bill certificates by scanning in a bill with a picture of yourself inserted in for the dead president. I have these in all kinds of dominations and I even have some in euros for my European customers. They get a kick out of it.



Another way to reward is through gifts. I'd make the perceived value of the gifts worth more than the cash you're giving. For example, suppose you're going to give \$25 cash for every referral. I'd go find items or services you can buy for \$25 that are worth more than twenty-five dollars.

Approach a restaurant and tell the owner what you're doing. Tell them that this will bring in a new customer for them. Offer to buy a \$50 gift certificate for \$25. I bet you that most of them will take it. I've done it before in some of my other businesses and it works like a charm.

I'd do the same thing for massages, facials, manicures, pedicures and so on. I'm sure you get the idea. If you're smart, I'd offer the owner of the restaurant \$10 for every certificate and pay the balance when they use it. Many won't. And if they don't, you've saved \$15 and the restaurant just sold you a piece of paper for \$10. You both make out. I'm sure these ideas are getting your idea juices flowing.

Find out what your customers really want and give it to them. How can you do that? Do a survey with some of your current customers and tell them about the referral program and what they would like for a reward. They'll tell you. And while you're on the phone, you might as well get some referrals.

Using Your Business Card to Generate Referrals:

When I see someone I think might be a potential customer, I give him or her one of my cards and I write on the back: “\$10 FREE dry cleaning for giving my service a try”, and then I sign it.

Use your imagination in getting referrals. They are your most solid customers.

DC Marketing Strategy #49 **TELEMARKETING**

Go here to find out about your states “Do Not Call” specifications:
<http://www.aarp.org/bulletin/consumer/a2003-06-30-statenocall.html>

If you’re selling to consumers, you just can’t call anyone. If they are on the “do not call” list, you cannot call them unless you are a charity, political organization, or a telephone surveyor. If they asked for information you can call them for up to 3 months. If they are a customer, you can call them from up to 18 months after their last purchase. You can call businesses all day long.

I don’t recommend you telemarket in the traditional sense. I’ve always done surveys. They are very non-threatening and they will get you all the answers you are looking for. I’ve never tried to sell over the telephone and I wouldn’t recommend you do either (unless you’ve done this before and you know what you’re doing and remember the “do not call list” if you’re calling people in their homes).

Here is how I’d go about doing this whole telemarketing survey work: I’d put a free ad on <http://craigslist.org> , <http://elance.com> or <http://guru.com> and hire someone by the number of surveys they complete. You might have to do an hour worth to see what the average might be. Or you could pay a friend or an associate to do this for you. I’d pay him or her \$50 to make the hours worth of calls and figure out exactly how to structure the questions. You could also ask them to record the calls so you could listen to a few of them.

Once you find out what the average is, you can pay per survey accordingly. Included in that survey is no more than 5 easy questions. I’d offer them a free report on “The 7 Critical Question You Should Be Asking Your Dry Cleaner” if they complete this one-minute survey. To send them the free report you need their address. Now you have someone who’s qualified and who’s interested in what you have to offer. This is someone who is now on your mailing list. You can keep mailing them until they call you and ask about your service. You can even go knock on their door and see if they’d like to sign up for your service.

DO NOT TELEMARKE YOURSELF. If you think you're going to save some money by doing this yourself, you're kidding yourself. You won't ever get around to telemarketing on a consistent basis. You will come up with tons of reasons and excuses why you can't call today. Save yourself the trouble and hire one person to start and if it works out, hire another one. They can work out of their home at their own pace. You'll probably have to go through a bunch before you find one or two that work out. If you go to <http://guru.com> or <http://elance.com>, you'll find a good one more rapidly. These people are used to using the telephone.

DC Marketing Strategy #50

ETHICS

You can't build a business if you're not ethical. Telling the truth (even if it hurts) is the only way to go. Don't promise things you can't deliver on. The businesses that are unethical think that this is saving them money. I agree that it will save them money in the short term, but it will cost them their business in the long term. How could you sleep at night knowing you screwed someone? I can't. And I know you can't either.

Some of the things you'll have to do are because of an unethical customer. If you've got a customer who is trying to screw you, you'll have to minimize damage and get them out of your life. You might even have to give them their money back after you've made the sale. Do it! You don't want them hanging around.

If you have an unhappy customer, make them happy. If it takes cleaning their garment again and also giving them their money back to make them happy, you must do it. You don't want someone slashing your company. Unhappy customers tell everybody they know not to do business with you. They'll even tell strangers not to do business with you too.

DC Marketing Strategy #51

UNDER PROMISE, OVER DELIVER

What do I mean by this? If you always promise less than you know you can deliver and you deliver more, you'll always be the hero. This is very difficult to do. I have this urge (and you probably do too) to scream to the world what I can do for them. Don't do it. If you are always UNDER PROMISING them, you'll be able to over deliver most of the time.

If you promise you'll be at a customer's house by a certain time and you don't make it, you should pay them for it. Take some money off their job for taking up their valuable time. You'll turn someone who is mad into a cheerleader for your business.

So if you can't OVER DELIVER physically, OVER DELIVER with some cash. Do you get where I'm going with this. Always (I was going to say "try," but that's not absolute) give them more than they expected. If you have this mentality, you'll always have your customers talking about you in a positive way. When your company name comes up in a party, they will tell stories of how you over delivered.

So how do you do this in the dry cleaning delivery business? If you have a special request from a customer to get one garment of cleaning to them at 4pm so they can catch a plane by 7pm—deliver it by noon. And call them when you're on the way. They will be relieved and now you can be really trusted to get things done when you say you're going to do it.

If you're asked to price out a room or house full of drapes, ALWAYS quote the price higher than it is. This way, when you give them the bill, it's lower than your quote.

This happened to me once at an auto fixit garage. I've never gone anywhere else, and that happened 16 years ago.

UNDER PROMISE—OVER DELIVER!

DC Marketing Strategy #52

DIVERSIFY YOUR SERVICE & PRODUCT LINE

What else can you sell to your dry cleaning customers? A bunch of stuff if you really think about it.

First of all, you should understand why you could do this so easily. TRUST is the reason. Your customers trust you and your abilities to deliver (over deliver) what you say you will. You have done the right thing with them and they appreciate it. Your customers have told their friends, neighbors and relatives about you. They believe that you will follow through with them too or they wouldn't have recommended you. Now that you have their trust, what else can you sell them?

I don't only sell dry cleaning, I sell a variety of other services, not all my own. I started with a house cleaning service. I sent out a letter to all my customers (now I send out an email and get business every time I do) telling them about a person who was starting a house cleaning business. I decided to go in partners with her. In his letter I told all my customers that I would back up Andrea and the job she did. I had her cleaning two houses a day within a month or so. The next thing I did was to go make a deal with a plumber, electrician, handyman, realtor, landscaper and painter. I recommend each of them to my customer base and I take a commission on each and every one of them.

IMPORTANT NOTE: You have to back these people as if they work for you. If you say they are going to do business a certain way, they better. Because if they don't, not

only will you lose the commission, you'll probably lose a long-standing customer too. Find business people with the same business values as you and you will be very successful with this technique.

DC Marketing Strategy #53 **ALWAYS BE EDUCATING YOUR CUSTOMERS**

Constantly tell your dry cleaning customers what you do and how you do it. Do it over and over again. They forget or they have so much on their plate that they don't let it sink in. You have to let them know how great you are without telling them you're great. Don't bombard them. Give them a constant flow of information every time you're in contact with them. Here are some ways you can do that:

- ◆ Monthly Newsletter (if you're a member of mine, I provide this every month)
- ◆ Sales Letters
- ◆ When you see them in your store, their home or talk to them on the phone

Let your customers know what's involved in the quality of service you provide them. Explain how and why you do certain tasks to give them the quality they want. If you make homemade ice cream, tell them all about the fresh ingredients you use. Tell them the process you go through to make the ice cream. If you have a small store, let them see you make it. All of this will enhance your product and make it more enticing to your customers and potential customers.

DC Marketing Strategy #54 **TAPE RECORD YOURSELF**

For what? You must learn to write your own sales letters, ads, flyers, radio commercials, TV commercials or whatever you need done in the way of advertising. You can sell. You do it all day long with your friends, family, co-workers and with your dry cleaning customers. You're always trying to convince those people of your opinions. And when you do that, you're selling.

If you tape record yourself in those situations, you'll find the words to put in writing that will sell your product or service. I'm going to share with you in the next Marketing Strategy how to write a copy that sells. The first step is tape recording yourself if the words won't come out of you when you sit in front of your computer.

Tape record yourself selling your product or service a few times. You won't even know the tape recorder is there after a few minutes. Use all the words you use when you're talking, even the one-word sentences. This sales letter won't be something you'll be turning in to your English teacher, but something that your customers will understand and respond to.

DC Marketing Strategy #55

HOW TO WRITE A COPY THAT SELLS

Writing good ads and sales letters isn't really that difficult. Once you understand the basics, you'll be able to put them together quickly and effectively.

The first thing I want you to do is to forget everything your English teacher taught you. You heard me right; forget everything you were taught in grade school and high school about writing. You were taught to write boring sounding complete sentences with proper grammar. We won't throw all the grammar out the window, but we'll get rid of those boring sentences.

The first and most important way to write a copy that sells is to write as you talk. Talk to one person as if you're sitting across the table from him or her. Imagine that as you write. It's OK to use words like, "gonna" or "ain't." I know those words are not proper English and I know that my 8th grade English teacher Sister Mary Ann would slap my knuckles with a ruler if I used them. But guess what Sister Mary Ann? This is not English class. This is the real world. And in the real world you and I have to use language that will get across our point. You might have difficulty with this. I did at first, but not any more. How do you like how I'm writing to you now? It's folksy and easy to read, isn't it? This is how you should write to your dry cleaning customers and prospective customers.

This might seem a little corny, but here it goes. Write with love. Write a love letter to your customers wooing them to purchase your product or service. Tell them all the great benefits and also tell them the shortfalls. That's right; tell them the negatives about your product. Your service might not benefit them. Tell them why not. Be upfront and honest about what you can provide and what you can't. They will respect your honesty and forthrightness. And because of this, they will buy from you.

Here are a few more things you ought to do:

- ◆ Write short sentences and short paragraphs - they are easy to read and keep the reader interested.
- ◆ Use a compelling headline - you need to catch their attention and a compelling headline will do that.
- ◆ Write as you talk (just thought I'd mention it again)
- ◆ Don't use big words - you don't want them running to the dictionary to find out what you're saying. The newspapers are written at a sixth grade level. Even very educated people don't want to wrestle with words. Don't let them.
- ◆ Use subheadings - this will break up the copy and make it easier to read.
- ◆ Use P.S.'s - summarize your offer in the first P.S. Most people skip to the end. Give them something that makes them want to read your whole letter.

- ◆ Tell your story in as many pages as it takes - it might be one page or it might be twelve. The number is not important. If you have someone interested, they will read all that you have to say. Longer copy outsells shorter copy.

Do you ever remember reading something for your class in school? It was boring, wasn't it? Don't write that boring stuff. Write with excitement! Let your personality shine through.

DC Marketing Strategy #56 **FOLLOW-UP CALLS**

The sale after the sale is the most important. It's that call to your brand new customer seeing how their first dry cleaning order came out. Your customers are still making up their mind even though they committed. This is where most business owners fail miserably. They don't follow up. They're afraid that if they call or go see their customer that they might cancel. The opposite is true. If you don't follow up, they might just cancel. You should be all over them right after the sales to see how things are going. This also shows them that you follow through with what you're service.

I can't overstate this enough. You must follow up! This will alleviate any negative thoughts your customers might have about you or the dry cleaning service you just sold them. Your new customer is now part of your family. Treat him or her like it. I'd call immediately after their first order is delivered! Do it and watch your customers stick and watch the referrals come pouring in.

DC Marketing Strategy #57

YOU'RE IN A SLUMP! WHAT CAN YOU DO TO GET OUT OF IT?

The only reason you're in a slump is because of you. You put yourself there. Your mind is playing tricks on you telling you that business is bad. The only time business should be bad is when you're not getting new customers this week.

Now is the time to get your butt going and start to make things happen. Come up with new and exciting ideas that you think will work in your business. You never know! You've got all these Marketing strategies, put a couple of them to work.

Your slump is only in your head. I recommend that you do a couple of things to get it out. The first one is to start some kind of exercise if you're not doing something. The least you should do is to start walking. The fresh air and exercise will open your mind to new possibilities. Your mind will automatically come up with solutions to your business and personal challenges. You can't stop your mind from working. Try it! You'll be amazed.

Here are some more ways you can get excited about your business again:

- ◆ Hang out with successful people. I was once told by a very wise man that the person you will become depends on the kinds of people you associate with. He told me that if I associate with positive successful people, I would become positive and successful. He also told me that if I associate with negative people, I would become negative. Find other business owners like yourself. Just being around them will get your attitude back where it's supposed to be.
- ◆ Learn more about your business. Go to seminars. Get some books about the dry cleaning industry. Take some courses. Learning is exciting. The most successful people I know are always learning about business. They have a thirst for knowledge that won't ever get satisfied. Read about other businesses and see what they are doing to get customers. Try their ideas on your dry cleaning business.
- ◆ Find other dry cleaning business owners and talk to them. Find some that you don't compete with. Make sure there is not threat to the person that you're going to approach. Maybe they're on the other side of town or in another city. When I started my business, I called a dozen non-competing dry cleaners around the country that had delivery routes. I explained that I had no one to talk to in this business and if he or she would like to talk. They all said yes. I kept this little business group together for some while. It made me excited about this business.

