

FOR THE ELITE OF THE DRYCLEANING INDUSTRY

Why Does a Drycleaner Need a Website?

*“Staying ahead
of the competition”*



BY
DENNIS MCCRORY

Websites are one of the most overlooked vehicles of advertising for local, owner-operated businesses.

Yes, every drycleaner needs one. Even if you don't offer pick up and delivery. And, even if you aren't yet interested in capturing email addresses to really capitalize on your internet investment.

I'm not suggesting that all drycleaners need to actually transact business online. I'm only saying that everyone who has ever had a listing in the Yellow Pages needs to also be available on the internet today. It's where your customers expect to find you. It's where today's consumers look first!

If you're thinking you might not be able to afford putting up a website, think again. For a simple website, a budget of \$1,500 to \$2,500 for construction and \$75 to \$100 for monthly maintenance and updates should cover it. Robust sites with streaming video, opt-in subscriber functions and other, more complicated features can run between \$2,500 and \$3,500 for con-

struction and \$400 to \$2,500 for monthly maintenance and updates.

Properly constructed, a website allows your prospects to gather the information they need from the privacy of their own homes or offices. What are the questions your counter people answer every day? And how, exactly, would your best counter person phrase those answers on his or her best day? This is the information that needs to be available 24/7 on your site.

In addition, your site should be linked to DLI and NCA and every other organization that can supply valuable consumer information to your customers. This lends credibility to your business and maximizes the benefits of belonging to these associations.

Think of your site as a relationship builder, a bridge between your advertising and your front door. This is the easiest way to convince potential customers to get in their car, drive to your store, park that car and walk in your door. Or, at least, call for pick up and delivery service, if it's

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WHY DOES A DRYCLEANER NEED A WEBSITE? (Continued from page 1)

offered. The internet is heaven on earth for the modern consumer. That's because most people prefer to gather information anonymously. They prefer not to call and identify themselves in order to get the information they need. Even more unlikely is that they'll choose to walk into your store and talk to a counter person. Most people aren't necessarily shy--they simply like to gather all the facts before they put themselves in a position where they'll likely be asked to answer questions. Forty-nine percent of your customers strongly prefer to know that you offer the services they need before they walk in your door. And even the other 51 percent of your target market will appreciate an informative site that functions as an expert during all those hours you're not open for business.

You must realize by now that most of your customers are online. Several times a month, I speak to large groups of people. And I always ask, "How many of you have used a search engine within the past seven days to research a product or service that you were considering purchasing?" I raise my own hand as soon as the question is finished. The hands raised in response have never been less than 85 to 90 percent of the crowd.

Additionally, you'll want a website builder who understands search engine optimization. A website is relatively useless if it's not among the first three choices that appear when a prospective customer is looking for a good drycleaner in their

area. Search engine optimization is the process of improving the volume and quality of traffic to a website via "organic" or "algorithmic" search results for targeted keywords. Usually, the earlier a site is presented in the search results, the more searchers will visit that site. It is now possible to use search engine optimization to target local searches. Eye tracking studies have shown that searchers scan a search results page from top to bottom and left to right, looking for a relevant result. Placement at or near the top of the rankings therefore increases the number of searchers who will visit a site.

**“You’ll want
a website
builder who
understands
search engine
optimization”**

As a marketing strategy for increasing a site's relevance, a knowledgeable site-builder considers how search algorithms work and what people search for. Their efforts may involve a site's coding, presentation, and structure, as well as fixing problems that could prevent search engine indexing programs from fully spidering a site. Other, more noticeable efforts may include adding unique content to a site, ensuring that content is easily indexed by search engine robots, and making the site more appealing to users.

