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CCINW Meeting

November 18, 2010 – Thursday – 5:30PM - Seattle

Improve Your Message!

Jeff Cross will speak about the marketing message for the carpet cleaning and restoration industries, what the customer likes to see, and what subliminal messages might be sent, intentionally or not, with your marketing materials.

We suggest everyone bring any marketing materials, whether brochure, web landing page, postcard or newsletter, to see if a small tweak could make a large improvement, or if there are tiny negatives hidden in your message. You may even be inspired to sign up for "Totally booked University" Jeff's much more in-depth course that is being presented the following day.

When: Thursday November 18, 2010

5:30 PM – Socializing and dinner – meeting to follow

Where: Jon Don

4111 Airport Way South
Seattle, WA 98108

Cost: \$20.00 if reserved by Wednesday the 17th - \$25 at the door

Non-member without a member sponsor will add \$10 to the admission price. Call to find out how to be a sponsor and how to be sponsored.

Call the CCINW office at 1.877.MY-CCINW with credit card info

About the speaker:

Jeff Cross Jeff Cross is the senior editor of CM/Cleanfax Magazine, and is a former owner of a successful carpet, furniture and disaster restoration firm. Jeff teaches IICRC and advanced stain removal seminars across the country and is the author of several technical manuals covering all aspects of textile care and cleaning.

In addition, Jeff runs "Totally Booked University" an industry related marketing training school. Find out more at www.cleaningprofessor.com.

Attendance at all CCINW-WW chapter meetings earn ½ IICRC continuing education credit