Fortunately, you won't have to hunt for other dry cleaning business owners. We have weekly group coaching call where our members can talk to each other and we also have a forum where everyone can chat. To find out more: DryCleaningBook.com

Getting into a slump with your business is normal. All business owners go through it. Just realize that you created it and you can get out of it. Use the Marketing strategies to help you do it.

DC Marketing Strategy #58

ATTEND MEETINGS IN THE DRY CLEANING FIELD

There are associations for every kind of business and there are for the dry cleaning industry too. The best one is the “Dry Cleaning and Laundry Institute.” Get their magazine and start attending their conventions. I know it costs money, money you might not want to part with, but you should. You have to invest time and money in your business and attending meetings in your field is on the top of the list.

When you attend these dry cleaning meetings, your job is to find the most successful people in the industry and go make friends with them. Those few successful people that are willing to talk can catapult your business into a new stratosphere. Take the strategies that are successful in their dry cleaner and put them to work in yours.

If I have found that most of what goes on at these association meetings is useless, but the people who attend are not. Focus in on meeting those who can help you. And at the same time you should help those who would like to learn from you. Remember, it goes both ways. You are learning a tremendous amount of things that work and don't work in your business. If someone approaches you (and they are not directly competing with you), you must work with them (if you like them as a person). This is what business and life is all about. Don't be selfish. You might make a lot of money, but you'll be miserable because you have no one to share it with.

Your industry association will keep you on top of things...exactly where you need to be all the time.

DC Marketing Strategy #59

SEND A MONTHLY NEWSLETTER TO YOUR CUSTOMERS

Newsletters are the way you communicate with your dry cleaning customers and let them know all the great things you are doing. A monthly newsletter is a very cheap way to keep in contact with your customers. And today you can even email it. Every month you don't stay in contact with customers you lose 10% of the value of your relationship. So if you don't contact them for ten months, you've lost them. Your current customers are like gold to you. Even if it's a one-time sale (like drapery cleaning), you're passing up other opportunities like diversifying (DC Marketing Strategy #50) and getting referrals. Your customers are the lifeblood of your business. Don't ever let them go. And a newsletter is a great way to do that. Your newsletter should be designed to have four major parts:

Inspiration. When you inspire people they feel better about themselves. And when they feel better about themselves, they feel better about you and your company. You want them to associate that great feeling with you. Sometimes they don't know why, but when they hear your name or the name of your company, they just melt with a good feeling. I use quotes as part of my inspiration throughout my newsletters.

Education. We talked about this in DC Marketing Strategy #51. Let them know of all the great things you do and how they work. Remember to be honest with them. You can't be all things to all people. Let them know what you can and can't do. If you don't want to clean area rugs—tell them! (I found a company that cleans area rugs. I drop them off and pick them up a week later and deliver them to my customers. It's kind of a pain in the neck, but I do it to provide FULL service.)

Testimonials. A big one. No one wants to be alone in his or her purchase. Let your customers know of others who are doing business with you and the success they are having with your dry cleaning, rug cleaning, drapery cleaning, leather cleaning, goodwill pick-ups or whatever. This will generate lots of referrals—one reason enough to have a monthly newsletter.

What's New With Your Dry Cleaner? This is where you're going to be different from the rest of the other newsletters out there. Your newsletter is going to be a direct response newsletter.

What do I mean by direct response? The primary reason you have a newsletter is to get more business. In every newsletter you talk about referrals, drapery cleaning, rug cleaning (if you do it or you have an commission agreement with a carpet cleaner) and everything else you are selling.

I can write your newsletter for you. Go to NoDoorKnockingRouteMagic.com/newsletter-done-for-you/. My members get a fresh customized newsletter for their dry cleaning business every month that they can email or print.

You can start with one page or two. Get something out to them. The most important thing is that you do it. Don't worry how pretty it looks or if you're doing the right things. Just start doing it this month and watch the sales and referrals come rolling in.

Marketing Strategy #60

TESTIMONIALS

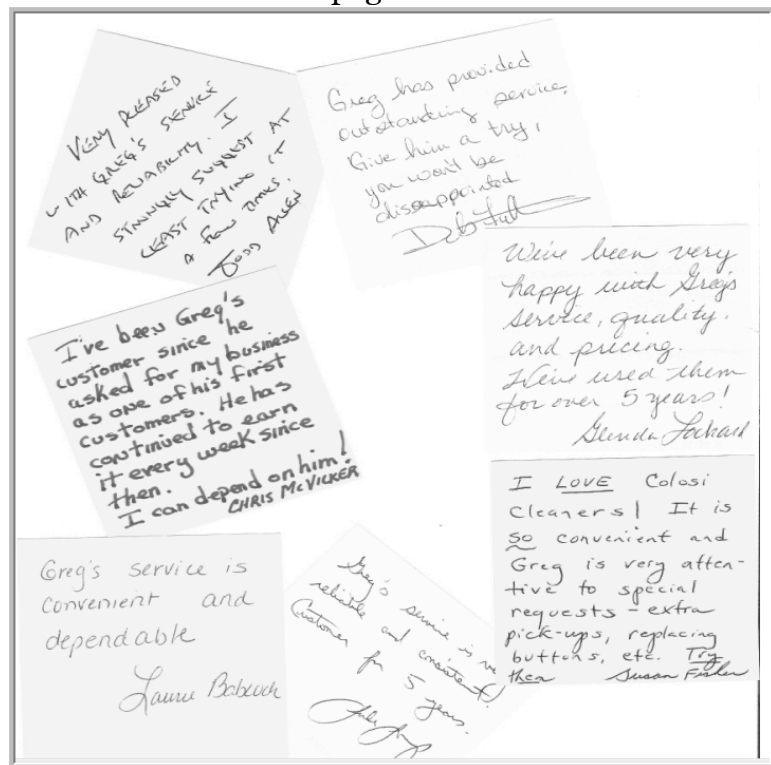
Testimonials sell! I don't know about you but I like to read bunches and bunches of testimonials before I make a purchase. I'd like to know what other people are saying about the product or service I'm about to buy.

WHAT OTHERS SAY ABOUT YOUR BUSINESS IS SUBSTANTIALLY MORE BELIEVABLE THAT WHAT YOU SAY ABOUT YOUR BUSINESS.

Think about it. Would you be more interested in trying out a restaurant after hearing from your cousin how great it is or from an advertisement you saw in the newspaper? Of course you'd be more interested if your cousin said it was one of the top restaurants in the area. An ad is just that—an ad. Now if the ad had some testimonials in it, it might be more convincing.

You can never have too many testimonials. You should always be taking advantage of opportunities to get more.

Here is the testimonial page that I use:



In the next Marketing Strategy I'll show you just how to do this.

DC Marketing Strategy #61

HOW TO GET TESTIMONIALS

So you don't have too many testimonials because you just started your business or you never thought of it or you never knew how easy it was? You know which customers love you. Give them a call and ask them if they'd say something nice about your company in writing. Don't depend on them to write the letter for you because that'll take forever or will never happen. Here is what I suggest you do:

Prepare a testimonial form. This is a one or two page list of questions that will get your customer to open up and discover why they like you. Here are some questions you can ask:

1. What is your overall feeling when you think of Colosi's Cleaners?
2. Describe a specific experience you had with us that you were happy with?
3. What two benefits you have you gotten from us? Describe them in detail?

I'd send this form out with a coupon or discount as an incentive to get them to fill it out. I'd also include a statement that says that you can use their name in your promotional materials. Get them to date it and sign it. If you need some quickly, I'd go out and see them and ask them the questions. You fill out the testimonial form and get them to sign it. Or you can get on the phone with a tape recorder and ask them the questions and get them to OK the use of this for promotion over the phone. Testimonials are golden if you use them. Don't underestimate their power. Use testimonials in all of your advertising. Without them, your advertising is useless.

DC Marketing Strategy #62

KEEP A BOOK OF TESTIMONIALS

Get a big 3-ring binder and fill it with testimonials. The more the merrier! I know of a professional speaker that sends a big box of 500+ testimonials when asked for his information. He said that that alone sells him. He said that they read the first ten or so and give up. He closes most of his speaking engagements with that simple technique.

You now know how to get testimonials. Start collecting them from all of your satisfied dry cleaning customers and get that book started. When you are giving them your presentation (as you might do for drapery cleaning) start to go through them and then excuse yourself for a minute so that they can look at them on their own. You can do this same thing on your web site. Scan in your testimonials and let your prospective customers look at them whenever they want.

Don't underestimate the power of testimonials. What other people say about you is infinitely more believable than what you say about you. Your prospects may even

recognize some of your client's names. They know them as neighbors, friends, in the same association, from work, etc. This is very, very powerful. Having all those testimonials is the equivalent of lots and lots of referrals saying how wonderful you and your dry cleaner are. Most business owners don't take the time to get them. If you want your business to grow--get testimonials!

DC Marketing Strategy #63

FIVE BIGGEST REASONS PEOPLE FAIL— One: YOU DON'T DO ANYTHING!

Business owners who don't do anything are afraid to fail—and the fact that they don't do anything, guarantees failure. What they don't know is that everyone fails. That is what business is about—it's about trying new things—and some of those end up not working.

Being in business is failing your way to success. No one can guarantee that you won't fail at certain parts of your business. This is what happens. This is a part of owning and operating a business is about.

Don't be paralyzed by the thought of failing. Once you take action, the fear goes away. And please know that everything will not go your way. Business ownership is an experiment to show how determined you are to succeed. Get rid of that word failure and call it a *challenge*, an *opportunity*, a *setback* or whatever makes you feel better. **Look at failure as your teacher.** It will show you the way not to do things and in most cases that is more valuable than knowing how to do something.

DC Marketing Strategy #64

FIVE BIGGEST REASONS PEOPLE FAIL

Two: YOU DO EVERYTHING HALFWAY AND DON'T FINISH ANYTHING!

You must finish what you start. This is a big lesson in business. Starting something and not finishing is like you never started it in the first place. And on top of that, you wasted all your time doing it and you are de-motivated because you didn't finish. This is in no way saying that it won't work. It's just saying that you never really gave it a chance.

Most new dry cleaners get so excited about what they're doing, that they start a bunch of these Marketing strategies. They get so many started that they never follow through with any of them. Take one at a time and get it going. Finish it! Commit to nothing unless you commit to finishing it no matter what.

DC Marketing Strategy #65

FIVE BIGGEST REASONS PEOPLE FAIL

Three: YOU AREN'T CONSISTENT!

Can you believe this: some dry cleaners get a Marketing Strategy working consistently and it's bringing in customers, and then they stop? Why do they stop? Believe it or not, most of them are bored. They want to try something else. Don't ever stop what's working. This is suicide. Keep it going and try something else while your other idea is running and boring you to death. Your customers and prospective customers want consistency. They want your business to be the same every time they do business with you. They want the experience to be consistent with the last time they did business with you. They want to recommend you to their friends and family because of your consistency.

Whether you like most of the fast food restaurants or not, they are consistent. You can go to anyone around the country and they are all the same. Starbucks success is attributed to consistency. You can get the same coffee drink no matter where you are.

Be consistent in everything you do in your business: you marketing, your product, your service and how you treat your employees and suppliers.

DC Marketing Strategy #66

FIVE BIGGEST REASONS PEOPLE FAIL

Four: YOU HAVE NO PLAN!

Do you think Microsoft has a plan? Do you think Google and Facebook have plans? Of course they both do. Successful companies don't do anything without a plan.

I would start with a one-page business plan and then a one-page marketing plan. This outline will get you on the right path.

A common objection to a plan is that it will change and I don't want to do it because of that reason. This is crazy. You can always change your plan. And your plan will always be changing. But you must have a foundation. You must have somewhere to start from. You must have a backbone. A business plan will give you that.

Like I said, it' doesn't have to be elaborate. A one or two page business plan will do. Don't push this aside. DO IT NOW!

DC Marketing Strategy #67

|FIVE BIGGEST REASONS PEOPLE FAIL

Five: PROCRASTINATION!

“I’ll do it tomorrow” has destroyed many a business. You’ve got to take action today. Tomorrow turns into the next day, then the next month and then a year goes by. Do something today. Don’t wait till tomorrow.

I’d like to tell you a story about a friend of mine who was in the siding and roofing business. I remember walking into his office and I saw him with the white pages of the phone book open. He put one hand over his eyes and with the other hand, he pointed to a name in the phone book. Then he’d dial the number and go through his sales pitch and try to get an appointment to sell his siding.

I have to admit that this is not the most productive use of your time in the siding business. Here’s what is brilliant about it: he had no leads to go see and this was the only way he could come up with to generate leads. I asked him how it was going. He told me that he does this when he runs out of leads, which isn’t too often. He told me that it gives him something productive to do. And yes he told me, he has made some sales off of this method.

You see, Tom IS NOT a procrastinator. He could have easily justified to himself that there were no leads and that he should go home. He told me that he works when he’s supposed to be working and that he never goes home because of lack of leads. Tom also told me that doing it this way is painful and that he works hard to always have leads so that he doesn’t have to resort to this method of lead generation.

Procrastination will kill your business faster than anything else. Tom does what’s painful mentally so that he has a successful business.

