

# Totally Booked™ UNIVERSITY

Jeff Cross, senior editor of *Cleanfax* magazine, is bringing a fantastic, high-level marketing seminar to the Sacramento, CA area on **Friday, August 5<sup>th</sup>**.



**Residential and Commercial Marketing Techniques**  
*Specifically for the carpet cleaning, disaster restoration  
and contract cleaning industries.*

We are using the  
**Restoration Consultants classroom**  
3284 Ramos Circle  
Sacramento, CA 95827  
(916)736-1100



**Friday, August 5, 2011 Time: 8 a.m. - 5 p.m.**

**This event qualifies for 1 IICRC continuing education credit!**

**Cost is \$249 per person, \$149 each additional/same company**

## We will show you how to:

- Get top position with Google, and make the search engines find *your company* first!
- Utilize the Internet to your marketing advantage
- Write press releases to promote your company
- Build your newsletter and referral program
- Master the art of “cold calling” for new customers
- Build the best website that attracts customers
- Write ad copy that brings in the best customers  
*and much, much more!*

Visit [www.cleaningprofessor.com](http://www.cleaningprofessor.com)  
for more information and to sign  
up online.

**Bonus!** Each attendee will receive a  
USB flash drive that contains all types of  
videos, books, forms, presentations, and  
much more.

**Questions about Registration?** Please call Jennifer at 916-736-1100, x310 or email [jgermond@crassociation.org](mailto:jgermond@crassociation.org).  
You can also reach Jeff Cross at [jcross@ntpmedia.com](mailto:jcross@ntpmedia.com)

Name on card \_\_\_\_\_ Company \_\_\_\_\_

Name of attendee(s) \_\_\_\_\_

Billing address of credit card \_\_\_\_\_ City/State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_ E-Mail \_\_\_\_\_

Payment Method (please circle one): Check Enclosed (*payable to CRA*), Visa, MasterCard, AMEX

Card # \_\_\_\_\_ Security Code (3-4 digits on back of card) \_\_\_\_\_

Expiration Date \_\_\_\_ / \_\_\_\_ Signature \_\_\_\_\_ Total: \$ \_\_\_\_\_

**Fax this form and payment to the CRA at: (916)736-1134**

Or **E-mail** to: [jgermond@crassociation.org](mailto:jgermond@crassociation.org)

You can also **Mail** registration to: CRA, 3284 Ramos Cir., Sacramento, CA 95827