

THE REASON

FEBRUARY 2016 • ISSUE 2



UNTIL THERE'S A CURE... CLEANING FOR A REASON®
www.cleaningforareason.org

CLEANING FOR A REASON'S 10TH ANNIVERSARY CELEBRATES 20,000 WOMEN SERVED!

CHARGED & CONNECTED IN 2016

DOES YOUR SOCIAL MEDIA MARKETING PLAN ADDRESS TODAY'S TRENDS?

February is the perfect month to talk about **Love and Hearts!** Life is at its best when healthy – **happy relationships** are present and thanks to Social Media, we are all much more connected!

One of the most exciting things about current technology is that we have a multitude of "Big Data" information that allows us to fully understand what people **WANT • NEED and RESPOND** to.

People do Business with those they **KNOW • LIKE & TRUST**. Social Media is the perfect venue to develop – build and fortify the Relationships.

Social Media is a great platform to showcase how your business is one that is paying it forward through your partnership with Cleaning For A Reason. We live in an age of social responsibility and most people when hiring a company prefer one that is socially responsible.

The TRENDS have been identified for 2016 and they include:

- 1. Mobile and Access** are uppermost in expectations.
 - a) Few people leave home without their mobile device and being cognizant of this as a business owner enables you to be an **effective Marketer!**
 - b) Research shows that over 70% of people get their referrals and recommendations while using their phones.
- 2. PULL Marketing** has become the Norm.
 - a) Past, marketing was referred to as PUSH marketing. Think Ads – Commercials – pushing things to the customer.
 - b) Today, PULL Marketing is where people WANT to do business with You.
 - c) Businesses must attract – engage – help potential clients see the benefits of doing business with You.
 - d) Again, people must Know – Like & Trust You.

- 3. Fully understanding the Target Client** is critical
 - a) Have a clear image of WHO it is You serve, a "Client Avatar."
 - b) Target those who do the most business with you and your company.

- 4. Stories are more Powerful** than Ads.
 - a) Throughout history, people remember special moments and events through stories.
 - b) Stories are powerful and people remember details when told in story form.
 - c) Using stories to talk about WHY and HOW You do what you do can be a powerful motivator for people to do business with You.

- 5. Live Streaming I Videos – In the Moment are what people respond to**
 - a) Thanks to technology, we can now be LIVE using apps like PERISCOPE and Blab.im.
 - b) Understanding that much of what You do is personal and private and yet think in terms of what FUN things You do. How can you take advantage of those opportunities to PROMOTE the positive activities?

The **2016 Trends** are primarily a result of the power and impact of Social Media and thus, make it easier for business owners to build their Marketing Strategy using Social Media as people Expect to be **"Charged and Connected."**

There is no doubt that Social Media can be overwhelming – time consuming and down right frustrating if You are unaware of the proven strategies of how to best **implement Social Media into a robust Marketing Plan.**

Implementing a Marketing Strategy will:

1. Enable you to attract and serve more Clients
2. Engage your community
3. Support organizations and individuals who are Making a Difference, **like Cleaning For A Reason**



4. Use Social Media to grow Your Business in a natural, authentic manner
5. Strengthen your Business Brand through a robust **ON-LINE INFLUENCE**

Specific steps in developing a Social Media Marketing Plan include:

- Identify how you currently attract new customers (make a list)
- What means do you currently use to maintain a professional relationship?
- WHO is your ideal client? (checklist to be provided during Feb 17 teleseminar)
- Which Social Media platforms does your business currently use? (Facebook Page | Twitter | Google + | Instagram | etc.)
- Create a monthly Social Media Campaign Calendar

Join the **next teleseminar on Wednesday, February 17, 2016**, where Debbie Saviano will talk about "Marketing Through Social Media." **Learn in detail how You can create a Marketing Plan using Social Media as well as:**

- How Social Media is being used by successful business owners
- How to establish your "Voice" in Social Media
- How to convert current customers and employees as "Brand Ambassadors" for Your business
- The easiest and most successful approach to Marketing via Social Media

WELCOME NEW PARTNERS

A Smarter Clean, LLC Harbeson, DE
ATX Spring Cleaning, Inc. Austin, TX
Cleaning by Kristie Jo Fort Myers, FL
Coastal Cleaning, LLC Saint Simons Island, GA

Comfortable Home Big Timber, MT
Crystal Cleaners, Inc. McFarland, WI
Crystal Clear, LLC Sahuarita, AZ
Crystal Maids, LLC Glenn Dale, MD
D&L Janitorial Supply, Inc. Gladstone, MI
Happy Home Housekeeping Surprise, AZ
HJ Cleaning Service Wakefield, RI
Immaculate Cleaning Service, LLC