The Golomb Group is currently offer its Members the opportunity to have customized websites developed for \$999.00. If you currently have a website that needs to be redesigned and up-dated, the cost is only \$675. These will be some of the best advertising dollars you will ever spend. Call 1.800.833.0560. ♦

“The Love Factor”

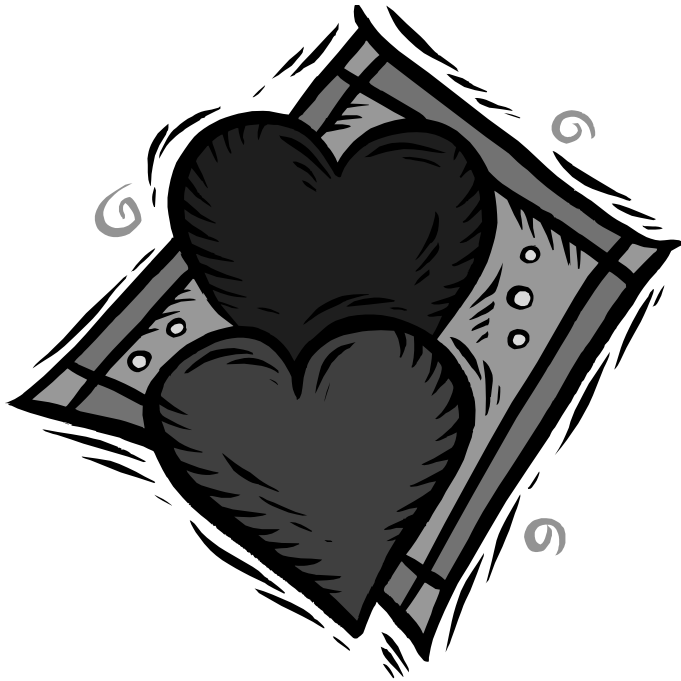


BY ED ROTH

I travel around a lot and visit a lot of retail stores. I always look at the customers, the staff, the ambiance, and the general feeling promoted by the whole experience. I can tell a successful

businessman or manager from one who just doesn't give a darn. I know I'm a sucker for smiles and these days they are getting harder and harder to find. I used to go three blocks away to get my bagels on Sunday morning. The bagels are good, the staff is good and everyone is dedicated. "Who's next" is the ubiquitous sound and you step up and get served. You get good bagels, and good service, but no smiles. You get good service, not great service. Nothing to wow me, just some good bagels and good service. Recently I had the opportunity to buy bagels at a different store that is about 5 miles from my house. I was in the area and decided to try them. The bagels were great but the smiles were even better. I felt much more appreciated and welcomed at this new store than my regular bagel store. I like that. Somehow, the next Sunday I found myself driving those extra five miles and I realized that I was driving just to see if those smiles were still waiting for me. They were. I like smiles. I think most people

do. Why are they so hard to find today? I'm not sure. A few weeks ago I went to visit a cleaner friend of mine. He happens to be a Golomb Group Member and a member of my Quality Cleaning Council group. He's an excellent spotter and I had some tough stains that my own spotter could not remove. I ended up spending most of the afternoon at his store. Most of the cleaners I know are having a tough year business and profit wise. Being down 10% seems okay in New York these days, and if you are even with last year or a little bit up, you are doing great. When I walked in to my friend's store I noticed the place was extremely busy. It turns out my friend is up 10% this past year. I stayed around to watch and see what was going on and wondered if I could pick up on his "secret" of success. He offered me some cookies and candy as he had boxes upon boxes of gift wrapped presents. "Where did they come from", I asked. "Ed, you wouldn't believe how



many presents my staff and I got this year for the Holiday season. One customer even baked us home made cookies. They were delicious. She asked if I wanted some to bring home to my wife and kids and I said "sure," so she is making me another batch. What you see here is just the last little bit of them". I thought back to my own store and had to think hard to remember the last time we were given presents, and here they were stacked on top of each other. This made me even more interested to find the clue to his

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THE LOVE FACTOR
(Continued from page 3)

success. So I stood around and watched. I watched as my friend started schmoozing with one customer after another: Small talk about family, children, vacations, and their jobs and interests. I watched the customers faces as my friend came to the front to greet each one. A very sweet and polite young counter-person was taking care of each customer, but my friend was making sure that he was visible and had a few words with each one. "Hi, Mrs. Baker, here let me help you out with that." "No need to bother, I'm parked right in front." "Then it will be just a short walk for me," responded my friend. I saw the customer's face light up as my friend carried the clothes about 15 steps to her car. "That's a beautiful top you've got on Mrs. Peters. Where did you buy it? I'd love to get one for my wife." "Oh this old thing, it must be at least several years old, I just threw it on as I left the house." Inside she was beaming. "Where did you get such delicious candies?" "Here's a bunch, please take some home with you." I actually heard a customer say, "I don't know if I come here for the cleaning or the compliments?"

