

Dear cleaning industry professional,

This message won't be high pressure, it won't use a lot of fancy words and most of all it won't have anything to do with "bait and switch." (The three dreaded words for a carpet cleaner and yes, sadly "bait and switch" is far too common today in industry seminars!) so I don't blame you if you are a bit skeptical or even suspicious!

But, you should know I have "been there-done that" working side by side with you in the work you do every day. I spent twenty years "pushing a wand" and I loved (almost) every minute of the experience. I honestly don't know of another business that offers the low entry cost, the freedom, the satisfaction and yes, the money that cleaning can bring. "Being your own boss" can and should bring you excitement, joy, a deep sense of accomplishment, and complete financial security.

But let's be honest here. It's not all roses out there, is it? The sad fact of the matter is that many cleaners "own a job", instead of building their company into a "real business". And the average "cleaning job" isn't a very good job at that! Long hours, no overtime, no benefits, no paid holidays or vacations, no pension plan and constant, crushing pressure! (Think about it. Could you pay someone to work as hard as you do?)

If you recognize yourself here you're not alone. For many of our cleaning customers the American dream of running their own business has gotten "a little frayed around the edges." And the biggest danger for you? That you start feeling you are "just another rug sucker" and you don't deserve anything better.

But stop for second. Reflect. Think. Owning your own business is supposed to be fun, exciting, even exhilarating! (Not to mention extremely rewarding financially!) But all too often the daily stresses and problems of business crowd out the happiness (and the big money) you deserve. Even worse, deep down inside many of our customers here at Jon-Don worry they never will achieve financial freedom. (Remember I'm not just talking money here. I'm talking the freedom to live the rest of your life in exactly the way you choose!)

My name is Steve Toburen and I am Director of Training for Jon-Don's *Strategies for Success* program. You already know (and hopefully buy from) Jon-Don, the worlds largest distributor of carpet cleaning supplies. But if you're going to believe the claims I'm going to make in this message you need to know a little about my background.

In 1975 (at the tender age of 22) I sort of "fell" into the carpet cleaning industry. I still remember the phone call. At the time I had a little one-man janitorial service. (Low investment, short but really late hours, good money.) An old friend in the same business called me and gushed about the "easy money" found in a new thing called "steam cleaning." He was right. Carpet cleaning was a lot more fun than cleaning toilets and I was hooked.

I'd like to tell you I was successful from the "git-go" but that would be a lie. I was like most other carpet cleaners. I started my business from a "technician mentality." In other words, I viewed myself as a carpet cleaner instead of as a *builder of a business that just happened to clean carpet!*

Even with all the problems, it was a lot of fun, but I wouldn't want to do it again. You know the score ... brutal hours, hard work, tough competition, unreliable employees. But the worst thing was I constantly

operated in “crisis mode.” No money, no organization, no one I could count on ... except myself. So I lived, breathed, ate and slept carpet cleaning ... and suffered accordingly. (I’ve personally cleaned over 10,000 carpets.) I was an idiot for far too many years!

But in 1985 I “saw the light.” (If I wanted to impress you I’d tell you I had a “paradigm shift.”) The truth of the matter is I just got mad at my life. After ten long years of beating my head against the wall as a carpet cleaner I saw myself “growing old on the wand”. Cracked and bleeding hands, a sore and exhausted body, long hours, no family time, an endless parade of “revolving door” employees, problems, crises, you know the drill. I just knew there had to be something better.

So I started to read about business ... and life. I meditated. I analyzed. I interviewed successful entrepreneurs all over the country. Gradually, a vision emerged from my research. A concept of an organized company that “worked”. A group of dedicated people working toward a common goal. (A very different goal than just “cleaning carpets.”) These people would play a very serious but fun “game” with me, a game of building a better organization each day. This super organized company would function with me, or even better, without me!

Then I started to work, not just cleaning carpet, but building a “real company”. I found people that shared my vision ... and were ready to work like dogs to achieve it. And that is exactly what we did. We worked, struggled, fought, suffered setbacks but we never gave up! We built our cleaning and restoration company into a hugely successful operation. How successful? My carpet cleaning and restoration services company grossed in today’s dollars over \$1,000,000.00 a year in a market base of 30,000 people and was extremely profitable! (That’s 30,000 people, not homes. You may service neighborhoods larger than my entire market base!)

Six years later, in 1991, at the age of 38 I “cashed out”. That’s right, I sold my company (for 97% cash up front) and retired from full time business. (And yes, the people that helped me build my operation received generous bonuses.) For the first time in my life I was free, free, free! It was a wonderful feeling! I was free financially and even better, I was free emotionally! (There is no greater freedom!) No more late night emergency phone calls, no more crises, no more providing for the families of sixteen employees. (I loved my employees, but the responsibility could be crushing sometimes.)

I took a few years off, worked as a full time whitewater raft guide, (which didn’t even pay my phone bills!) and puttered around the house. But I discovered I still needed a “mission”, a purpose in my life, which I met in two ways. First, my family and I moved to the Dominican Republic, where we still live and work as full time unpaid volunteers. We pay all our own expenses and while living and working in a Third World country isn’t easy, we love what we do. But I still needed my “business fix”, a second mission in life.