DC Marketing Strategy #68

HOW TO REMOVE YOUR NEGATIVE MENTAL THOUGHTS

People give you their opinions all the time on how you should do this or how you do that. When it comes to your dry cleaning business, only listen to those who are successful in business. If you’ve got some guy that’s always worked for a big corporation telling you what he thinks you should do, you should take all that information and throw it in the garbage.

Here is a common idea: if you work hard, you will succeed.

When it comes to your business, you can work hard at all the wrong things and your business will fail miserably. If you spend time working in your business versus

working on your business, you will only grow to be so big. What am I saying? I'm saying that you have to be "smart" about your business.

Do you remember the 'smart' kid who always got the A's? He never studied and always did well. How about the other kid (me) who studied hard and always got B's. He worked harder but the other kid who didn't work got all A's. Working hard doesn't insure success.

These Marketing strategies are working "smart." Most of these you can put on automatic pilot and have someone else do it for minimum wage. This is working smarter not harder.

How can one person who works 40 hours make \$250,000 and another only make \$25,000? They both have the same amount of time. The difference is what they do with that time. One is only smarter in how he or she uses her time.

Another common misguided idea: If you're good at what you do, you'll have all the customers you need.

You can be incredible at what you do, but if no one knows about it, you won't have that many customers. I know you know of some businesses that don't such a great job, but they have great marketing. It might be one of your dry cleaning competitors. I've heard brand new business owners say all the time, "I can't believe he's doing that much business. My quality is so much better than his. Why aren't they coming to me?" I hear this all the time. You have to go out and tell your prospective customers how good you are with your marketing and testimonials.

And another common misguided idea: Your sales letters have to be professional to work.

If you've never used emotional direct response marketing, this might seem like a good idea—use all proper English and make sure that everything is just perfect, but that's not how this works.

I want to tell you another story about Matt. I talked about him earlier in this book. He's the guy that got 10,000 leads and sold nothing and then I wrote him a sales letter instead of a brochure and he sold 800+ of his product.

Well, after a couple of years, someone in his organization didn't like my little letter. He (let's call him Oliver) rewrote my letter in proper English. Oliver must have been a college English major, because he was appalled at the level I was writing at, which was how the newspapers do it—a sixth grade level. He thought I was talking down to everyone. Nobody else thought that. I guess it was his college degree that gave him right to assume that. Anyway, I was called and told by Matt that Oliver was challenging me to see who's writing was going to win: The emotional direct response

sales letter verses the boring-proper-use-of-English,-I-won't-talk-down-to-them-letter.

I gotta (there goes my proper English) tell you, I was a little nervous. Oliver didn't have to do any research. He just had to rewrite my sales letter in what he thought the people wanted to hear: a professional sales letter with all the proper stuff in it.

Well, Oliver finished it up and Matt sent it out to the same kind of leads that my letter was getting 8% on. Oliver's letter did a lot better than I thought, but it wasn't even close. He got ONLY 3%! Oliver was beside himself. He had no idea why his didn't work. He thought that is what the people wanted to hear. He was dead wrong. Maybe it's what he wanted to hear, but most of the people out there didn't want to hear it.

I learned a very valuable lesson: emotional direct response letters work. I thought they were the best up to that point, but I didn't know beyond a shadow of a doubt. Now I know from experience. I thank you, Oliver, for verifying what I thought to be true. I will go up against all the Olivers in the world and challenge their professional letters.

DC Marketing Strategy #69 **WRITE A BOOK OR A REPORT**

This can even apply for your dry cleaning business.

When you write a book or a report you are an author, like I am for this book. Authors are looked at as authorities on their subjects. To start, I'd write a report on what you're selling. This report is given away free to prospective customers who are interested in your services. This report will convince them that you're the company they are looking for. It will convince them you're the one they ought to buy from.

Here's an idea of a report that someone I know is using to buy raw land. Mark put ads in rural newspapers. The gist of his ad is that if you're looking to sell your land, here is a way to make 26% more. They call a toll free number and they get a recording telling them about this "Free Report" on how you can sell your land for 26% more.

Mark wrote a 12-page report on the advantages of doing business with him. Basically, he buys the land, subdivides it and sells off the lots. He does no improvements to the land, just has it surveyed and goes through the town's board to get the lots approved. Here's his deal: you'll save 6% on the realtor fee and I'll give you 20% of the profits over what I buy the land from you for. Mark puts up nothing and gets an option on the land. As he sells the land, he pays them for the agreed upon price of the land and then when that is paid, he gives them 20% of the profits.

This is all outlined in a 12-page report written emotionally, not professionally. Mark has secured several plots of land with this simple idea.

What could you write a report about for your business? If you're in the dry cleaning business, you could write one about the secrets of finding a great dry cleaner. If you're in the carpet cleaning business, you could write one on how to choose an expert carpet cleaner. If you're a realtor, you could write a report about how to choose a realtor that you can trust. If you want to buy fixer-uppers, you could write a report about how to get rid of your fixer-upper for the best possible price. I'm sure you get the idea.

Now you can advertise in all kinds of places offering this FREE REPORT. Make sure you give them a toll free number and tell them that they'll be talking to a recorded message. If you do this, you'll add many names to your list. This kind of easy access ensures that many people will leave their names on your voice mail.

DC Marketing Strategy #70 **READ YOUR TRADE JOURNALS**

You must be on top of everything in your business. Get every trade journal and newsletter you can get your hands on. One little idea could be worth tens of thousands to you.

Here's what I get: American Drycleaner, Drycleaners News, & The Journal: Coin Laundries/Drycleaning

Once you stop, you stagnate. Find out what others are doing in the dry cleaning industry. And don't be afraid to get on the horn and call them and find out first hand. This is a great way to find out exactly what they are doing to make themselves successful.

I did this when I started a long distance telephone company in 1980. I ended up flying to Texas and spending five days with someone I read about in an article in Entrepreneur Magazine. You'd be amazed at what can happen when you talk to others in your industry. You never know what can happen.

DC Marketing Strategy #71

HOW TO BEAT THE SLOW SEASON IN YOUR DRY CLEANING BUSINESS

Every business has a slow season (in the dry cleaning business it's when the kids are off for the summer starts the slow season until they return). This may be true if you let it happen. There are steps you can take to alleviate this. The first and most important thing you must do is to plan what you're going to do when your normal slow season starts. This is a great time to go through your Marketing strategies and find out which one gives you the biggest bang for your buck.

I consulted someone in the insurance business about ten years ago. Angelo told me that every July was his slowest month. He told me that it's been this way for the past twenty years. I told him that it was this way because he expected it every year. He thought about it and told me that I might just be right. I told him to double his most profitable way of bringing in leads and let's see what happens. July's are now his biggest months now. I see Angelo every so often and we have a little conversation about July. He's still in the business and his best months are the summer months, which traditionally are the slowest in the insurance business. All the other agents and companies pull back their advertising and Angelo and his office step it up.

If you decide to make your slow months your best, they will become your best. And then watch what happens to the rest of your months. You will find out that the slow seasons every year will teach you to be a better marketer.

DC Marketing Strategy #72

HOST & BENEFICIARY

You are the beneficiary and you get leads and business through the host. Here's how it works: As a dry cleaner, your host is a retail-clothing store. When the retail store sells clothing, it gives away \$10 in FREE Dry Cleaning to every customer. You do not charge the clothing retailer anything. Why would you? The retailer is giving you a new customer.

The customer will call you for your pick-up and delivery service. If they are not in your route, you can still help them and make some money. How? You hook up with your competitors and sell them the lead. Yes—you can even make money off of your competitor.

I'm being recommended by the retailer who sold them clothing, so I become reputable. The retailer wouldn't recommend me unless he or she knew I did good work. You must write the certificate for the retailer from what you've learned from your Marketing strategies (I've never tried this one, so you'll have to design this

yourself). To get the host, you'll have to write a letter explaining all the benefits to the host. One of them being adding more value to their clothing sale. They can use your FREE Dry Cleaning offer as part of their advertising to get people into their store to make a purchase.

Here are some ideas for other industries: If you were a jewelry store you could approach a dentist (because they have patients who have lots of money). You could offer the dentist a portion of your profits and he could offer his patients a “worked out” discount with the jeweler. Of course you would write everything, especially the letter from the dentist to his patients. His patients trust their dentist therefore they trust you.

I've done this before with a newsletter I used to write. I approached other newsletters that were similar but not the same as mine and worked out some deals. You'd be amazed who will work with you. All you have to do is ask. But make sure you highlight their benefits above yours. They don't really care what your benefits are; they only care what their benefits are. With some you might promote them and then they'll promote you. This is done all the time with big companies. I'm sure you've seen McDonald's and Burger King promoting movies. This is a classic host/beneficiary relationship. Take those ideas and make them your own.

DC Marketing Strategy #73 **DON'T BE AN ADVERTISING VICTIM**

You're a victim if you don't have an advertising plan and you let every advertising rep that walks in your door do it for you. You have to create your own plan. You can't let someone else do it. Getting dry cleaning customers in the door is the single most important thing you have to do in your business. Nothing is more important. You can't leave this up to someone else. That advertising rep walking in the door is only going to sell what they have. If they are a TV rep, they're not going to tell you about anything else but TV.

If they're a Val-Pak advertising rep, they are not going to tell you that radio is the advertising vehicle for you. I remember advertising with a Val-Pak rep and he told me that my ad I wrote wasn't going to work. I left barely any white space (which he said you must do) and I wrote a mini sales letter. It worked better than the way I used to advertise with him using his methods.

He asked me how the ad ran and I told him that it was OK. I didn't want to tell him that I got the most leads that I ever got with him. If I told him that, he'd tell every one of his customers to run ads like mine, including my competitors. I know it's hard, but you have to keep your success to yourself and you can't say, “I told you so.” You're a mature businessperson and these kinds of situations will rise and you'll have to keep your cool.

You are in control of your company's destiny--no one else is. You must do your own homework. Don't rely on the person selling it to you.

DC Marketing Strategy #74

HOW TO USE YOUR BUSINESS CARD TO GET NEW ROUTE CUSTOMERS

Most business cards tell only what the name of your company is, your name and title, and your address and phone numbers. This is what 99.9% of people have as their business cards. I have found out that if most of the business people are doing it, there must be a better way.

Your business card should be a mini sales letter. You should tell your prospective customer as much about you as possible. Unless you're in the fashion business, you shouldn't worry about filling up your card with enough good stuff to get them to call you. You might want to consider a folding card that will give you enough room to tell your story. Your business card might offer a discount to give you a try.

Do not follow the traditional rules. There are better ways. Experiment. You control the destiny of your business.

Take a look at my card:



As you can see, my business card looks like a few real \$100 bills folded. The first thing this card does is to create curiosity because the person you've given this to has never seen anything like this before. They're going to open it up immediately. And when they open it up, the first line is your offer, "\$10 FREE Dry Cleaning Just To Try My Delivery Service Out!"

All advertising you do should start with a headline, even a business card! And all advertising you do should have an offer. I turned my headline into the offer—\$10 FREE...

The next line is my USP (Unique Selling Proposition), “FREE Pick-Up / Next Day Delivery.” And then I closed with my call to action: “Call 234-4400 to get your \$10 in FREE Dry Cleaning.”

Don’t forget to include your picture. People want to do business with other people, not some faceless corporation. Your picture gives them an idea of the kind of person you are.

This small little business card has all the elements of a successful advertisement. The only thing it is missing is a deadline. Here’s what you could do about the deadline: You could hand write that you’ll give them another \$5 in free dry cleaning if they act by a certain date. And then you write that date on your card and give it to them.

This business card won’t get thrown away. The first thing your prospective route customer is going to do is show it to a bunch of people to see what their reactions are going to be. This unusual business card is starting to create a little buzz and some word of mouth advertising. Don’t be surprised if you get some calls from the friends of the person you gave the card to. And you might even give a few cards to everyone you meet and ask them to pass them along to their friends that do dry cleaning.

This might seem a little bit cheesy to you, but this is how you get route customers—you’ve got to ask for them. You can’t just sit around and hope that someone is going to sign up for your route, you’ve got to go out and get those customers.

Gone are the days of setting up your route and people start calling you. You’ve got lots of competitors, not only drop stores and plants, but other dry cleaner delivery businesses. You’ve got to take advantage of every opportunity to get your message out, and this is another opportunity in your arsenal. And once it’s set up, it’s set up for life.

Most business cards are blah, blah, blah. They start with a big logo, the name of a dry cleaner, an address and phone number. Those kinds of business cards don’t say anything. The only thing they do is feed your ego. They don’t offer your prospective route customer anything to try your route (\$10 in free dry cleaning). They don’t tell them to call you (Call 234-4400 to get ...). And they don’t let them know the kind of person you are either (your picture). They are boring and they are the cards that every business uses. If you want to be different (and you should want to be different) to set yourself apart from all the other dry cleaners out there, this business card is one way you can do it.

You can find out more about this \$100 bill business card at:
www.foldovermoneycards.com

DC Marketing Strategy #75

HOW TO USE A NEWSPAPER COLUMN TO GET CUSTOMERS

You could have a newspaper column of your own—Ask A Dry Cleaner! I'm sure you've seen doctors and financial planners have them and so could you. If your business will not work for your local newspaper, maybe it'll work for a national magazine, newsletter or website. There is a medium in which you can have a column. You'll just have to find it.

What do you write in your column? You can answer questions from your audience or you can write on some issue involving your industry. You don't have to be a pro writer to do this. Get your thoughts down on paper and then have a professional look at it to make it read well (what do you think I do).