It was truly an amazing sight to see. Customer after customer being greeted with smiles, schmoozing, and compliments. Clothes being carried to the car, orders promised to be delivered the next day, and alterations fixed at no charge. And smiles and laughing and customer service dripping all over the place. I didn't need to be Sherlock Holmes to find the secret to my friend's success. All I had to do was stand around a while and watch. His prices are average. His cleaning is excellent. His packaging is very impressive. Lots of tissue. Lots of little things like gown bags and special tissue indicating garment care. Comforter bags with logo stickers. Lots of logo stickers stuck on boxes

and orders. A logo clock adorns the call office. Awards and self bought plaques indicating his "success" and recognition. The Golomb Group Membership plaque. The Quality Cleaning Council Award for customer service. The Platinum Membership plaque from NCA. All of these are plaques that anyone's money can buy. A digital picture frame that flashes pictures of his family and staff events. There is nothing mind blowing about the small call office, but it is done in a neat and yet crowded way to look busy. Gowns and elegant orders are placed on racks near the front. All these things add to the experience to make it feel true.

My friend had bought this struggling store some years ago and has out performed all his expectations. He was a spotter at another cleaner before he decided to open his own store. As I stayed around and watched and listened things only got better. I decided to give it a name. I'm calling it the "Love Factor." He truly loves his customers. And he is able to convey this feeling of caring and love to his customers. It's one thing to feel a certain way. It's another to be able to transfer this feeling to your clients.

**“It’s one thing
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The credit cards were flying. Hardly any customer looked at their bill. They were too busy schmoozing and hearing compliments. The second that the transaction was completed, he had the order in his hand helping them to their car despite the fact that his customer parking spaces were directly in front of his store. If he wasn't able to take their order to their car, the smiley and dedicated counter-person was doing it. I can't remember seeing a customer, in the three hours spent there, carrying their

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Made To Stick

In a perfect world, only good ideas and stories would stick in people's minds and change their behavior. However, many bad ideas and false stories are stickier.

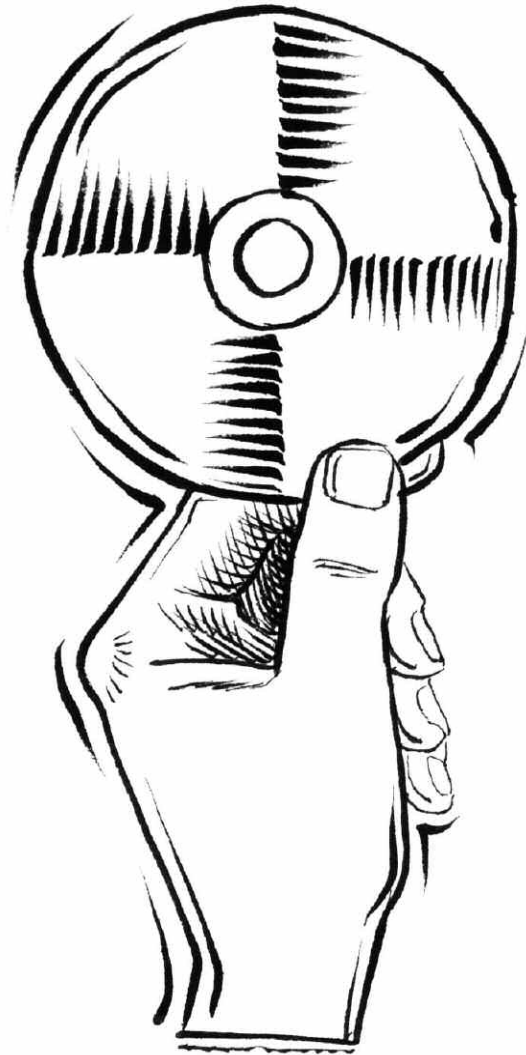
If you're like most people, the communications in your workplace lack stickiness. In fact, many of us struggle with how to communicate ideas effectively so that they make a difference. You present a new strategy to your staff and they nod their heads enthusiastically. The next day you watch your front-line employees doing things the same way they've always done them. Totally ignoring what you said the day before.