You see, no one can eat, sleep, live and breathe business for as many years as I did and quit “cold turkey.” I was hooked on the “grand game” of business. (I still am.) So I started to analyze why my company was successful while other equally hard working, quality carpet cleaners just barely scraped by. I began writing my “Service On The Home Front” column for Cleanfax magazine. (Hopefully you’ve read and enjoyed my articles!) I scripted and recorded four audio cassette albums on customer service in the home. Finally, I took my sixteen years of sometimes agonizing experience and developed a two day seminar called “*Big Business Success for the Small Carpet Cleaner.*”

I presented my “Big Business Success” seminar for various carpet cleaning suppliers around the country and their customers loved it. But it was brutal working for so many different people while my main priority was my foreign volunteer work. I was doing it again. My fatal fascination with business was causing me to neglect both my family and my volunteer service. So by 1995 I was searching for just one company that shared my vision for the cleaning industry.

Now by the mid 1990’s Nick and John Paoella at Jon-Don had been in business for almost twenty years. But Nick and John didn’t just sell equipment and chemicals. They “got down in the trenches” and worked side by side with their customers. However, Nick and John quickly realized that while many carpet cleaners worked hard, did a great job and were wonderful people ... they just weren’t building a “real business.” A company that runs smoothly ... with or without the owner constantly being there. Nick and John knew that if they helped their clients become more successful ... likely Jon-Don would “come along for the ride” and prosper right along with their customers.

So when the Paoella’s offered me the chance to develop a program focused on being truly successful in the carpet cleaning industry, I jumped at it. Much of this revolutionary seminar we jointly developed is founded on the concepts and principles that have made Jon-Don so successful over the years. Jon-Don not only gave me some great ideas (and the resources to help change an industry), they also let me become part of their “business family.” I’m grateful to them.

We named this seminar “*Strategies for Success*” and the name says it all. Five intense days packed with revolutionary concepts and ideas, and with over 1,000 pages of Procedures and Systems to “make it happen” when you go home. But hey, I’m prejudiced when it comes to Strategies. After all, this seminar is my baby and I’ve spent years developing and improving it. So read what different industry leaders have had to say about the *Strategies for Success* seminar:

“I’ve been a fan of Steve Toburen’s business-building philosophy since the first time I talked to him on the phone about it several years ago. When I heard that Steve and Jon-Don had teamed up to produce “*Strategies for Success*,” I knew it would be something special. And I wasn’t disappointed. Already, three key people from my carpet cleaning company — myself included — have attended. In addition, in March all of our techs attended the Value Added Service for Technicians seminar. All first rate and well worth the investment. Kudos!”

John Downey, Founder and editor of Cleanfax magazine  
Owner of John Downey Carpet Cleaning

“This information is vital in building a successful service company.”

Howard Partridge, Phenomenal Products

“This is an exceptional course that not only has the ability to change businesses, it can change lives. Unlike other seminars, this gives detailed, specific procedures that can be applied to your business tomorrow.”

Phillip Rosebrook, Business Mentors

“Our company has spent thousands of dollars in meetings and traveling to different seminars all over the country. Never have I learned more applicable turn-key information or been treated like such a king. Thank you to all the staff at Jon-Don, Chuck, and Steve. You have certainly exceeded my expectations.”

Brad Wike, Peerless Cleaners

“Even though our company is approaching multi-million dollar revenues, I feel I learned more in 5 days about what is truly important than in the past 22 years.”

Joseph Natoli Jr., American Carpet & Restoration Services

“Anybody who owns a business is doing a disservice to their customers by not attending this seminar. *Strategies for Success* is an absolute must for anyone considering the sale of their business within the next 5-10 years.”

Jim Stuckemeyer, Pro Kleen Services, Inc.

These folks said it better than I can. *Strategies* doesn't just change businesses, it can and has transformed lives. So let's get down to brass tacks. Just what is the *Strategies for Success* seminar and how will it help you?

First of all, let me tell you what *Strategies* is NOT! *Strategies for Success* is NOT a “motivational” seminar. (I really hate motivational speeches. All empty fluff without giving you the tools to change anything.) *Strategies* is NOT an excuse to high pressure sell you anything. (We don't even mention equipment or chemicals during the seminar.) And *Strategies* is NOT a lot of weird, unproven, “in-your-face” theories cobbled together just to attract attention. Everything has been field tested for years both by myself and our over 2,000 *Strategies* members.

*Strategies for Success* is an intensive, college level business building program specifically designed for carpet cleaning, restoration and janitorial company owners and managers. (Our attendees will tell you they are exhausted at the end of our five days together.) Bill Yeadon, Chuck Violand and I present *Strategies* eight times yearly, Monday through Friday at our various Jon-Don branch locations around the United States. Class runs from 8:00 to 5:30 PM and yes, homework is assigned almost every night!