How do you benefit from having your own column? You are considered an expert in your field when you're seen in print. You might NOT have any more knowledge than the next guy, but you're perceived by the general public as an expert because you're in print. You can copy your articles in all your advertising materials to help build credibility.

How do you get a newspaper column? It's not hard, but it's not easy either. First, you really have to want a column. Because they are going to put you through the ringer before they let you write for them. Newspapers are always looking for interesting material that they don't have to create. You're doing their job for them and they like that. They have to make sure though that your material is legit. You might have to submit a dozen or so columns before they decide to use one. It's worth the struggle. Get in touch with the editor of the newspaper. Call her or him with your idea. Tell her specifically how her newspaper would benefit and explain how her readers would benefit from your advice.

Send the editor a powerful sales letter explaining all of this. Remember to really establish your credibility. If you've done anything with charities or other organizations, include that. Follow up. Be persistent and don't give up. You'll get a column.

DC Marketing Strategy #76

CELEBRITY ENDORSEMENT

Do you have any celebrities as your customers? If you do, you can make a deal with them to endorse your product or service. If you don't have any, I'll share with you in a moment how to get some. But first, I'll tell you why they're important.

Fame seems to rub off by association. Why this works, I don't know. I only know that it does. If Danny DeVito became you dry cleaning customer, people are drawn to

you. “If you’re good enough for Danny, you must be real good for me,” is what most people are thinking.

A local celebrity can be more powerful than a national celebrity and it will cost you less. If you have a celebrity as a customer, it might be as simple as asking them if you can use their name. That won’t cost you a dime.

If you don’t have a celebrity as a customer, go find one. Offer to give them your product at cost or for free, whichever works for you. That, in most cases is all you need to do to get them to endorse your product for service.

Let’s say that Raquel Welch is your customer. Tell her that you’ll dry clean all her clothes for free if you can use her name in your advertising. Get her to sign something and you’re on your way. Now that you’ve got it, use it in everything.

Many companies do similar things. Ever see a Tylenol commercial? They always say, “Tylenol—what hospitals use most.” Why is that so? Because Tylenol gives away their product to most hospitals for free. Is it worth the expense? I think it works for Tylenol.

DC Marketing Strategy #77

WORK ON YOUR BUSINESS, NOT IN YOUR BUSINESS

At first, you must work in your business. I recommend that you know how to do most things that don’t take too much time to learn. If you’re starting a chain of hair salons and you don’t know how to cut hair, don’t learn how to. Actually, if you don’t know how to cut hair, you’re probably much better off. You won’t get bogged down in the day-to-day activities of cutting hair to slow you down with the growing of your business.

My brother is in the process of consciously growing his hair salon. He’s from the old school. He learned from my father to cut hair and become a stylist. My brother is realizing that if he wants to play as much golf as his brother Greg does, that he has to get away from the chair—and that’s exactly what he’s doing.

You shouldn’t be dry cleaning your customer’s clothes and pressing them. After a while, you shouldn’t be driving the route either. If you enjoy driving and you only want your business to be so big, then continue driving. Only do this if it gives you enjoyment. If it does not, find a driver as soon as you have 100 customers.

There is a great book that goes into this work on your business and not in your business theory. It’s called the E-Myth, by Michael Gerber. I recommend that you run out and get it. He basically tells you to set up your business as if you were going to franchise it. Get a system set up for everything you do. Set it up so that it can run

without you. You want your business to run just as well (or better if you can) without you being around. This means that you have to let go and let others do things.

If you CAN hire someone to do tasks in your business for ten bucks an hour, you shouldn't be doing it.

You're worth a lot more than ten dollars an hour; you're worth hundreds of dollars an hour and you should only be doing those tasks. You have to take a serious look at what you and only you can do. Someone else can do mailings. Only you can write a sales letter to your potential dry cleaning customers. Someone else can take all the checks to the bank. Only you can get a credit line from the bank. Are you getting where I'm headed? I hope so.

DC Marketing Strategy #78 – PRACTICALLY GIVE YOUR PRODUCT AWAY TO GET YOUR FIRST BUNCH OF CUSTOMERS

I know this sounds crazy, but it's done all the time to introduce products and services to the general public. Actually, some companies pay money to give their products away. You've seen it happen on Oprah. Oprah has a show every once in a while where she give everyone in the studio audience something (or many something's) free. Those companies not only give away their products for free, they pay for the privilege to do it. You don't have to get that crazy; you can sell your product or service for a severe discount to get the ball rolling.

You can promise a 40% discount for the first 3 months to get your first 20 or so customers. Let your dry cleaning prospects know that this for the first 20 customers ONLY and after that it's full price.

Getting those first few customers is difficult. No one wants to be the first to take a chance on you. You have to give them a little incentive to be the first ones. That incentive could be to give away your dry cleaning or severely discount it.

The next step is key—you must get their permission as part of this great deal to use their name to go sell more. Without this agreement, the discounted or free sale you just made is worthless. I'd even go one step further. I'd get a testimonial letter after they've had their first delivery and they see the quality you offer. And then I'd use their testimonials in all of your sales letters and when you talk to a potential customer on the phone. And one more thing, get high profile customers if you can, so you can show them off.

If you have another business or a friend does, here's some advice: If you're selling something to businesses in your city, go get the highest profile car dealer, heating and cooling company, restaurant and so on. Get customers that everyone has heard of.

Initially, this is going to cost you some money, but you have to think of it as an advertising expense. Getting those first few customers are really tough and this is a great way of getting them. And the rest of your customers don't have to know that you gave the first few a deal to get them.

DC Marketing Strategy #79 **GIVE AWAY GIFT CERTIFICATES FROM OTHER BUSINESSES AROUND TOWN**

A mobile phone dealer in my hometown has been giving away free restaurant certificates to people who sign up for his service. He was doing this for several years before I met him and asked him why and how he does this.

Jim told me that he approached these restaurants with a mindset that he was doing advertising for them. He told them that he would mention their restaurant in all his advertisements and all they had to do was to provide him with \$25 gift certificates to give away. And on top of doing the advertising for them, he would get the people to try out their restaurants with the certificates. To start the restaurants out, Jim agreed to pay \$5 for each certificate whether they showed or not. He gave away four certificates to four different restaurants and it only cost him \$20. So Jim had a giveaway that had a very high perceived value (\$100) for only twenty bucks.

What could you do? You could do the same thing. Your new dry cleaning customers would appreciate going to some restaurants in their town.

And here are some more ideas for other businesses: If you had a nail studio, you could approach hair salons in your area and give away a haircut with every manicure and nails. And you could give the hair salon certificates to give away a manicure with every haircut. This way you are both promoting each other's business.

If you were a fitness gym, you could provide FREE 30-Day Membership certificates to local businesses around your facility. Use your imagination and try to think like the business you're approaching. What would be a good deal for them? Would that be a good deal for you? With trial and error, you'll find the right mix of FREE gift certificates that'll work for your dry cleaning business.

DC Marketing Strategy #80

ADVERTISE FOR FREE WITH YOUR OWN MULTIPLE ADVERTISING MAILING

This is a great one! —But it takes a little work. You've received those envelopes full of advertising from a bunch of local businesses. In those envelopes, there are twenty or so advertisements for businesses such as pizza parlors, landscapers, home improvement, dry cleaners like you, etc.

Call them up and pose as an advertiser and find out how much they charge. I think it's in the range of \$400 for a ten thousand mailing. You can do it for less. I know, because I've done it. Here's how you do it: next time one of those mailings comes to your house, open it up and you've now found your prospects. Contact each one of them and tell them that you're doing this so that your advertising is for FREE. It's so important to be honest with them. They are going to wonder why you're so much cheaper than the other mailer, so you tell them why. You can even make a little money with this and I recommend you do, because it's work. The first mailing will be the most work. After that, you call your advertisers and ask them if they want to do it again at that half price you did it for the first time. Most of them will say yes. You can even promise them exclusivity—something they won't get from that other Val Pak type advertisers.

I've never done this for the dry cleaning business, but I've done it for some of my other businesses over the years. It works like a charm.

DC Marketing Strategy #81

CREATE A COUPON BOOK FROM YOUR COMPANY AND SELL IT

You create a coupon book that gives discounts on certain types of dry cleaning.

Here is what a local auto repair shop did in my town. They created a coupon book with great discounts on all of their services and put it up for sale. They gave this coupon book to local charities and they charged \$25 and the charity got to keep all the money. The purchaser of the coupon book would get \$300 dollars plus in discounts. They gave a free front-end alignment, a free oil and lube with the purchase of an oil filter, a free battery recharge and so on. All of these services would get consumers into their shop and they would discover things wrong with their car that would need fixing.

You could generate dry cleaning customers for your business and at the same time you could provide some income for some young kids in your neighborhood. I know this takes work. All marketing takes work. The hardest part is getting going and getting it started up the first time. You could even have other coupons in there from

businesses around you and you could charge them for going in your booklet. So you could make some money off of this type of marketing.

And remember, someone just paid \$25 for a coupon book. They are going to look inside and start to use it. If it was given to them, they might just throw it in the garbage.

DC Marketing Strategy #82

USE ONLY MEASURABLE MARKETING—DIRECT MARKETING

Direct marketing is measurable. Don't use other types of marketing that aren't measurable. Don't be fooled by the advertising companies that tell you that you are making impressions out there.

**You can't take advertising impressions
to the bank and cash them.**

You can take a new dry cleaning customers check to the bank and cash it. Don't be tempted to use...

1. Institutional advertising
2. Non-measurable response advertising
3. Public relations and publicity that you have to pay upfront for.

These three kinds of marketing might have some place in your marketing plan, but not if you're tight on advertising dollars. You need to get dry cleaning customers in today and direct response marketing is your ticket.

Most large companies waste large sums of money on advertising that they have no idea is working or not. And if you don't know if it's working, it's probably not. You would be much better spending your money where the results can be definitively and accurately measured so changes can be made to develop successful response levels for every dollar spent—for that you must use direct marketing.

Included in direct marketing is:

#1 – Media Advertising That Asks For A Direct Response. That could be an ad that asks you to call a phone number that can be tracked. I use Kall8.com for all my tracking phone numbers. Direct response advertising is 99% measurable.

#2 – Media Used That Asks For A Direct Response. An example of this could be coupons sent through the mail to be redeemed with their first bill. Or by email, a sales letter announcing a FREE dry cleaning offer with a special invitation that must be printed out to use when they pay their first bill. Other examples include a postcard good for some FREE dry cleaning on with their first order.

#3 – *Radio Or TV Commercials That Ask For A Direct Response.* These commercials ask customers to call in or to come in and mention the stations call letters in order to get a discount or a free gift.

#4 – *Telemarketing That Asks For A Direct Response.* You call and ask for an appointment with your sales person. Or you can make the actual sales right on the phone.

As you can see there are many ways to measure who's listening and responding to your advertising. Just putting out ads that say your business is great and they should stop it won't accomplish anything but losing you some money. Take control of your advertising. Direct response advertising gives you that control.

Some salesperson called me the other day and asked me to advertise again on his website. I told him that I use only phone numbers that can be tracked and I didn't get one call. He said that advertising is like Novocain and that eventually it works. I told him he was wrong and that if I didn't get a call the first time I advertised, I wouldn't get any calls. He didn't know what to say. I think this is the first time someone told him he was wrong. He'll continue to make sales, because most business owners believe the "Novocain" theory.

Stay in control of your advertising.

DC Marketing Strategy #83 **FREQUENCY USAGE CARD**

You don't need to do this (and I don't), but you might consider it if the competition is really tough in your area.

You create a card that rewards your customers for using your product or service. Don't just give them some little rewards—make it worth their while.

You know how many frequent usage cards businesses are giving out these days? You have to make it worth your customers trouble first of all to carry your card and even better yet be willing to come back to use your product so that they can get FREE stuff. And if you can do it without a card, it's better.

I know what you're thinking—if they carry a card and they don't have it with them, they won't get the credit and it will keep them coming back. That will back fire on you. If you can do it automatically, it will serve you better in the long run. You'll surprise your customer with the FREE stuff or discount they get. And if you can tell them on their receipt how much they've got to go before they get the FREE stuff, even better.

DC Marketing Strategy #84

GET ALL THE INFORMATION FROM YOUR CUSTOMERS THAT YOU CAN

Harvey McKay is responsible for this one. In his book, *Swim With The Sharks*, he talks about knowing every little thing you possibly can about your customer. You should know his birth date, his wife and kids names and their birth dates too. Don't forget to get their anniversary date too. Send cards for all these occasions.

When was the last time you got a birthday or anniversary card from someone you do business with? I used to own his software and it asked you a bunch of questions of which you should know the answer to. His theory was that the more you knew the better you could serve him or her. And knowing your customer better than your competition kept you in the loop.

I even know a real estate broker who calls and sings "Happy Birthday" to each and every one of his clients on their birthday. He told me that he makes about ten calls a day. Most of the time he's singing into the answering machine. That's unique. He's also one of the top brokers in the city. Who is your customer going to call when their neighbor's looking for a dry cleaner? Separate yourself from every other dry cleaner out by doing things that are going the extra mile.

DC Marketing Strategy #85

USE POSTCARDS TO ADVERTISE—THEY'RE CHEAP & THEY WORK!