From the authors' research into hundreds of sticky stories, they discovered the same 6 principles at work in each one:

1. **Simplicity:** strip ideas to their core so they're easy to remember.
2. **Unexpectedness:** avoid predictability in your statements.
3. **Concreteness:** use specific details to help people understand and remember ideas.
4. **Credibility:** do what's necessary to make your ideas believable.
5. **Emotion:** ensure that others care about your

ideas by conveying a feeling.

6. **Stories:** get people to relate to and act on your ideas.



Ideas are not inherently sticky. It's your challenge to make them adhere to your listeners' hearts and minds.

To do that, you need to overcome the Curse of Knowledge. That means knowing that your ideas are a lot clearer to you than they'll be to other people, so you'll need to construct them carefully.

You want your ideas to catch fire and to influence others – individuals who can turn your ideas into actions and success stories.

To communicate your ideas, simplicity is better than complexity. Concreteness provides the details to resonate in the brain. Credibility is essential to making people believe your message. Unexpectedness jolts listeners into thinking in new ways. Emotion makes people feel why your idea is important. And a good story can move others to action.

Follow this formula, and you'll ensure that your ideas are heard – and that they will stick in people's minds long after other ideas are forgotten. ♦

Richard Kujat

Kingsboro Cleaners

Canton, MI

We've all had our worst day scenarios in our drycleaning careers. Machines breaking down, route vans refusing to start on our busiest days, employees not showing up when we need them most, and bill collectors calling for bills that are 90 days overdue. Some of us have experienced floods and fires that wiped out our whole operation. It's hard to think of an industry or occupation that has more tension, aggravation, and stress. One of our fellow Golomb Group members knows a lot about tension, stress, excitement and even danger, and this was all before he bought Kingsboro Cleaners in Canton, Michigan.

Before deciding on a career in drycleaning Richard made sure he was fully prepared. You see, Richard spent 3 years in the the 82nd Airborne Infantry under Brigade Commander Sgt. General Petraus, the man currently in charge of our forces in Iraq. Although Richard endured much excitement, danger, stress, long hours, not enough sleep, and exhaustion during his years as an infantry soldier, he decided he wanted more of a challenge, even less sleep, even more exhaustion, and even more "excitement." So, he decided to buy his own dry cleaning plant. Just to give himself a slight breather to gather his energy and strength for his new endeavor Richard made one other stop before purchasing his cleaners. He worked in the Ford Motor plant for 7 years. He's a third generation auto worker, and took a lot of pride and dedication to this job at Ford. However, he knew his days at Ford were numbered because he wanted some-

thing for himself. His own business. He yearned for those good old days of excitement and stress that he loved so much in the infantry.

He investigated all kinds of businesses but wanted something that he felt was at least partially recession proof. He felt in his heart and brain that dry cleaning was something that people would always need. Everyone has clothes.

“What makes Richard’s profile so relevant is that many of us are working very hard just to make ends meet.”

Everyone has drapes. Sooner or later they need to have them cleaned. He decided to look for a well-established dry cleaner in his home state of Michigan

To earn enough money to own his own business, Richard decided to work as hard as he could at the Ford Plant. He worked as much overtime as he could. He worked through his normal breaks to earn

extra money. He worked the night shift unloading trucks to get extra money. When Ford offered a buyout package to existing employees, Richard jumped at it. He knew it was a gamble, but he always dreamed of owning something for himself and since Ford was not willing to sell him the company for notes and a personal guarantee, Richard had to look elsewhere. He found a great store in Michigan that was one of the leading cleaners and negotiated the note with the bank. On the way to the closing with the check in hand, the bank decided against the loan and left Richard hanging. He soon found another store that was more affordable and decided to purchase it.