*Strategies* is built on three basic concepts. First, the “Desired End Product” of your company should always be a delighted Customer Cheerleader that sings your praises to everyone they meet. Second, 80% of how your customer decides if you did a “good job” (and whether they will become a Cheerleader) is based on their relationship with the person actually doing the work in their home. And finally, for your company to have real value, you must manage the experience of your customer by programming hundreds of Positive “Moments of Truth” into your “Service Circle.” (After all, when you “cash out” what you will really sell is your Customers Cheerleaders AND your systems to keep them and make more ... without you showing up for work each day!)

Of course, for a seminar to truly change lives it needs more than a lot of fancy concepts and theories. This is where *Strategies for Success* really shines! After all, a company in chaos can't give great customer service. *Strategies* members receive hundreds of written Procedures and Systems written specifically for a carpet cleaning business. Then they automatically are enrolled in our **TIPS** program at no charge. (Available ONLY to *Strategies* graduates.) Four times yearly **TIPS** members receive more **Techniques, Ideas, Procedures and Systems** (cute acronym, huh?), all focused on creating a better “Business Infrastructure.”

Remember that without a “Business Infrastructure”, a written framework that organizes your company, you just “own a job.” So when you attend the *Strategies for Success* seminar, you get not only “transformational concepts”, you also receive over 1,000 pages of a “Business Infrastructure” that makes

these great ideas and principles a reality in your company.

**Remember, we offer the incredible *Strategies for Success* seminar only eight times yearly. And yes, we fill every class early.** So sure, I know the class may be a long way from your town. But remember, this seminar is “transformational.” That means I promise it will change your life. After all, isn’t a dramatically improved business worth a few hundred bucks in airfare?

Now here’s the best part. The *Strategies for Success* seminar costs only \$695.00! This price includes your continental breakfasts, Nick Paoella’s gourmet lunches and snacks, dinner and drinks on Wednesday, the 500 page Class Workbook and a 500 plus page Operations Manual packed with a turn-key Business Infrastructure PLUS you receive the entire Operations Manual on CD-ROM in Microsoft Word. (Sorry, the SFS Workbook, Operations Manual and CD-ROM are provided ONLY to *Strategies* attendees.) You will also receive free Lifetime Membership in our TIPS program and Bill Yeadon’s and my consulting services are available FREE to *Strategies* members. (Jon-Don pays Bill and I a monthly retainer just to work with our *Strategies* graduates. Such a deal for you!)

So now, you have the picture ... what are you going to do? Please seriously consider this quote:

***“If you do what you’ve always done, you’ll get what you’ve always got!”***

After all, if you want more (fulfillment, fun, money, etc.) from your business and your life, you must change what you have been doing. The best place to start? Jon-Don’s *Strategies for Success* seminar! The seminars always fill early so please call Jon-Don at (800) 556-6366 today. We’re going to have fun. I promise!

Sincerely,  
Steve Toburen CR  
Director of Training  
Jon-Don’s *Strategies for Success*

P.S. If you aren’t 100% delighted with *Strategies*, Jon-Don will cheerfully refund your money, no questions asked. (It’s never happened yet.) On the other hand, if after graduating from the *Strategies for Success* you feel it can change the lives of your fellow carpet cleaning business owners for the better, please be a Cheerleader for *Strategies*. Together I’m sure we can change our industry. I look forward to sharing the journey with you!

P.P.S. If you’ve spent 3,000.00 with Jon-Don over the 12 months preceding your chosen seminar, you can attend *Strategies* for HALF PRICE! Or if you’ve spent 5,000.00 or more you attend FREE! Seats are limited. If you have specific questions please call Jon-Don at (800) 556-6366 now! Or e-mail me at [stoburen@StrategiesForSuccess.com](mailto:stoburen@StrategiesForSuccess.com)

Roselle, IL (Chicago)	January 12-16, 2009
St. Petersburg, FL	February 16-20, 2009
Dallas, TX	March 16-20, 2009
Atlanta, GA	April 27-May 1, 2009
St. Louis, MO	August 3-7, 2009
Portland, OR	August 17-21, 2009
Langhorne, PA (Philadelphia)	Sept 21-25, 2009
Roselle, IL	Oct 12-16, 2009

Call Jon-Don- 800-556-6366- for the latest schedule and for more classes.

SPECIAL NOTE: So what do you think? Are you interested in what you have read? Maybe even excited? What is the next step? Check us out. I've recently produced (and starred in!) a 30 minute DVD on the concepts that have made *Strategies for Success* the most popular management program for the cleaning industry today. To receive your free DVD just go to our website at [StrategiesForSuccess.com](http://StrategiesForSuccess.com)

If you want to see what all this is about (and listen to what others are saying about SFS) just e-mail me your business name, UPS shipping address along with your business phone number and I will have Jon-Don send you out a complete *Strategies for Success* information packet, including your free DVD. My only request? WATCH IT! *Strategies* has changed the lives of thousands of cleaning and restoration professionals. It can do the same for you!