Now, you may be asking, "Why should I be using postcards as opposed to some other marketing tool, such as advertising in my local newspaper?" Please don't stop any of your other advertising if it's working for you and you can measure the results. But if you're like most small business owners, you don't have a lot of money to spend on advertising experiments. With that in mind, here are the Top Ten Advantages of Using Postcards (As a part of my program, you'll get 10+ postcards that work. Go to DryCleaningBook.com):

#1 - Postcard marketing is affordable, even for the smallest of businesses. A yearlong postcard marketing campaign to each name on your mailing list costs less than \$6 per name per year. Before you put any name on your list, ask yourself if this person would be interested in hearing from you on an ongoing basis. If you think so, that individual goes on the list, and, as mentioned previously, it will cost you around \$6 per name per year to keep her there. On the other hand, if you don't think that someone will want to hear from you regularly, keep him off the mail-very-often list and put him on the mail-every-so-often list. My list includes:

- My dry cleaning customers
- Prospective customers

- People who could send customers or prospects my way

#2 - When you're marketing with postcards, your competition doesn't know it. But they'll sure know it if you're advertising in the newspaper!

#3 - It's easy to track your results. Your postcard can tell the recipients to use the postcard discount when paying their first bill (or bring the card into your plant for a special discount). Or it can ask them to use a special ordering code when purchasing from your website. (I don't yet, but soon your customers will be able to order laundry detergent, micro fiber cleaning cloths, dryer balls and other products from your website).

#4 - Postcards are versatile. In a single mailing, you can seek business from prospective customers, and solicit repeat business from existing customers. Better yet, a postcard isn't just something to send through the mail. You can use postcards as oversized business cards; hang tags on your customers dry cleaning when you deliver it and mini-information sheets.

#5 - Your postcards can "brand" you and your dry cleaning business in ways that most marketing materials cannot. If you start and stick to a regular postcard mailing program, you and your business will gain quite a reputation, perhaps even a little notoriety.

#6 - Testing an offer with postcards is easy. Just send your card to a small group of people and see how many of them respond. If you're satisfied with the results, then roll out a bigger mailing!

#7 - Postcards don't waste people's time—they don't even have to open an envelope to read your message.

#8 - Postcards don't take up a lot of space. Your customers can carry them in their pockets, or carry them in their pocketbooks, for that matter. Hey, some of them might even create a postcard display on their refrigerator door!

#9 - Postcards are inexpensive to print. You could design what's called a "four-up" card—four cards on one 8 1/2 x 11 sheet of paper, print the design onto card stock, then cut the sheet into four cards.

#10 - Postcards are easy to redeem. If you're asking your customers to bring your postcard into your plant (or include it with their bill) for a special discount, all they have to do is show up with the card. Or you could include a special tracking code with each card mailing. Just ask recipients to enter that code into the order form on your website, or give it to the operator when they place a telephone order. The idea behind "Bring this card for a discount!" or "Use this code and get an additional 10% off on your order!" is to give people an incentive to do business with you.

DC Marketing Strategy #86

RISK REVERSAL

You've got to take the risk out of people doing business with you. What keeps people and/or companies from doing business with you? Figure out what that is and you'll get all the business you can handle.

You have to come up with a guarantee that gets rid of that fear. In the used automobile business the fear is that as soon as you drive your new-to-you car off the lot it will fall apart. Smart used car dealers are offering their own warranties so that fear will be eliminated. And these smart used car dealers are charging more to provide that service. Yes, they will have some cars coming back, but think of all the sales they made because of their guarantee.

I offer \$5 for every broken button my customers find on their laundered shirts. I know that I've dumped dry cleaners because of broken buttons. Not only because of the broken button, but also because of their attitude about it when I brought it to their attention. They didn't even offer to clean the shirt for free when I brought it in. Here's what I do: I give them \$5 for their broken button and I clean the shirt for free and I let them know that this is not normal and explain the process I go through to make sure they don't have any broken buttons.

Reverse the risk of doing business with you and watch your sales go crazy.

DC Marketing Strategy #87

MAKE DOING BUSINESS WITH YOU EASY, APPEALING, DESIRABLE & EVEN FUN

Who wants to do business with a company that makes it hard? I don't. And most people don't either. The "soup nazi" on the Jerry Seinfeld show is not a good example of how to run your business. That is show biz. In real life that business would not work. No matter how good his soups are, most people would not put up with his bad business behavior.

You should have people walking away from doing business with you with a good feeling in their gut. Their whole experience should put a smile on their face. And with that smile, they are going to recommend you to their friends and family.

What can you do to make it easy, appealing, desirable and even fun to do business with you? Put your personality into your business. Make your business an extension of whom you are. If you're into humor, do some funny stuff. Let your personality show through in everything you do. People like doing business with other people. They like doing business with someone who is real, not fake.

The next thing you can do is to make it easy to do business with you. Don't make your customers have to jump through hoops before they buy from you. Take over all the risks of doing business with you. Let them test-drive your dry cleaning by giving them some FREE dry cleaning. Make it easy for them to give your product or service a try.

Let your customers take baby steps before they take the big step of making the decision to use your dry cleaning service. I tell my prospective customers that they can decide after they use the FREE dry cleaning if they want to continue or not. I remind them that it's up to my company to make them happy. If they don't like what they see, we can part ways—no hard feelings.

In another type of business you could let them try your product or service for 30 days risk free. And don't pile on any restocking fees, or anything else that's not for free. You, the business owner, takes the total risk. Don't let your customers take any. Will some take advantage of you? Yes, some will. They are in the minority and they would have taken advantage of you any way.

Design your business as you being the customer. At first, look at it only from your customer's point of view, not a business owner's point of view. Be liberal and try some things that have never been done before. Test them out. You never know what can happen. You could discover a whole new way to do business.

DC Marketing Strategy #88 **MISTAKES=OPPORTUNITY**

Making a mistake with your dry cleaning customer can be turned into an opportunity if you handle it the right way. Most businesses run from their mistakes—DON'T you! Don't run from your mistakes—take advantage of them. Let your customer really know the kind of dry cleaner you are by the way you handle goofing up with them.

Your customer knows that you make mistakes. How you handle them determines if they will continue to do business with you and who they will tell them about it. It costs a ton of advertising money to get a new customer and only a fraction of that to keep an existing customer. Invest some of that advertising money to keep your customers happy that you made a mistake with. Give them some of your product free or severely discounted to show them that you care about them and value their business. This gesture makes great business sense. Take those mistakes and turn them into opportunities. You'll create someone who won't stop talking about your business.

Here is an example of my “Goof Up” letter I send out:

I’m So Sorry For My Goof Ups!

October 18th, 2007

Dear Deb & Roland,

Our deliveries have been screwed up lately. I’m sorry. You are probably not to happy with us. Thank you for bringing all of this to my attention. I’ve enclosed a certificate for \$10 worth of FREE dry cleaning to help with the pain I caused you.

Please cut out the certificate below and include it with your next bill.

Thanks you for being such a great customer. I appreciate your business!

Sincerely,



Greg Colosi
Colosi’s Cleaners
greg@ColosiCleaners.com



P.S. I want this to be the best dry cleaning pick-up and delivery service you’re ever experienced. Please call me questions or concerns you have.



Post Office Box 174, Pittsford, NY 14534 234-4400 ColosiCleaners.com

DC Marketing Strategy #89

SMILE

Smiling is so underrated. A smile is worth a fortune to your business. If you and your employees are always smiling, you create an atmosphere of caring and happiness. People want to do business with people who are positive. They don't want to do business with people who are negative.

I'm in my little town; there are two gas stations. The owner of one is smiling all the time and so are his employees. The other owner is negative and his main employee is worse than he is. I avoid this negative gas station like the plague. I really have to get geared up to go there. And I only go there when I can't get what I want from the other station. He should be in a business where he's behind the scenes. The only reason he's in business is because we don't have many choices for gas and minor repairs in my little town.

**How do you get your employees to smile?
You hire smiling people.**

Don't hire someone who doesn't smile in his or her interview. They don't know how to smile and they won't start. And this also means that you have to smile even though you don't want to. When you come to work, you forget everything else that's going on in your life and smile. My employees have no idea what's going on personally with me. When I see them I shed everything and put a big positive smile on my face. And this also goes for the telephone and your email and other correspondence. When you smile on the phone it shows through. And you can write in a way that shows you're happy too. I'm smiling right now—can you tell?

DC Marketing Strategy #90 **CLEANLINESS IS NEXT TO GODLINESS**

Your plant and vans must be spotless. Nobody likes a dirty business. I've walked into restaurants and have turned around and walked out because I could smell the bathroom. What were they thinking? Who would eat at that restaurant? Not me. And obviously not to many other people too—they are out of business now. I'm sure that wasn't the only reason they went out of business, but if they didn't care about their bathroom cleanliness, they probably didn't care too much about their ingredients and how they cooked things.

I know a chef whose kitchen is always spotless. He has a crew clean it every night and then he inspects it in the morning. I met him when he was a guest chef at a local restaurant and he brought his crew to clean the kitchen. He told the owner of that restaurant chain that he was disgusted by how dirty the kitchen was. The owner of that chain now keeps his kitchens as clean as Rick does.

Have you ever walked in a dry cleaning plant and people see that the corners are stuffed with dirt? What does that say about their cleaning ability? Not too much. I've been in some dry cleaning stores where I couldn't find a particle of dust. They are the one I do business with, not the dirty one. How do you feel when you walk in a dirty business? Not too good, I bet. Don't let people walk into your business and feel like that.

My vans are spotless. In fact, in one of my customer letter I tell them that if they spot one of my vans dirty, I'll give them \$20.

This goes for uniforms too. You and your employee's should be wearing freshly pressed and clean uniforms all the time. What do you think your customers will think of your route driver with a wrinkled shirt?

They will think that all your shirts are wrinkled.

Clean up your act and make your business spotless.

DC Marketing Strategy #91

EMAIL

Email is cheap way to stay in touch with your dry cleaning customers. What can you do to use email in a positive way to stay in touch with your customers. You could probably send them something once a week and not be a bother. It depends on what you're sending them that makes them want to read it.

I send them one of my quotelessons every week with a dry cleaning message of some sort. You can subscribe to getting my quotes and lessons here:
<http://famouslifequotes.org>

For other businesses: If you're in the biz-to-biz marketing business, you might send them a quick marketing idea of 200 words or less every week with your advertising tag at the end. If you're in the carpet cleaning business, you might send them a cleaning idea every week with your marketing tag. If you're a clothing store, you might send them a fashion tip every week with your adverting tag. I'm sure you get the idea. Come up with something you can email to your customers and prospects each and every week.

DC Marketing Strategy #92

THE HIDDEN VALUE OF YOUR CUSTOMERS

#1- Most dry cleaners concentrate on attracting new customers only. They don't even think of doing more business with their current ones.

#2 - A happy and satisfied customer is predisposed to buy again and again. You have their trust. They will be whatever you have to offer.

#3 - It's much cheaper to motivate a customer to purchase than to acquire a new customer.

#4 - The only reason a customer of your will jump ship is because you are ignoring him and a competitor is paying attention to him.

Many companies make the huge mistake of having all their contact with their customers goes through the sales representative or employee. This leaves the customers vulnerable to theft if the representative jumps to another employer. It also leaves too much opportunity for negligence on part of your employee.

Regardless of the layers of distribution between you and your customer you should establish some direct link. As the owner of a dry cleaning business, you can stay in contact with them by your weekly reminder voice blast, weekly emails, and monthly newsletters.

As the owner of a restaurant you can do that by coming around and chatting personally with the customers. As the owner of a large manufacturing company, you can do it with a newsletter and maybe a hotline telephone number.

Here are some of the ways that you can communicate with established customers:

- To introduce new products or services.
- To give advance notice of and explain price or fee increases.
- To offer special discounts or premiums.
- To provide useful information.
- To give recognition to top customers.
- To announce seasonal sales.

I've rarely seen a business that could not increase and improve through increased marketing to present customers. Communicate with your dry cleaning customers and you'll do more business.

DC Marketing Strategy #93 **YOUR CUSTOMERS & PROSPECTS DEMOGRAPHIC**

As a dry cleaner, you will automatically do this.

In the little town I live in there is a women's clothing shop. She told me that she doesn't need a customer list because most of her customers come from within five miles of her shop. Her shop is in the "so called" ritzy part of town. I finally convinced her to start gathering names. She was shocked to find out that over half of her customers came from other pockets around the city. I convinced her to do some direct mailing to those areas outside of what she thought was her demographic. Her business doubled within six months from this simple idea.

Who's buying your product or service? Is it who you think it is? You should have a customer list for no other reason than to find out whom where your ideal customer is coming from. Any other advertising that is not directed to that market is a big waste of time and especially money. Who are you spending your advertising dollar on? Do you know? You better. Do your own research. Don't let anybody tell you what to do when it comes to your customers. It took you lots of sweat to get them. Don't let them go. And while you're at it, bring in some more of them.

DC Marketing Strategy #94

POST-IT ADVERTISING

I'm sure you've seen some "Post-it" advertising. If you get your local newspaper, you've probably witnessed one affixed to the front of the newspaper. You can do that, but that's not what I'm talking about.

I know of a pizza shop that sends out a crew of kids every month to stick a small post-it of coupons to every door in his delivery area—all 5,000 homes. He attributed this one Marketing Strategy to his business's success. Can you believe that? Post-it advertising is what his business is built on. He told me that the people in those neighborhoods take the post-it off of their outside door and stick it to their refrigerator or where their phone is. When they're ready for pizza, they just take a look at the post-it.

