

relationship with them, and you are putting your services at the top of their mind.

For a very low cost you can get a customer out of a jam and keep them looking great. A really helpful promotional item that your customers will appreciate is an imprinted collar stay, such as those from Collar Card. The credit card-sized Collar Card holds four collar stays that fit most shirts and can be custom printed with your company name and logo. Your customers will always remember who gave them this easy fix to their immediate problem. Check out [www.collarcard.com](http://www.collarcard.com) for more information.

Many companies also give calendars during the holiday season since they know customers are likely to use them all through the next year—keeping your name visible for a very long time.

### Put a Personal Touch on Mass Mail

If you're sending out a mailing to a select group of people, Strauss recommends hand writing the addresses, as they'll have a much better chance of being opened. He also recommends using a conversational tone in the letter and putting a sense of urgency on the readers, such as a deadline or an "ACT NOW!"

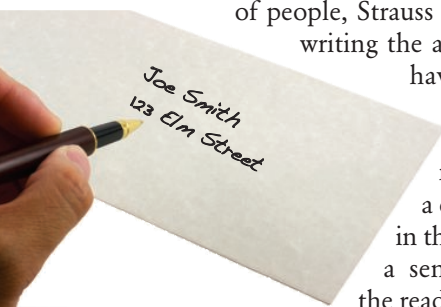
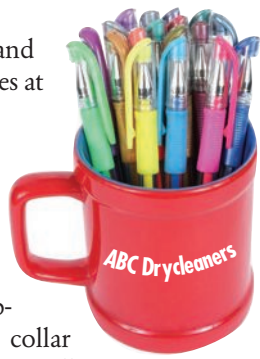
message. Lastly, include a P.S., because they are almost always read.

### Keep it Cheap

Marketing is more than buying pages of ads in the newspaper or spots on the radio. Websites, giveaways, the sign in your window, and your presence at Chamber of Commerce meetings can all be considered marketing. The possibilities are truly infinite. With the economy the way it is, many small businesses are pulling the plug on their marketing efforts and leaving the space wide open for you to spread your message.

### Additional Resources

A veritable goldmine of marketing, advertising, and public relations articles can be found in DLI resources. The Profit Series reference book, "Wow Customers and Get More Business" is a compilation of articles DLI has published on these topics over the past 20 years. It is crammed with great ideas that have been proven to work. DLI also offers Competitive Edge: A Drycleaner's Guide to Success, which offers more ways to promote your business.



# Are You In The Game?



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