He dreamed of building routes and building the business up by delivering quality cleaning at an affordable price. The previous owner stayed around to teach Richard the business. He even taught him how to clean and press. Unfortunately, the slow down in the economy has gotten in the way of Richard's planned growth chart. The economy in Michigan has taken a major turn for the worse. In his area, one out of thirty houses are being foreclosed on. His customer base is holding steady, and although he feels that he is not losing any of his customers, he feels they are bringing in smaller and smaller orders. He had bought a drop store in the original purchase, but has since closed the drop and created incentives for the drop store customers to come to his plant. He has kept most of the better clients. To counteract the recession in his

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MEMBER PROFILE
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area Richard has started a route by going to the businesses in his area. The local car dealership was the first to sign up. Even his bank welcomed his service. People bring their VIP bags to the businesses and Richard picks them up in his van. It is hard to build the business especially in Richard's neighborhood and especially during these tough times. He has had to cut back on expenses, which also means cutting back on employees. Currently Richard is the only employee with the exception of his aunt. Richard does all the cleaning and presses all the pants. His aunt helps with the pressing and works the counter. At the present time Richard said, "the only thing that can really hurt me now is if the price of Bud Light and peanut butter go up. Then I'll be hurting." "I feel that if I can keep the fluid clean and make sure there are no double creases in the pants, the customers will realize true quality and I'll be able to build the business through quality and service. Right now I'm really in survival mode, but I hope things will turn around through my hard work and dedication".

Before anyone feels sorry for Richard and how hard he is working to scratch out a simple living I must explain his personality and thoughts about life. Richard is a very upbeat person. He's a positive thinker and an eternal optimist. "I focus on what's good in life. I take chances. Even if I fail I feel I've done my best. I love the fact that I own my own business. I was trained to go to war. Owning my own business is a lot better than the night shift at Ford, and certainly a lot better than sleeping in a foxhole covered with mud. I knew I could do better. I have a good manner dealing with people and wanted to work for myself. I can't get sick now, so I don't get sick. I'm working for myself and that means a lot to me. My dad had a great work ethic and so do I. I reject any negative thoughts and keep my thoughts positive.

Richard talked about what he does for new customers and says he gives them 10% off right away. We discussed how this might be counterproductive and Richard told me that I jogged his memory. When he first started the business he gave away free car washes to new customers. He had negotiated car washes at half price with the local car wash people. The customers loved it. As previously mentioned in an earlier Golomb newsletter, several members have been very successful using Starbucks gift cards, movie and ice

cream certificates instead of discounts off their own dry cleaning. Distracted by all the intense, hard work, Richard had forgotten how successful the car wash certificates were. We also discussed the benefits of a computer system to track new customers and give the existing customers some type of loyalty frequent customer card. By leasing a computer system, the savings on the thermal tickets alone can pay for the cost of the new system. Recognition for birthdays and anniversaries would also be simple to implement with a computer system.

It's very hard to work so diligently "in" your business and also have time to work diligently "on" your business. Richard has to try to find the time to do both. These are tough times and there are very few quick fixes or simple paths to that elusive pot of gold at the end of the rainbow.

Richard is working hard to make something for himself and his future family. What makes Richard's profile so relevant is that many of us are working very hard just to make ends meet. Employees' salaries and the price of oil have all escalated to levels that have left smaller and smaller profits. Many owners, I know, have had to fire the spotter and clean the clothes themselves. It's not a happy choice, but one of necessity for many of us. We can't afford that extra counter person so we end up closing in the evenings and working weekends. It was really an inspiration to hear how positive Richard's attitude is. It really shows that we can choose to be happy in our work and see the glass half full instead of being pessimistic and seeing it half empty. These Member profiles really can give us an insight into the way others approach the day. Having his own store is Richard's dream come true and although each day brings challenges that might seem overwhelming to many of us, to Richard they are just part of the job.

Richard was anxious to discuss new ideas and programs that might work and help his business grow. If you have any suggestions or ideas for Richard I'm sure he'd be happy to hear from you. His cell phone number is 734 891 7364. I hope to give Richard a call in the near future, report on his progress, and let everyone know how he is doing. For now, being at the spotting board is a much better view than looking up from a foxhole. ♦

The Direct Route To Growing Your Delivery Service



BY JAMES PEUSTER

OK, this may be a play on words, but the bottom line is that I am always asked the question: "What is the best way to grow my delivery service?" Sometimes when it comes to marketing, we want to try just one

method, one direct route and we often get frustrated with what we think is our R.O.I.-our return on investment. Well, let me compare marketing to a diet plan, it only works if you do all the proper steps, eating less, exercise and patience.