Here is my post-it marketing for my dry cleaning business:



I take these post-its and stick them to doors of my non-customers in my route neighborhoods. You can get these at <http://iprint.com>

DC Marketing Strategy #95

GOAL SETTING

This doesn't seem like a Marketing Strategy, but it happens to be the strongest one you have. Nothing happens without a goal. Your dry cleaning business has no direction without setting some goals.

Where do you want your business to be in five years? From there you can decide what to do this year. And from that you can decide what to do this month, which leads to this week and that leads to today. What you do today is the most important part of this five-year plan. Without the action of today, nothing would happen.

Can you imagine Microsoft without a written plan of goals? They wouldn't be as big as they are today. They have a big department that doesn't do anything else but planning. The goals that you set for your business can be written down on one piece of paper, but you can't have them floating around in your head. That's dangerous. If you do that, they are not real. They only become real when you take them out of your head and put them down on paper.

There are a lot of books out there that talk about goal setting. The basic principle of all of them is that you must WRITE your goals down. It really doesn't matter what format you do this in as long as you do it.

DC Marketing Strategy #96

REMNANT ADVERTISING SPACE

You shouldn't pay full price for your advertising. If you're savvy, you can create your own deals most of the time. All newspapers, radio, TV and magazines all have leftover space at the end of their cycle. They realize that once the radio show is over, the show is broadcast, or the paper is printed, all the advertising opportunities in that segment or issue are gone forever. If a radio show has twenty minutes of advertising available but only sells fifteen, five minutes are gone, never to be sold again.

The savvy business owner can buy this leftover space. The industry calls this remnant space and sometimes it sells for as little as ten cents on the dollar. Here are some strategies for remnant advertising:

RADIO: If you buy a bunch of ads from a radio station during prime time, I'd request a bunch of remnant ads be thrown into the package. Let's say you purchase 10 prime radio spots during the drive time. I'd ask for 15 additional ads to run whenever at their discretion. Those remnant ads could run at two or three in the morning. It's space they haven't sold, so they'd be open to giving it to you for free or practically nothing.

TELEVISION: Your local affiliates and cable network have leftover space. It's not unusual to get a minute of airtime for \$50. Again, you'll get a better deal if you purchase a package of time and then ask them to throw in a bunch of commercials and air them at their discretion.

NEWSPAPERS: The media with the most remnant space is usually the most difficult to deal with. Most city newspapers are hesitant to deal with anyone except their biggest advertiser, but locally owned newspapers are a different story. Any time you can get to the owner herself, you have an advantage. They are a businessperson just like you and they like to make money. And they will sell their unused space at severe discount if they have to. One technique is to run a full or $\frac{3}{4}$ page ad and ask for remnant space throughout the rest of the newspaper for free referring to the ad and page number. This works like a charm because you are already spending the big buck with them.

MAGAZINES: If you're dealing with small magazines and can deal with the owner, you can get something going. Send your ad in with five different sizes and tell that you can run any of the ads at 40% of the rate card price. I've also picked just one ad size and sent it in with a letter explaining that I know that all magazines have remnant space and if you have some space available in your next issue, could you please include my ad. I also include a check for the amount I want to pay. This is important. It's hard for a small business owner to send back money. I've had this done to me for things I was selling and I took the money. It's a great technique--try it!

Well, were done with the 93 Marketing strategies I promised you. But I'm not really done. Remember the Under Promise, Over Deliver Weapon we talked about? Well, I have eleven more Marketing strategies for you.

DC Marketing Strategy #97 **PER INQUIRY (PI) ADVERTISING**

I have a client in my marketing consulting business that doesn't pay up-front for his radio and TV ads. He pays based on the number of leads that are generated from those ads. So when the phone rings, he pays the radio or TV station \$300 for that lead. He pays the \$300 whether he sells them a water system or not. This is called "Per Inquiry" or better known as PI advertising.

I know other companies that sell a product and give the advertiser a fixed amount of every product sold by the advertiser. The advertiser, in effect becomes your partner. You might end up paying more money this way, but you might have never run the ad. And if you end up paying more money, you can always switch and buy some remnant space.

Most advertisers are very skeptical of PI. You must convince them that this is going to work for them. And remind them that they can run your ads as filler for when they have nothing to run. Use your charm and sales ability to convince them to give it a try with you. Once you get one advertising outlet doing this, it will be easy to get others to join the bandwagon. Use your creativity. Every dollar you save goes right in your pocket.

DC Marketing Strategy #98

USE BONUSES WITH EVERYTHING YOU SELL

Everybody loves something for free. Bonuses are a great way to get your prospect to make a decision today. And some of the time they want the bonus your offering so bad that they will buy what you have just for the bonus product or service. I'm sure you've seen the ads on TV. All of them have bonuses. Why? Because they work. They wouldn't use them if it weren't proven to work. I always give away something for free when I'm selling my product or service and so should you.

If you run a beauty salon, you might give away a FREE haircut with a color for first-time visitors to your salon. And you might also include a bunch of hair products too. You've got to figure out what a customer is worth to you (Marketing Strategy #32) and based on that you can easily figure out what your bonuses could be. In some cases you might even lose money when you're acquiring you customer. A lot of companies lose money and make it up over the lifetime of their new customer.

What could you offer to get a customer? How about the restaurant certificates we talked about earlier? How about a FREE report on how to save money dry cleaning all your garments? How about some FREE dryer balls when you sign up?

Get creative and offer what no one else in dry cleaning industry does. Start observing what bonuses those businesses are giving away and see if they would work for you too. If your bonuses overwhelm them, you'll get lots of customers with them. Keep that in mind and get on the bonus train.

DC Marketing Strategy #99

SPEED & SERVICE

Most businesspeople don't think of speed and service as Marketing strategies, but they are so wrong. It might be right up there in the top ten of the Marketing strategies. I just ordered a pair of shoes online on Monday. I received them on Tuesday. Originally they told me that my shoes wouldn't be there for 4-5 business days. So I was expecting them on Friday or the following Monday. I got an email Tuesday and it said that I'd be getting my shoes today, Wednesday, for no extra charge. Zappos (<http://zappos.com>) said that it was their way of saying thank you.

And there wasn't even a charge for shipping in the first place. Now that's SPEED & SERVICE. It came out of nowhere. Guess where I'm checking first when I want to order some more shoes?--ZAPPOS!

This kind of service generates word of mouth. I've had a few people notice my new shoes and I told every one of them the story of how I saw them in our local newspaper on Monday. Got online later in the day and they showed up on Tuesday. And they all asked whom I bought them from. I told them Zappos! Zappos is even getting free publicity here in this marketing strategies book because they gave me great customer service.

Return phone calls immediately. Research missing garments immediately and call the customer back immediately. Deliver a special request a day early or later that day. Come up with more ways you can use speed and service.

Other business ideas: What can you do with your business that people often have to wait for? If you're in the custom made furniture business it's traditionally 8-10 weeks before you get your furniture. What if you offered it in 2-3 weeks? Would this increase your business? Definitely! Would people talk about your company? Definitely! Would word spread fast that you're the custom-made furniture company to go to? Definitely!

What if your dry cleaning pick-up and delivery company picked up in the morning and delivered that very night—would you get a following? Definitely! Think of what would be almost unbelievable in your business and get it accomplished. There is always a way to do something.

You can go to <http://nikeid.com> and order custom made sneakers or <http://myjoys.com> and order custom golf shoes. You can pick out the color scheme and have it exactly the way you want it. You can even have your name on them too. What does this cost? The same as if you were to buy them in the store. And you get them in less than two weeks. That sounds amazing to me. Custom made tennis shoes in less than two weeks and for the same price you'd pay for non-custom ones.

Whatever you're doing in your business, figure out how to do it faster. There is always a way. Throughout civilization, everything is being done faster. It's been estimated that a corporate white-collar worker at the turn of the century took a year to get done what gets done now in a week. So figure out how to please your customers by getting your product or service to them with lightning speed.

DC Marketing Strategy #100

THE NAME OF YOUR COMPANY

If you're in the dry cleaning business, the word "cleaners" or "dry cleaners" should be in your name. Don't let your prospective customers guess what business you're in. Getting new dry cleaning customers is challenging enough, why make it harder to figure out what you do?

This is a very emotional decision, but it should be a very logical. If you're a hair stylist, the name "hair salon" should be prominent in your name. It should be something like: "Spitale's Hair Salon."

I was just having this discussion with someone the other day. Her company's name had nothing to do with the business she was in. She told me that she named her company that because they were going to get into corporate training, and that was four years ago.

Why in the world would you name your company after something you're going to get into? Why don't you name it what you're into now? I'll tell you why. She fell in love with the name and thought about it and thought about it. She became emotionally attached to it and couldn't separate herself. This is the wrong way to name your company.

Take a ride down a busy street in your town and take a look at the signs. Can you tell what the business does easily by the name of their company? If you can, it's a great name. If you can't, it's a terrible name. It's not just you; it's most people who can't figure out what they do. Being in business is hard enough--having your potential customers try to guess what business you're in is just plain dumb.

The smartest retailers just put a big sign of what they do over their business. I've seen: DENTIST, DRY CLEANER, FLORIST, GIFT STORE, COFFEE SHOP, BARBER SHOP, HAIR SALON. These names don't leave anything to the imagination. I know it's not sexy, but it conveys exactly what these businesses do.

If you have millions of dollars to pound into people's heads what your business is, then you can name it anything you want. But if you don't, name your business something that when people see it or read it, they will know exactly what you do. And if you've already been operating under a name that makes no sense—CHANGE IT!

When I started my dry cleaning business, I picked a name and was using it for six months and then asked my customers in a survey which name they liked for my company. I sent out six different names and let them choose which name fitted by business. They chose a name other than my original name—Colosi's Cleaners. I went with it. I started the business knowing that I might change my name so I didn't invest in lots of stuff with my name on it. This name choice survey only cost me the stamps and the time.

If I had an advertising company choose my name, they would have charged me thousands of dollars and it might not of even been the best name. I know that by asking my customers I was going to get the best name for my business. They are the ones who are buying from me. They are the ultimate choosers of a business name.

DC Marketing Strategy #101 **SIGNS INSIDE & OUTSIDE**

Signage is so important. And now with all the ways you can make signs with your computer, you should have them everywhere. Don't leave anything up to the imagination. Tell your customers what's going on both inside your business and on the outside.

I was just going by a tailoring business the other day and there was a car parked out front with an arrow pointing to the tailor shop. It said "Ladies Alterations." What a great idea! He or she was willing to sacrifice the outside of his or her car to promote the business. With all the sign companies on every corner, I'm sure you can strike up a great deal to have your car, truck or van done up nice. Try to be non-traditional. I saw a pick-up truck that was in the business of colored pavement. He showed the different colors of pavement you could choose from right on the outside of his truck. I'm sure that truck has brought him in a ton of business.

One of my dry cleaners has his cell phone on the back of his van with a message to call him. He gets calls all the time.

And don't forget the clothing for yourself and your employees. First of all, it eliminates someone not dressing appropriately and second it sells your business. Make sure they are neat and pressed because this says your business is neat, pressed and knows what it's doing. If you let your employees wear wrinkled clothing with your name on it, you're sending out the wrong kind of message, especially in the dry cleaning industry. It says that you don't really care that much about your business and you run it very sloppy. Even if you don't, this is the message that everyone will hear loud and clear.

And don't forget pens, mugs and calendars. If your business warrants them, use them. All of this is a form of signage. Don't be concerned about putting signs up everywhere where the public can see them. You can't tell people too much about your company and what you do.

DC Marketing Strategy #102

HOURS & DAYS OF OPERATION

I went by a dry cleaner the other day and they were closed at 6pm. So I purposely looked at their hours to see when they were opened. It looked like the owner wanted to sleep in and go home early. He didn't open till 7:30am and he closed at 6pm. I don't know about you, but when I used to work in an office, I'd leave for the office by 7am and I wouldn't leave till around 6pm. This business is missing half of his customers. If I were he, I'd open by 6am and I'd close at 8pm. This gives everybody lots of time to get their dry cleaning in and picked up. I know his hours of operation are costing him at least 25% of his business.

So I went in and asked him why he wasn't open more hours (I often am very curious, so I go in and ask questions of businesses.). You are going to love his response: "I tried it for a week and hardly anybody came before 7:30am and after 6pm." "I tried"—for a whole week—WOW!

This character tried it for only one week. Do you think a week is a fair assessment? I don't think so. He should have committed for at least six months. Nobody knew he was open longer hours for that one week he tried his extended hours. I asked him if he put some big signs out front telling everybody of his new hours. He told me he didn't. This guy really didn't want this to work. He thought it was costing him more money and maybe he had to fill in if someone was sick. He wasn't really committed to his business. I later found out that he inherited his business from his father. He didn't build it, so he never sweated over it. He won't be in business for too long. Someone will come in next door and be open 24 hours a day.

Think long and hard about your hours of operation. Be open for your customers convenience, not yours. Think of what would be comfortable for your customers and do that. You can't sell your product or service if your customers can't come in or contact you because of your limited hours of operations. Lots of businesses have someone on call all the time. Maybe you should think about that even if your business hasn't traditionally done that. Be the first.