Abingdon, MD
Incredibly Clean Edinburg, TX
J & N Cleaning, LLC Toledo, OH
Janico Building Services North Highlands, CA

Lifetime Cleaning Services Anaheim, CA
Maid 2 Clean Fairview Heights, IL
Maid Right of Greensboro and Winston Salem Greensboro, NC
MaidPro Westchester Valhalla, NY
Merry Maids of Sagamore Beach

Sagamore Beach, MA
Rain City Maids Kirkland, WA
Seasons Cleaning Solutions Shreveport, LA
Simple Custodial Services Longview, TX
South-Man Cleaning Service St. Jean Baptiste, MB, Canada

Spotless Services New York, NY
Sugar Tree Cleaning Company Calgary, AB, Canada

The Cleaning Authority of Midland Park Midland Park, NJ

The Master's Touch Cleaning Service Mesa, AZ

Top to Bottom Cleaning Services Spring Hill, TN

TTC Services Durham, NC
Wayne's Dream Team Cleaning Services Collingwood, ON, Canada

Wizzards Janitorial Systems, Inc. Bellefonte, PA

PARTNER SPOTLIGHT: THREE LITTLE BIRDS WAS A DREAM INSPIRED WHILE FACING CANCER

"Success is liking yourself, liking what you do, and liking how you do it."

~Maya Angelou

In July of 2011, at the age of 41, my world came crashing down with the surprise diagnosis of breast cancer. Having to share this diagnosis and uncertainty with those close to me was one of the most difficult things I would ever experience. It was especially difficult sharing this information with my children. How do you help them not to be afraid, when you yourself are afraid?

During this terrifying time, I made the decision to show my children I would not be beaten down by cancer, but rather come through this diagnosis stronger than ever. For this reason, I decided to not give up on my dream to start my own company, something I could grow and nurture, while showing my children the rewards of hard work and determination.

In the midst of cancer treatments, I spent time learning and taking the necessary steps to start my own cleaning service. Fortunately, this provided my family a positive focus for life after cancer. I discovered I had a real passion for the cleaning industry and the desire to learn about natural cleaning methods. I used my recovery time to connect with other professionals in the cleaning industry and learn everything I could to excel in my new venture.



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CLEANING FOR A REASON CORE VALUES



FREE
House Cleaning
FOR WOMEN UNDERGOING TREATMENT FOR CANCER

DELIVER OUR PROMISES WITH COMPASSION to our customers and partners

Provide **TRANSPARENCY** in all we do
Be **HONEST AND ETHICAL** in our actions and words

Hold a **PASSIONATE COMMITMENT** to our vision

Be **RESPONSIBLE** in the management of our resources

INSPIRE others

By Sherry Weavers, President and Founder Three Little Birds, Hamilton, Ontario, Canada

Sponsors



FROM THE FOUNDER’S DESK

Making Connections in Today’s World Through Social Media

Social media is not a one size fits all. You are the difference. You have to show up and share you.

The internet has completely changed the way businesses look at marketing. Social media is the perfect example of this shift and has done an amazing job breaking down the wall that existed between businesses and clients. Social media helps **target audiences**, allowing businesses to send out messages to specific demographics based on gender, age, location, and interests.

Does your business need to **increase website traffic and search ranking**? Social media can direct more people to your website on a daily basis, and the more social media shares you receive, the higher your search ranking will be.

Here are some tips for success no matter which social media platform your company focuses on.

- Start and maintain your social media by dedicating **30 to 45 minutes** a day strictly to social media marketing. Use that time to find new content to share, reply to posts, and keep up with what is going on. Focus on establishing a real presence and adding value by being consistent, engaging, and interactive. People use social media as a break during the day, not to be bombarded by advertisements.

Partner Spotlight: Three Little Birds

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Choosing the name Three Little Birds for our cleaning company was an easy choice. The song “Three Little Birds,” by Bob Marley, has often brought both my family and me comfort and encouragement in difficult times. This season of life would certainly be no different.

The song’s lyrics refer to three little birds ‘singing sweet songs of melodies pure and true.’ As a mom to three sons, this song has always been a beautiful reminder of the gift of my children and the beauty they bring to my world. With this song as our company name, we made the commitment that Three Little Birds would be a company built on family values, joy, and a commitment to caring for others.

While undergoing cancer treatments, I was intrigued by the Cleaning For A Reason brochures at the doctor’s office. Unfortunately, I never looked into assistance, as I believed there must be some sort of ‘catch.’ I thought it not possible to have house cleaning offered completely free, with no strings attached. I now realize the value of Cleaning For A Reason and the difference it makes for women battling cancer. Partnership with the foundation is a natural extension of our company’s services and values. We are always proud and excited to talk about our affiliation.