So how does this effect growing your routes? Let me simply state that I do believe in all aspects of marketing from direct mail, flyers, vehicle identification, networking, having your name on the bag and, the one most hate to talk about but know they need to do, door-to-door. It is just as important to brand your name as to sell your service. So how do you balance all of these marketing tools with time and money? I believe in the following.

First of all, I utilize the direct mail pieces for marketing and branding. Obviously the piece must be in 3D: Descriptive, Dramatic and Decently sized. Smaller, postcard sizes won't have the impact like a larger piece. It must describe your business without too much wording, but enough to answer some of the questions a prospect may have as well as having the contact information on it. It also needs pictures selling, not necessarily the service, but the end result. I think it should be more about the benefits and features, versus how it works. I then follow it up with door-to-door.

You also have to network within your community, and again, the direct mail will add to the credibility of your company. Being involved in the Chamber of

Commerce only works if you work—again, much like a diet plan. There are many business referral groups you should investigate.

As for branding, I once got in a discussion about the importance of using bags for branding. I had never heard of not putting your name on a bag. What better identification piece can you utilize during operations in which your neighbors and your current clients can see but your bag. Please, buck up the extra \$1.50 and put your name and phone number on every bag. Keep the customer with a fresh clean one once in awhile, too.

Your vehicle is a rolling billboard, which your customers actually pay for. Don't skimp. If you look cheap then you will be perceived as cheap. My new website has increased my sales since I paid for a nicer one than the one I had.

Overall, marketing must be an all out effort. What scares me most about drycleaners is the first thing they "cut" is marketing and advertising. You see, I consider the door-to-door aspect as sales and marketing. Without it, you will not only acquire fewer new customers, you will lose others as well. Burger King cut back in the late 80's over 60% of their marketing costs and guess what, they have decreased in sales over 60% in the past 15 years. They believed that they had a better burger than McDonald's and in tastes test they do. However, they now close more stores than they open and have trouble recovering ever since.

When sales are down, boost your marketing and monitor your ROI. Choose wisely your marketing pieces and develop a marketing system that works for you. Times are changing and your competition is out to eliminate you. You have two choices: do nothing or promote your business. Often I use these terms to convince drycleaners to market themselves: "Advertise or Agonize" and "You are either promoting your business or demoting your business".

THE DIRECT ROUTE TO GROWING YOUR DELIVERY SERVICE
(Continued from page 8)

Either way, balance your efforts and capture more customers each week or watch your competition take over. I vote for the first part. So what is the “Direct Route” to building your business? Answer: a complete marketing system working together.

Try it—you may have to work a little harder, but the results will happen.

FOOTNOTE: Again, this is why I firmly believe in growing routes and retail stores together. Without each other, you have a battle on your hands. Convert your counter customers to the route—at least offer the service to them. Why, because your competition will snatch them away and put them on their route! ♦

James Peuster is a nationally known author, speaker, trainer, and coach who specializes in route development through Marketing, Management and Maintenance training. James has costs groups specifically designed for route costs and growth and his website is www.therouteapro.com

THE LOVE FACTOR
(Continued from page 4)

own clothes. Years ago, it was enough to have a customer come in with their clothes and leave with the clothes cleaned and pressed and the order correct. Today, you must build a relationship with the customer. It's not enough to clean the gown. “We have your gown nice and cleaned and fresh Ms. Jones. Are you going to a special dinner tonight?” needs to be said. When the summer ends and your customer brings in their child's sleeping bag from camp, it's not enough to clean and package it. “How did your son enjoy his summer?” “What camp did he go to?” “Didn't he go there last year too?” It's no longer good enough to say, “May I help you?” You must say something else like, “Hi, how are you? It's nice to see you again.” “These are beautiful suits. What kind of work do you do?” Write their occupation on the computer info screen and the next time they come in say, “How is the teaching going this week Ms. Smith.” When you ask their children's or husband's name, write it in the screen also. “How is Bobby doing at school? Is he enjoying Loyola University”?