DC Marketing Strategy #103

GIVER VS TAKER STANCE

I'm a giver and you probably are too. In your business, you want to be the ultimate giver. You want to err on the giver side all the time. You want your customers to feel that they are always getting the longer end of the stick. Actually, you want them to feel so guilty that they want to give you something. This is called reciprocation. If you can get them to feel this way, you've got it going on in your business. They'll want to give you some referrals.

Always give them freebies. You walk into Sam's Club and they are giving away tons of samples. You can actually eat lunch in there with all the free samples. I feel guilty going from free sample to free sample. Yes, their goal is to get you to try their food products, but their goal is also to get you in a good mood so that you'll buy more of their products.

How do you feel when you get something for free? You feel good, don't you? I do. Go in there in the next few days and observe. Everybody is smiling when they get the free food. That good feeling gets you to buy more of their products and services.

I was in Trader Joes this past winter in Scottsdale, AR and they did the same thing. In the back corner of the store they have one of their employees cooking up a storm. You can have as much as you want. I ate lunch there most everyday and also spent a ton of money on their food. When I think of Trader Joes I get these nice feelings throughout my body.

Consider being a giver and not a taker. Takers don't ever feel good about themselves in the long run. Giving is where it's at in business as well as in life. Become an ultimate giver in your business and watch people buy lots of more stuff from you.

DC Marketing Strategy #104

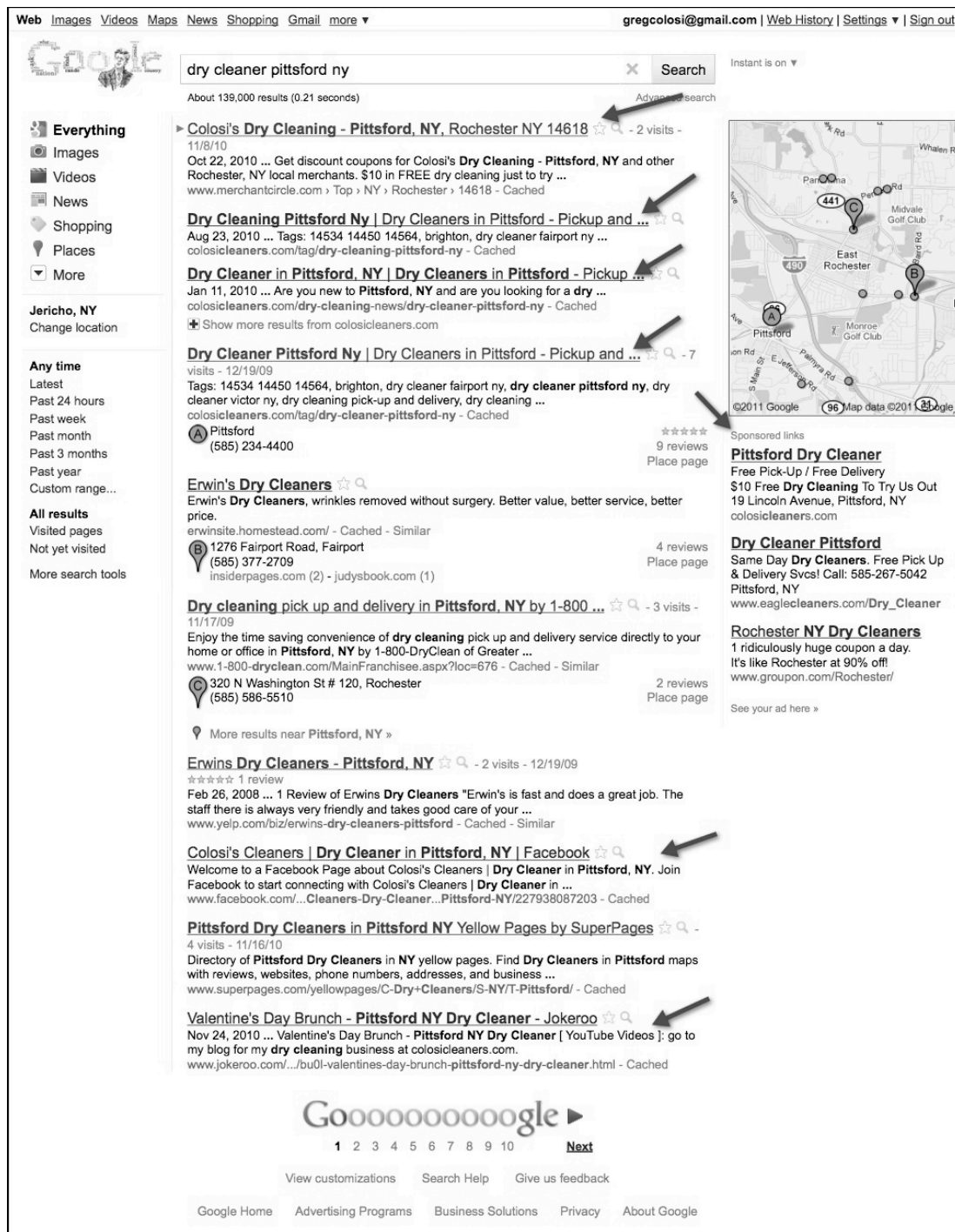
HOW DO YOU SAY HELLO & GOODBYE?

How do you answer your business phone? This is very important. You should hear the way that Paychex, a payroll processing company answers their phone. I asked the founder of that company if it was up to the person answering the phone to do it the way they wanted to. Tom told me that that person answering the phone is picked very carefully and that everything is scripted—even the inflection in her voice. He went on to tell me that that person answering the phone is the gateway to their company and that they better reflect what the company is. At that time Paychex was a \$50 million company and today they are over a billion dollars. Tom must know what he's doing with the person answering the phone.

How you say hello and goodbye is what people think about your company. Call a bunch of companies out of the phone book and see how they answer the phone. You can tell a lot about a company by how they do this. This hello-and-goodbye-thing should not be taken lightly. Think out how you can make the most positive impact on your prospects and customers. You want them to feel better after talking to you than they felt before they met you. And it should be that way with all your employees too.

DC Marketing Strategy #105 – HOW TO PROMOTE YOUR DRY CLEANER ONLINE IN YOUR TOWN OR CITY FOR FREE

When one of my prospective customers goes online to Google and types in: dry cleaner, pittsford, ny; this is what they get:



I'm #1, #2, #3 and #4 in Google when someone is looking for a dry cleaner in my home town! That's incredible.

This listing in did not cost me a dime. You can do it right now for your dry cleaning pick-up and delivery business and be listed in 20 minutes. If you don't have a listing, go to <http://Google.com/places> . If you'd like to find out more, just go to DryCleaningBook.com.

On the right is Pay-Per-Click, better known as PPC. I pay approximately 50 cents every time someone clicks on this. I don't have much competition in my area. If you'd like to find out more, go to DryCleaningBook.com.

I've optimized my website through "Search Engine Optimization" or SEO. As you can see, I dominate and have the first four listings. I own the real estate for 7 listing on the first page of Google. I can show you how to do this. If you'd like to find out more, go to DryCleaningBook.com.

Here are some quick tips to help you drive traffic to your local business online all for free.

Google Places: By creating an account and adding your information to [Google Places](#) you help Google understand that where you are and what communities you serve. If you verify your address with the system you can often get a highly visible map listing when people search for your service in your area. You can also take advantage of other free offers like Google Coupons to drive traffic to your business.

Yahoo Local: Create a free listing in the [Yahoo Local Directory](#). When people search for your business or dry cleaners in your town your listing will come up. Try to ask your customers to fill out reviews for your dry cleaner; listings with better reviews come first.

YellowPages.com: Take advantage of the trust and branding that the Yellow Pages have. The most basic listing the offer is free, so be sure to [sign up](#).

SuperPages.com: This is another online directory that is popular with many consumers, sign up and [get listed for free](#).

Update you Data: Many local services pull from popular sources to of the most commonly used ones are [InfoUSA.com](#) and [Axicom.com](#) get your data right in these services and many other services will pick up the correct information.

Press Releases: Is your business doing something new and exciting online or offline? If you are, make sure you're promoting it.

Here are some places that you can get your dry cleaner listed for FREE or close to it:

City Search - <https://selfenroll.citysearch.com/>
 SwitchBoard - http://www.switchboard.com/cobrand/sb/help_yp.asp#YP31
 Local.com - <http://www.local.com/partner.htm>
 Insider Pages - <http://www.insiderpages.com/>
 Judy's Book - <http://www.judysbook.com/merchant/>

DC Marketing Strategy #106 **DOES YOUR WEBSITE BRING IN CUSTOMERS?**

This is my website: <http://ColosiCleaners.com>

Go to my website and surf around and see the different things I have.

SPECIAL BONUS: \$10 OFF YOUR FIRST LOAD!
 NO START-UP FEE! TRY WITH NO OBLIGATION [Click Here!](#)



FREE Pick-Up
 FREE Delivery
 Next Day Service

Colosi's
 Cleaners
 234-4400
 ColosiCleaners.com

Colosi's
 Cleaners

Call 234-4400 to find out how you can get **FREE** Dry Cleaning!

[Find out more](#) about our **FREE** Pick-Up & Next Day Delivery Service!

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Pittsford Dry Cleaner Offers FREE Pick-Up, FREE Delivery & \$10 Dollars Worth Of FREE Dry Cleaning To Give His Service A Try!

Call 234-4400 to get going or go here and sign-up online!

Most dry cleaners that pick-up and deliver charge you a fee or increase their prices—even with these high gas prices, I don't! Hi, my name is Greg Colosi, I live in the village of Pittsford, NY and I run Colosi's Cleaners, a dry cleaning home delivery service.

We have no stores, only vans. I started this business just over 13 years ago and my 700+ customers love me. Why wouldn't they?

I save them time and money, just like I would do for you. And how do I do that?

You don't have to run back and forth to the dry cleaning store any more—I'll save you the time and the \$2.89 per gallon gas money. And I'm not expensive. In fact I'm less than quite a few dry cleaners in

7 QUESTIONS

To Ask Your Dry Cleaner!

First Name *

Email *

Cleaning Tip of the Week

Get it FREE Here!

First Name *

Email *

Pages

This is a direct response website. It is designed to get your prospect to call you if their hot and ready to go or to at least leave their name and email address so you can keep in touch with them until they are ready to use your service.

If you don't have a website, or yours doesn't bring in the business, I have a solution for you. Email me at greg@drycleanerprofits.com and I'll get some information on a site just like this one for your business.

DC Marketing Strategy #107

HOW TO GET ONLINE REVIEWS

Here are a bunch of reviews I got on Google.

Web Images Videos **Maps** News Shopping Gmail [more](#) v gregcolosi@gmail.com | My Profile | Web History | My Account | Help | Sign out

Google maps

Show search options

My Maps Edit this place - ✓ Owner-verified listing << Print Email Link

Colosi Cleaners ☆

Pittsford, NY
← Back to overview

Reviews by Google users

1 - 9 of 9

Nov 4, 2010
★★★★★ **Colosi Cleaners** I was hesitant at first to use a pickup service for **dry cleaning**. Greg and his crew quickly put my hesitations at bay. Not only are they fast and courteous, they are reasonably priced and offer same day service. I will never drop off my own **dry cleaning** again. Greg and his crew are the best!

Was this review helpful? Yes - No - Flag as inappropriate
 ?

Oct 28, 2010
★★★★★ **Colosi Cleaners** Colosi's has the best attitude policy and execution of a **Dry Cleaning** service. They openly welcome off-day pick-up and drop-off, even for just one item, and will replace buttons! They ARE the best.

Was this review helpful? Yes - No - Flag as inappropriate
 ?

CM - Oct 27, 2010
★★★★★ **Excellent work** We have used Colosi's since they first opened and have never had an issue. He is always prompt and courteous and reasonable priced. Cant beat having everything picked up and dropped off for you.

Was this review helpful? Yes - No - Flag as inappropriate
 ?

Oct 14, 2010
★★★★★ **good service- can't be beat** This is a great **dry cleaners!** They pick up and deliver and are no more pricey than the others . I highly recommend Colosi's **dry cleaners!**

Was this review helpful? Yes - No - Flag as inappropriate
 ?

Oct 12, 2010
★★★★★ **Colosi Cleaners is Cool!** The best run, most communicative local business you'll find. Daily emails with inspirational messages sandwiched into good **cleaning** information (and recipes), along with twice weekly pickups and home delivery make this a model business. How wonderful at a time when so much is becoming less personal, to find a company that really connects one to one. Both in person and by email. Give them a try. -Susan

Was this review helpful? Yes - No - Flag as inappropriate
 ?

Oct 12, 2010
★★★★★ **Colosi's Cleaners** Colosi Cleaners delivers - that is, they are a **dry cleaner** that provides a home pick-up and delivery service that also provides high quality **dry cleaning** results. Greg makes the process very simple, keeps his schedule commitments and delivers our **dry cleaning** order which is immaculately done to our specific requests. I've used other services in the past but Colosi's is by far the best I've seen. I highly recommend this **dry cleaner**.

Was this review helpful? Yes - No - Flag as inappropriate
 ?

tyler - Oct 12, 2010
★★★★★ **Great dry cleaning service** I have been using Colosi Cleaners for years and they are the most dependable **dry cleaning** service. The 2 days a week delivery service is great and I love the weekly reminders from Greg so I don't forget to put my bag outside! :-)-Tyler... **Pittsford, NY**


Was this review helpful? Yes - No - Flag as inappropriate
 ?