I have been cancer free for four years now, and I’m proud that our team at Three Little Birds has grown considerably. I’m also proud that our values continue to remain the same. We carefully choose our staff based on the values they exhibit, and it has paid off tremendously. We couldn’t be more proud of the wonderful caring staff we have and their commitment to helping others.

Cleaning For A Reason has allowed us a structured means to assist women in our community battling cancer. It seems everyone has been touched by cancer, and it’s touching to see the impact assisting these women has on our staff. As a business owner, I’m now anticipating my next dream... expanding our philanthropy as the business continues to grow.

- Share **relevant and even entertaining content** on your sites that addresses existing and prospective clients’ issues, e.g., cleaning techniques and tips. Relevant content will attract solid leads resulting in new clients. Social media also provides instant access to positive or negative feedback, which provides valuable insights on the client perspective.
- Help users find your content with **hashtags**. Giving a client your website URL doesn’t make it easy to begin a conversation, but hashtags do. Hashtags also make it easy to track a promotion’s activity across many social platforms. To make a hashtag, use # (number sign) along with a topic and add it to your post, e.g., Cleaning top to bottom is efficient. #toptobottomcleaning
- Expand your network by using social media to connect with **relevant websites and businesses**. Partnering with a company that sells complementary services is a great way to gain more business.

- Present a more personal side of your business. Post **team photos and testimonials** to facilitate building relationships with your community. Photos can show your serious, productive, silly, creative, and charitable sides. As a Cleaning For A Reason partner, share photos and testimonials from your experiences helping local women with cancer.
- Break social media marketing into smaller, manageable pieces to ensure that you do not get overwhelmed. It is recommended to start with **two to three sites maximum**, e.g., post 5 to 10 times a day on Twitter and 1 to 4 times a day on Facebook for optimal outcome.

The true advantage of social media is the ability to stay ahead of your competition by connecting with your current and prospective clients across the web. In this way, social media allows smaller companies to compete against larger ones. Social media marketing is here to stay and has proven to be one of the most effective tools for business growth.



CHARTER PARTNERS

- American Maid Cleaning, LLC
- Buckets & Bows Maid Service, Inc.
- Clean & Simple Cleaning
- Complete Custom Cleaning, LLC
- Dial A Maid, LLC
- Domestic Aide of Tulsa
- Domestic Service Resource, Inc.
- Guarantee Girls
- Imperial Cleaning Company
- Jo Ann’s Home Solution (formally Jo Ann’s Professional Cleaning)
- Johnny Sparkles Cleaning
- Life Maid Easy
- Lilly’s Cleaning Service, Inc.
- More Time for You
- Never Clean Again
- Partners In Grime – MO
- Pearl’s Home Cleaning Angels
- Pride Klean Service Corp
- Teresa’s Family Cleaning, Inc.
- The Cleaning Authority – Nashville
- The Cleaning Pros, Inc.
- The Cleaning Solution
- The Upstairs Maid

SAVE THE DATE

Mark your calendars for our upcoming Teleseminars (4PM CDT)

February 17 – Marketing Through Social Media (Debbie Saviano, Social Media Consultant)

March 16 – How To Go From Being "Short-Staffed" to "Over-Staffed" & Help More Patients!

April 20 – How To Set Up A Successful Cleaning For A Reason Program Within Your Business

Cleaning For A Reason is celebrating 10 years of serving women undergoing treatment for cancer all year long. Below is a great way for you to promote your affiliation with the foundation by using the 10th Anniversary logo and some of the suggested posts throughout the month.

FEBRUARY: I LOVE CLEANING FOR A REASON

- 10 times on social media why you became involved with Cleaning For A Reason
- Post can include the following:
 - Why you became involved with the foundation
 - How long have you been a partner
 - How many women have you provided the gift of free house cleaning
 - The donated value of the cleanings
 - The impact on your staff
 - Your personal testimonial
 - A staff testimonial
 - A patient testimonial – please get permission from the patient
 - Photos for greater impact



The staff at Three Little Birds maintains a strong focus on family values, joy, and a commitment to caring for others.

give.mobi/clean
[scan code or enter URL]

Scan the QR code or type in the URL to donate.

Your support today will allow us to provide free house cleanings to women undergoing treatment for any type of cancer.

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{YOUR AD HERE}

If you're reading this, so are your potential customers.
Contact lynn@cleaningforareason.org for details.

Strive not to be a success, but rather to be of value.

~Albert Einstein

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