Selling has shifted from transactions to relationships. It's moved from “Next?” to “It's great to see you again. Thanks for coming.” If this is hard for you to do, then hire some people who truly believe in it and can get that feeling across. Use the opportunity to make a difference in people's lives. Show them that you care. Show them that you appreciate their business. Bust your butt to show them that they have made the right choice to come into your store, and you will see them return, again and again. Remember that customer who came in and said, “I don't know if I come here for the cleaning or the compliments.” On her way out she said, “I need to come here every day whether I have clothes or not?”.

The words and quotes are all true. I stayed around three hours just to make sure that I could absorb enough to be able to translate the story to you in my monthly article and bring the feeling across the written page for you to understand. It's a new world and business is changing as we speak. The opportunity is there for you. You need to believe it, and embrace it and use it to build your business. ♦

Ed Roth is the owner of U.N. Cleaners in Flushing, NY. He is an active member of the Golomb Group. If you have comments or questions about Ed's articles, please contact him by e-mail: edrothun@aol.com or tel:(718) 969-0207

THE GOLOMB GROUP WELCOMES THIS MONTH'S NEW MEMBERS

Tatiana Barrera
Ecologic Cleaners
Weston, FL

Greg Adams
*A & A Prestige
Cleaners*
Redding, CA

Luai Zureikat
Eco Safe Cleaners
Keller, TX

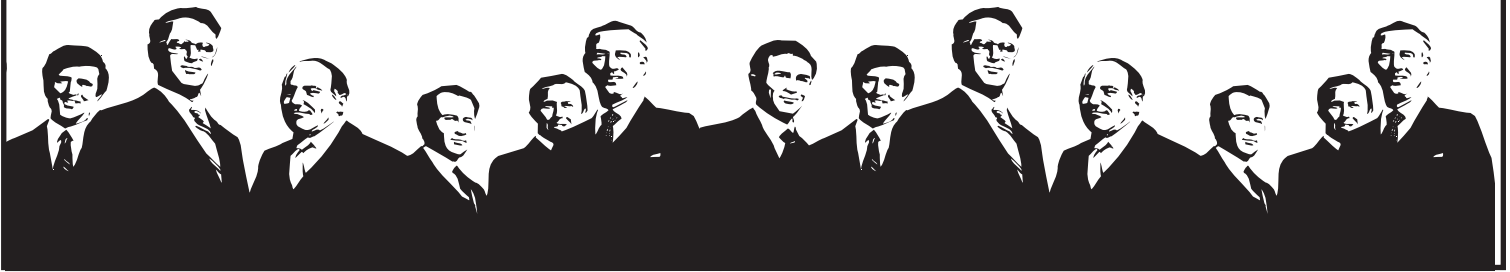
Shawn Pelley
Quality Dry Cleaners
Lamar, CO

Mike Barry
Cleaners Deluxe
Torrance, CA

Cork Mixon
Cork's Fabricare Inc.
Brunswick, GA

Don Storms
Diamond Cleaners
Milltown, NJ

Tim & Kathy Miller
Champion Cleaners
Chattanooga, TN



CONGRATULATIONS

**Golomb Group Members Brian and Rebecca Ehman, owners of
Pride Cleaners in Homewood, IL, on the birth of their son
Landon Scott Ehman. Born Jan. 8, 2008. Weighed 6 lbs. 10 ozs.**

**Golomb Group Member Ken Kinzer,
owner of Bridgestone Cleaners in Brooklyn, NY,
on being elected president of the New York and
Long Island Chapter of N.C.A.I.**

That's Impossible!

By Don Desrosiers

I write for trade publications in the drycleaning and laundry business, so the thought for the month is for those in this business, but my writings today are far more generic than that. Business people – and for that matter – people in general, instinctively have a closed-mind and this mind is more costly to you, in real money, than any other type of waste. Sure, your labor cost is too high and you can't believe how much the price of hangers is going up. Your supplies cost is never low enough and utilities..., well they are more than double what I used to pay, but, to force a positive spin on that, you must believe that your utility cost is as low as it is ever going to be in the future. But what really costs us too much is our own lack of thinking outside the box.