Oct 12, 2010
★★★★★ **Great service and Value!** We have been using Greg for over 7 years and found him to be a highly dependable service provide. Always willing to go the extra mile and very customer focused.

Was this review helpful? Yes - No - Flag as inappropriate
 ?

Oct 12, 2010
★★★★★ **Colosi Cleaners** How refreshing! A service provider that surpasses expectations. We tried Colosi cleaners after an initial offer from them only to find their service to be better than advertised. Way to go Colosi cleaners and keep up the great work.

Was this review helpful? Yes - No - Flag as inappropriate
 ?



Ads

Slate - Delivery Cleaners
If your time is money, shouldn't you let us do your laundry?
slatenyc.com/Don'tLoseTime

Image Dry Cleaners
Free Pick up/ Next Day Delivery
\$10 OFF to try our Service
www.imagedrycleaners.net

Roseville Dry Cleaning
Come Into Our Dry Cleaners for Laundry Services & Dress Cleaning.
www.BeldingCleaners.com

Local Laundry Services
Laundry services - dry cleaners, same day, pick up services.
yellowpages.com

[Report a problem](#) - [Edit this place](#) - [Terms of Use](#) - [Help](#)

[Google Home](#) - [Advertising Programs](#) - [Privacy](#) - [About Google](#)

I was able to generate all these reviews by taking action.

This is what I did: I sent an email out to all of my dry cleaning customers asking them if they would write a review about their experience with my dry cleaners.

Here is the email:

Greg,

Can you help me out? I'll give you a \$5 credit. It will only take a minute or two.

I've just signed up with Google Places. It would really help me out if you could give them a review of my dry cleaning pick-up and delivery service. Here is the review link:

<http://tinyurl.com/4oxq9bu>

Just pop me an email to let me know you've done this and I'll credit your account for \$5 immediately for helping me out.

***Your crazy dry cleaner,
Greg***

So that's what I did and I got all those reviews. What good are the reviews? Gets you to show up on Page One of Google and all the other search engines.

What am I going to do next? I'm going to email those back that gave me the reviews and ask them to do one on Yelp or Merchant Circle for me—and I'll bribe (bribing is done all the time in business. When you use a coupon, the company is bribing you.) them again with another \$5. I'll let you know how that turns out.

Caution: Only ask a few every couple of days to do a review for you, because if you get a bunch of reviews on one day, some joker will turn you in and get the reviews taken off. How do I know this? This happen to me on Yelp.

DC Marketing Strategy #108
USE YOUR DRY CLEANERS FOR LOCAL SCHOOL AND ORGANIZATION'S FUNDRAISING EFFORTS

Fundraising is a great way to get customers for your dry cleaners. I modeled mine after one of my mastermind members, Bob Britton. Bob owns and operates an auto repair shop. I thought I could do something similar and I did. And it works like a charm.

Here is the front (postcard size):



And here is the back:

Colosi's Cleaners
Dry Cleaners & Launderers

Colosi's Cleaners
234-4400
www.ColosiCleaners.com

31123

A \$95.00 VALUE FOR ONLY \$20.00!!!

Free Pick-Up • Next Day Delivery • 234-4400
www.ColosiCleaners.com

FREE \$15 of dry cleaning with your first order	FREE \$15 of dry cleaning with your second order
FREE \$15 of dry cleaning with your third order	25% OFF of drapery cleaning <small>(Up To A \$50 Value)</small>

Name: _____ Phone: _____ Today's Date: _____
Address: _____
Email: _____

This fundraising card is pretty self-explanatory.

The selling price is \$20 and the school or organization keeps all the money. That is how they get paid. You get to keep all the customers. No check at the end of the month or quarter to pay them.

You can set up a form on your website so that whomever is in charge of the promotion, inputs all the information on that form.

Now you have your prospects email addresses and they gave you permission to contact them by filling out this postcard.

So these customers don't cost you anything (except for the postcards) until they sign up with you.

Contact all the schools and organizations in your hometown and ask them if they'd like to consider this promotion. I think you'll grab a few.

DC Marketing Strategy #109 **BUSINESS OFFICES, DOCTOR & DENTIST OFFICE'S ON YOUR ROUTE.**

You're passing doctors, dentists, insurance and all other kinds of businesses while your on your residential route. Why not grab an office and handle many customers with one stop.

Zak Kogen, a member of mine is very successful with this model. I crafted some sales letters he could use to get these businesses to call him. And when they call and invite Zak in, he's got another package that he hands out to all the employee's of the company asking them for their dry cleaning.

He's even figured out how to get day care center's customers as route customers. It took a while to figure this out, but he's got it down to a science now. He recently got 12 new route customers out of one day care center.

Most businesses have people that use dry cleaning and it's better that you pick it up at their office then them having to schlep it to the dry cleaners.

And if you follow some of the other ideas in this book, you can create a sales letter to get them to call you. Or you can get my "Biz Route System" to do the job for you. Go to DryCleaningBook.com to find out more.

DC Marketing Strategy #110 **HOW TO USE LOVE TO GROW YOUR DRY CLEANING BUSINESS!**

This is our last Marketing Strategy and I saved the best for last. Where does love fit in when you're running your business? There are many different kinds of love and the love I'm talking about here is not the mushy kind of love or the love you have for your family. You know what I mean?

First of all, you should love what you do. You should be in love with your product or service. If you're not, you should get to that point or get out of what you're doing. How you feel about what you're selling will show through in everything from your handshake to the letters you write. So fall in love with what you're doing. Can you tell I'm in love with what I'm doing? I love showing people how to run successful companies and writing stuff with a passion—hopefully you can tell.

When you are in love with your business, it shows in everything you do. Your prospects and customers will feel it. And it goes without saying that you treat them with love and respect. Treat them like you'd treat your closest friends. If you make

your business decisions with love, you're making the right decisions. It might set you back a couple of steps initially, but in the long run you'll be way ahead of the game.

Take one at a time and give it a try. Success is series of mistakes until you find out what works for you. Thank you so much for the opportunity to write this book. I really enjoyed it and I hope you did too!

The Most Incredible FREE Gift -- Ever!

\$614.91 Worth Of "PURE" Route-Building Information Yours Absolutely FREE...

Dear Dry Cleaner,

You're probably wondering why I'm literally giving you \$614.91 worth of my best Route-Building information and advice for FREE (just \$19.95 S & H).

It's because I'm trying to get you "hooked!" That's right. I'm shamelessly attempting to get you "addicted" to my "NO Door Knocking" Route-Building advice. Look, if I truly can put thousands, tens of thousands (or more) dollars in your pocket with my advice you'd be silly not to continue, right? Of course! Now, let me tell you what I've put together for you:

*** Gift #1 ***

You'll receive a FOUR CD Set of a Greg Colosi's Teleseminar entitled "Having the Confidence and Power to Build a Huge Route & Dry Cleaning Business. " These four CD's will give you the ammunition to get your head set start and ready to build your dry cleaning business. What's holding you back? You'll discover what it is and how to over it. How Experiencing This Record Teleseminar Can Supercharge Your Skills, Skyrocket Your Income And Secure Your Success:

1. You'll be taken "inside" my personal modus operandi.
2. You'll "travel" from A to Z with me, through experiences, as no other audience has done before or will do in the future. Get the synthesis of 31 years of expensive experience and use it as your personal shortcut to your goals.
3. You will hear a "list" of TEN BUSINESS-BUILDING TOOLS for you to apply and use.
4. You will hear actual examples and case histories of my most prized strategies at work with dry cleaners just like you.
5. You will even hear from a number of my "students" about how they are using my methods in their dry cleaning businesses. **\$395.00 Value**

*** Gift #2 ***

Enjoy TWO Full Months of Greg Colosi's "ELITE" Gold Membership: I'm going to do something I swore I wouldn't do. My stingy accountant thinks I'm nuts but I don't care...let me be perfectly blunt with you. I hate sampling and I detest giving out freebies. But, I'm going to make this single exception. With that said, let me describe what I'm going to hand you.

1. For the next 2 months you will receive THE NO DOOR KNOCKING MARKETING NEWSLETTER. Each issue is at least 8 packaged pages, usually more. Current members refer to it as a day-long intense seminar in print, arriving by first class mail every month. There are always terrific examples of "what works," timely marketing news, trends, ongoing teaching of my most important dry cleaning strategies... and more. Look, it's LOADED! L-O-A-D-E-D!
2. For the next 2 months, as a Gold Member, you will receive MONTHLY EXCLUSIVE AUDIO CD. These are my exclusive group coaching calls where we uncover techniques and ideas that are working with other dry cleaners to get them route customers. And once in a while I interview famous business authors, marketing experts and speakers. Use these CD's to turn commuting hours into power thinking hours.
3. As an "elite" Gold Member, you will also receive a MONTHLY MARKETING GOLD HOTSHEET. This is a separately printed supplement added to each Issue of your THE NO DOOR KNOCKING MARKETING NEWSLETTER, featuring especially timely marketing information, special opportunities, resources, tips, and article reprints. PLUS -- SPECIAL IN-DEPTH STRATEGY REPORTS that I only share with my Gold Members.

4. I'll make it easier for you to get my first hand advice with SPECIAL FREE CALL-IN TIMES. Three to four (or sometimes more) times a year, I schedule Open Call-In Hours ONLY for Gold Members, making it substantially easier and more convenient for you to have "one-on-one" access to me personally. I'll even bury you in "Special Perks" with my FREE "Elite" Gold Membership Offer:

*GOLD MEMBERS' RESTRICTED ACCESS WEBSITE: A section of the NoDoorKnocking.com website contains past issues of the THE NO DOOR KNOCKING MARKETING NEWSLETTER, articles, special news, etc. ONLY Gold Members are given the access code for this website.

*CONTINUALLY UP-DATED MILLION DOLLAR RESOURCE DIRECTORY: There are contacts and resources that I and my members use - and in many cases, have found only after diligent and difficult searches.

*GOLD MEMBER "ONLY" DISCOUNTS: As a Gold Member you will receive "at least" a 30% discount on all No Door Knocking Events and services. We currently charge our Gold Members \$59.97 a month, so you can see this is a real.... **\$119.94 Value**

**** Gifts #3 & 4 ****

I'm not trying to brag, but I have access to the top experts in the world when it comes to marketing online. And every so often I interview them to find out the hottest trends and way to get your dry cleaner to the top of the search engines.

Included with THE MOST INCREDIBLE GIFT EVER... you'll receive two ADDITIONAL CDs of two of these calls.

One of these CDS is a call we did with my mastermind member and friend, Andrew Wroblewski. "Big A", as we call him, is the geek that you can understand. He talks in everyday words so that a newbie to this world of the Internet can even understand.

And the other call is with my millionaire younger brother Mark. He took a company I started (and later sold to him) and turned it into millions of dollars when he sold it 7 years later. Mark is an expert in "emotional direct response" marketing. He is going to talk about the "12 Biggest Mistakes That Business Owners Make When It Comes To Advertising." I know he's my brother and I always make fun of him, but this stuff can make you a ton of money in your dry cleaning business. **\$99.97 Value**

Unbelievably, There's Still MORE...

(After all, this IS the Most Incredible FREE Gift Ever!)

You'll also receive Greg Colosi's Success Marketing Strategies online course. Several times a week I'll provide you with valuable marketing information and strategies that have been proven and tested by hundreds if not thousands of successful businesses of every type, size and locale. You can opt-out at any time (but I seriously doubt you ever will) Value: Priceless. Total Gift Value: \$614.91

How to claim YOUR most Incredible *FREE Gift*... I suppose I should point out... just ONE really good idea, strategy, improvement, or kick in the butt you get from all of this can easily provide a HUGE amount of added income in your business.

To take advantage of THE MOST INCREDIBLE FREE GIFT EVER you only pay a one-time charge of \$19.95 (or \$39.95 for Int'l subscribers) to cover postage (but this is for everything).

Frankly, you've got to experience everything for yourself because anything I or anyone says just doesn't matter until you try it.

Then, after the FREE two months of receiving your "ELITE" Gold Membership benefits, I will automatically charge you the lowest price that I offer Gold Membership, only \$59.97 a month or \$69.97 for Int'l subscribers.

And here's the best part.

If after the FREE two months, or anytime thereafter, you want to cancel your membership, simply give us a call at 888-661-7992 or email us at newsletter@drycleanerprofits.com and my office will STOP charging your credit card immediately.

No questions, no hassles, no hard feelings. You must be completely satisfied. If not, I want you to cancel your membership.

I'm sure that once you experience my MOST INCREDIBLE FREE GIFT EVER, you will discover overlooked opportunities in your dry cleaning business and realize ways to increase income while reducing unnecessary stress in your life. Go ahead and see if -- just click here to get started and your FREE gifts and the first issue of THE NO DOOR KNOCKING MARKETING NEWSLETTER as well as all of the other goodies will be rushed out to your door with my compliments and totally at my risk!

Best,



**Fax to 1-877-223-1688 or go to DryCleaningBook.com/most-incredible
To Get All This Incredible Free Stuff.**

Name: _____

Address: _____

City: _____ State: _____ Postal Code: _____

Card Type: M/C Visa Amex Discover #: _____ Exp: _____

Cell#: _____ Email: _____

I authorize you to charge my credit card \$19.95 for USA orders or \$39.95 for Intl orders. And after 2 months FREE, you're credit card will be charged \$59.97/mo or \$69.97/mo for International orders. You can cancel at any time. You can email us anytime at: newsletter@drycleanerprofits.com