



MinnClean
 <address>
 <City, State, Zip>
 <Phone>
 www.MyWebsite.com

**Your New Issue of
NewzBreak
Has Arrived!**

*Look Inside for Some
Amazing Money
Saving Tips and More!*

Easy problem solvers

- * To find a contact lens lost in a carpet, put a nylon stocking over the nozzle of a vacuum cleaner. It will be pulled into the stocking.
- * To remove scratches from furniture, rub on some toothpaste. It has a mild abrasive effect. Then wax with furniture polish and buff the area.

Staff Members Making the News

Shelly and her team have been cleaning homes for the past five years and they've always done a great job for us. The team was recently awarded <My Company's> highest achievement award for Service Excellence. Congratulations team! Keep up the good work!
 All team members of <My Company> have completed the Annual Safety Training Certification. We're very impressed with the scores and are confident about our staff's performance.

*"You have brain in your head. You have feet in your shoes.
You can steer yourself in any direction you choose."
Dr. Seuss, created by T. Seuss Geisel*

To: Company Name
 Contact Name
 Address
 City, State, Postal Code

FREE Air Quality Cleaning Audit

Call us by __/__/__ to schedule your FREE
 Air Quality Cleaning Audit and...

**Receive a FREE
Refrigerator Cleaning!**

<Company Name>
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**Take the Trivia Challenge and Win a
\$25 Gift Card to Applebee's!**

The first <##> people who call our office with the
 correct answer will be entered into the drawing!

**How many people go to the emergency room every
year due to accidents from Christmas decorating?**

1 – 22,000 2 – 16,500 3 – 7,000 4 – 12,500

HINT: The answer is hidden somewhere in this newsletter.



December 2011

Volume 2, Issue 12

NewzBreak™

The Workplace Newsletter That's Both Informative and Fun!

We wish you holiday joy and good cheer!

We join the chorus of well-wishers calling "Merry Christmas" to you at doorways, in the halls and on the street. And "Happy Hanukkah" brings the same smiles to those who welcome the greeting.

Though we may not come face to face with you right now, these good wishes are from the heart.

Yes, the holiday season is with us again. For everyone among us, it probably recalls memories of childhood and past family gatherings. We may get sentimental about the absence of family members who are no longer with us, or we may be longing for those serving with the armed forces in distant lands. But still we thank God for the opportunity to gather together.

As 2011 draws to a close, we want you to know we appreciate your business in the year that's just ending. Without you, we could not have accomplished all that we did. Though the economy was not in our favor this year, we soldiered on in spite of it.

Some experts optimistically predict that the economy (and sales!) will be stronger in 2012. Whatever the case, we will be depending on you and your business to see us through the year with flying colors.

To you, we wish you a very happy holiday season.



*I hope you enjoy this month's
newsletter!*

*Steve Hanson
MinnClean*

**Not your traditional New
Year's Eve**

December 31 usually makes us think of toasting the new year. But during the past several years, alternatives have been put forth for those who wish to celebrate in other ways.

Here are some additional suggestions for New Year's Eve celebrations:

- * Murder mystery games set round a table with role-playing and prizes.
- * Sleepovers for kids and adults, even entire families.
- * Outdoor sports events like cross-country skiing or bonfire-lit ice skating on ponds where the right conditions exist.
- * Themed costume balls with music, dancing and theater.
- * Lavish all-night dinner parties for gourmands.
- * For those who like drinking, a new synthetic alcohol creates the buzz without the hangover.

Why customers leave: one surprising reason

When business is slow, it's easy to think customers have moved to cheaper products or decided to do without the services you offer.

Particularly during such times, it's a good idea to survey present and recently departed customers in order to check the pulse of your business.

You'll probably discover some customers didn't like the level of service you provide. That's not pleasant to hear, but complaints of any kind are good. They give you a starting point for improvement.

Many former and present customers are nice people who don't want to complain. These are the people you need to talk to.

Studies reported by the CornerStone Leadership Institute show that for every person who registers a complaint, there are a couple of dozen who don't say anything about it at all.

Conversations with customers will show that you really care about them. They will be more loyal to you in the future.

Free Cleaning Tips and Specials at www.MyWebsite.com



Do You Know...

... someone that could use our services? Perhaps a colleague, friend, family member, or networking buddy?

