

The **FAST TRACK**



Marketing for the Owner/Operator Module

Proven Marketing Strategies, Systems, Ads and Brochures for Small Companies, New Companies and Owner Operated Carpet Cleaning Companies...



- 1. The Marketing Audit - A step by step guide to the marketing materials that every cleaning company should be using with examples, purchasable resources, and with over 30 customizable brochures included.**
- 2. Package Selling – How and why to implement package selling for your carpet cleaning services with customizable brochures included.**
- 3. The Potential of Your Marketplace – A spreadsheet based program that will teach you how to determine the total revenue available in your service area for residential and commercial carpet cleaning as well as residential fire and water damage restoration services. By selecting your market share potential, you can calculate both short and long term goals for income for your cleaning and restoration industry.**
- 4. Marketing without Money – 13 proven marketing ideas that cost little or no money that your company can implement to grow your business. The module includes examples and customizable brochures.**

Discover proven strategies, systems and brochures that companies just like yours are using to grow their businesses. This is the ideal module to build the foundation of your future marketing programs on.

Ideal starter module - If you want specific examples of brochures, forms, ads, postcards, information sheets, and more that you can customize to your business, then this is the module for you!

The **FAST TRACK** Marketing for the Owner Operator Module includes over 60 different specific examples of marketing materials that you can start using in your company right away

Remember that ALL FAST TRACK Modules come complete with a narrated, interactive PowerPoint learning presentation, manuals, a computer CD packed full of sample forms, brochures and ads, and ready to print materials.

The FAST TRACK Marketing for the Owner/Operator Module Includes...

The Marketing Audit

1. Narrated Powerpoint on CD with pictures and links to all materials
2. Marketing Audit and Implementation Development Guide
3. Customizable Materials

- ✓ AfterCare Procedures – CF01
- ✓ Aftercare Letter/Protector Applied – CF02
- ✓ Award of Commitment – CF03
- ✓ Business Card Template w?example – CF04A,B
- ✓ "We Cleaned Under Here, Too" – CF05
- ✓ Door to Door Script for HomePro Spotter – CF06
- ✓ Door Hanger 1 – Don't Do It Yourself – CF08
- ✓ Door Hanger 2 – We just cleaned the neighbors – CF07
- ✓ Door Hanger 3 – Better Things to Do - CF09
- ✓ Follow Up Postcard – CF10A, B
- ✓ Suggested Headlines– CF11
- ✓ How To Care for Your Carpet – CF12
- ✓ "Troublefree" Residential Maintenance Agreement – CF13A,I
- ✓ Maxim Applied Certificate – CF14
- ✓ Package Selling Brochure – CF15
- ✓ Pet Urine Deodorization Options – CF16
- ✓ Precleaning Checklist – CF17A
- ✓ Precleaning Disclosure – CF17B
- ✓ Cleaning for Health – CF18
- ✓ Referral Check – CF19
- ✓ Reminder Letter/Protector – CF20
- ✓ Follow Up Flyer – CF21
- ✓ Home Pro Consumer Spotting Chart – CF22
- ✓ Sticker Examples – CF23
- ✓ Upholstery Cleaning Preview – CF24
- ✓ Silver Package Sheet – CF25
- ✓ Gold Package Sheet – CF26
- ✓ Platinum Package Sheet – CF27

Package Selling

1. Narrated Powerpoint on CD on the Power of Package Selling and How to Present Package Selling to Your Customer
2. Customizable Brochures

- ✓ Package Selling Brochure – CF15
- ✓ Package Selling Sheets – CF26, 27, 28

The Potential of Your Marketplace

1. Narrated Powerpoint on CD Explaining How to Fill Out Spreadsheets

2. Resource Guide – Where to Find The Numbers for Your Service Area

3. Spreadsheets

- ✓ Residential Carpet Cleaning Projections
- ✓ Commercial Carpet Cleaning Projections
- ✓ Water Damage Restoration Projections
- ✓ Fire Damage Restoration Projections

Marketing Without Money

1. Narrated Powerpoint on CD Presenting 13 Proven Marketing Ideas and How To Implement Them

2. Brochures and Bonus Items

- ✓ Carpet Benefits Brochure (CF28)
- ✓ Carpet Inspection Form (CF29)
- ✓ Emotional Selling Words (CF30)
- ✓ Preinspection Report (CF31)
- ✓ Carpet Cleaning Income (CF32)
- ✓ Client Feedback Form (CF33)
- ✓ Prospect Follow Up Letter (CF34)
- ✓ Marketing Your Company

3. Service Providers Referral Network

- ✓ Service Providers Referral Network Info Pack (CF37A)
- ✓ Service Providers Referral Network (CF37B)

PRICING: Part Number FT029 Price \$229.00

To order, call your local Bridgepoint Distributor, or Call Richard Michaelson, the Business Support Programs Director for Bridgepoint Systems at 1-800-794-7425, extension 130.



The **Fast Track** Business Growth Modules were developed by Howard Partridge and Bridgepoint Systems. Howard Partridge operates one of the industry's most successful high-end carpet cleaning businesses, having built his company



from the trunk of his car to a \$2.2 million dollar enterprise. The systems and strategies included in the **Fast Track** Modules are put to use every day in Howard's company, Clean As A Whistle, in Houston, Texas. Take your company to the next level by implementing the **Fast Track** System!