Industry people tell us that our pants presser can press 35 pants an hour, but you don't believe it. Your pants presser presses 20 pants per hour and you hide behind the "but we do a really good job." That is the incorrect mindset. A small plant grossing \$200,000 per year in sales wastes about \$4700 per year because of that belief. Just on the pants presser alone, ignoring the other employees, the utilities and who knows what else. Under-producing employees often want to do a good job, but the goals of management first need to be imagined and then executed. When someone finally does the "impossible," everybody else decides that they can do it too. And then they do it. On May 6, 1954, Roger Bannister ran a mile in less than 4 minutes. For 2000 years, scientists said that it could not be done. Now someone does it every day. It took 2000 years for man to split an atom, now we do it in less than half a second, millions of times a day.

But sometimes we imagine something, try it, fail and then soon become discouraged. This is better than not dreaming of change, but falls short because the dream was not realized and the goal not attained. Thomas Edison tried 154 different materials before finally succeeding with tungsten carbide as the element for the light bulb. How would the world be different if Mr. Edison quit after 25 different elements? Or 50? Or 153? Having tried that hard, history certainly would not have considered him to be a quitter or a failure. But 25, 50 or 153 did not yield the desired result. If at first you don't succeed try, try again. Corny, perhaps, but very true. The Wright brothers experienced 804 unsuccessful attempts at sustained flight. Eight hundred and four! Their 805th attempt changed the world forever. And, by the way, that very same day was the date of the first airplane crash. That, my friends, is determination. People seem to have a pre-conceived notion of what is possible and what is impossible. My grandfather told me, when I was 10 years old, that nothing is impossible. I think that he is right.

The most effective way to make a difference in your business – in any business and any part of your life – is to dream about how things could be, set goals and strive to make them happen. You will fail, more often than you succeed, but that's OK. Failure is a huge part of success.

"If you do what you've always done, you'll get what you've always got."

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Be A Hero!

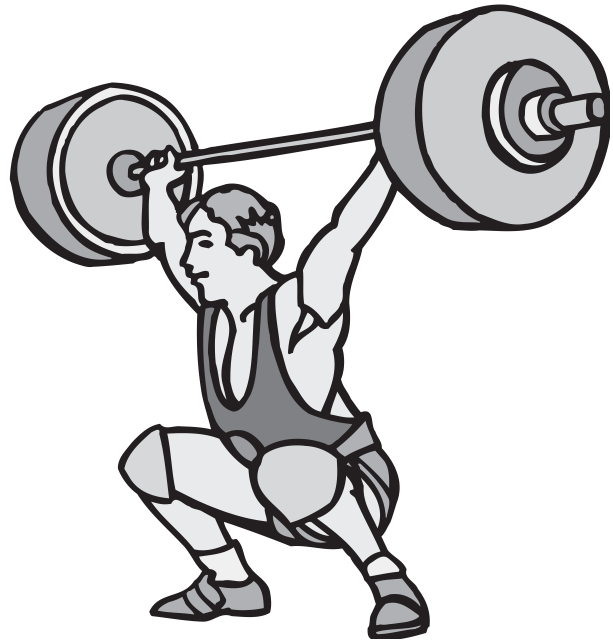
Do you want customers to love you?

Do you want your customers to tell their friends and neighbors what a great drycleaner you are?

Do you want to make your customers feel really good when they put on clothes you've cleaned?

Here's the quickest way to gain top-of-mind awareness and bottom-of-the-heart appreciation:

Automatically perform any repairs on all garments brought in for cleaning.



We Wanted You To Look your Best

We've Repaired:



816 Shannon Lake Ct.
Westmont, IL 60559
630.971.3200

It's simple to do. Just send any garment in need of repairs, directly to your alterations department. Add the repair charges to the customer's invoice, and attach a note to the outgoing order (see sample).

Most cleaners are too afraid of losing a few dollars on the very rare customer who isn't overwhelmed by your quality service and attention to detail.

I'll give you my personal guarantee that less than 10% of customers will not be happy to pay for these needed repairs.

You'll soon notice your alterations revenue doubling, tripling or even quadrupling.

I guarantee it!