When a new client signs up for regular cleaning services at your recommendation; you will receive \$100!

If you would think of 3 or 4 people that could use our services, then don't hesitate to call them and give them our name and phone number. Be sure to have them mention your name when they call so we can send your \$100 Bonus!

Thanks in advance for your help and we look forward to sending cash your way!

Upgrades in the iPhone 4S

The processing chip from the iPad 2 tablet is now in the iPhone 4S. It means Web pages and videos open faster.

The camera gets a big boost with an 8-megapixel sensor for sharper photos, and it performs better in lower light.

The new iPhone also has Siri, the personal talking assistant. Hit the home button on the iPhone, and ask the computer's female voice to find you the weather or directions, set a meeting place, or make a phone call to one of your contacts.

More elegant reminders that incorporate GPS are part of the upgrade. For example, when you get to the grocery store, all of a sudden your phone alerts you not to forget the eggs.

It's really cool the-future-is-now stuff, according to USA Today.



"Is that shopping days left until Christmas or how long before we're out of a job?"

Thanks a Bunch!

"Sue and her team have been cleaning buildings for the past two years and they've always done a great job for us. The quality of service is at a much higher level than our previous cleaning provider."

Tom Johnson
Sandy, UT

A special thanks to all these fine folks who referred us...
Kathy Jackson, Dan Lundgren, and Marcy Cantrell.

Christmas Eve story shows how problems can lead to discoveries, improvements

You've heard the story before, but maybe you never associated it with your own business and life.

It was 1818 when Austrian Father Joseph Mohr was worried about Midnight Mass services. The organ was broken. Would there be no singing? Mohr hastily wrote a very simple song. He took the words to organist Franz Xaver Gruber and asked him to compose a melody to go with them.

That night, "Silent Night, Holy Night" was sung for the first time, accompanied by Father Mohr's guitar.

The masterpiece reminds us that broken things and broken people can be turned into opportunities that can produce more benefits than we know.

Consider the broken employee, the one who objects to going along with a program, the one who complains all the time.

If you get to know the troublemakers, you could discover that their points of view could have merit, that they have the company's interest at heart as well as their own. Talk to them and you could make a discovery.

Now consider the broken customer. Business professor Keith Starcher says some experts say it's best to fire trouble-making customers. It can help in some circumstances, but healing the customers can be a better way.

If you can assume your customers are good people who just want a quality product or service at an affordable price, then hearing their complaints makes sense. They actually want you to succeed so they can continue being one of your customers.

Try to fix what they say needs to be fixed or explain why it can't be done. If you have screwed up, admit it and provide some type of compensation even if it is just a sincere apology.

There are a few people who will try to take advantage of you. You can fire them.

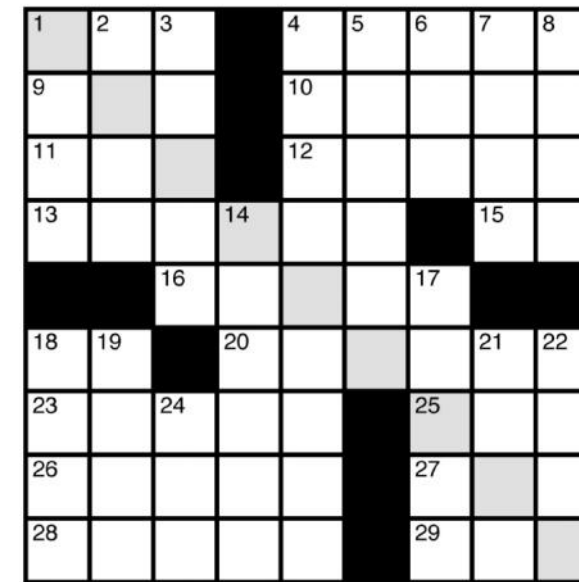
It's wise to be on the lookout for broken things in your organization and think about what can be done about them.

You might not have a stroke of genius like composing a "Silent Night," but you could improve your own world.

Pomp and Splendor Crossword

Across

- Country club figure
- Bar order, with "the"
- ...vian, e.g.
- Sheriff's group
- Fix, in a way
- Like some piano keys
- Belong
- Exists
- Bum
- You and me
- Ballroom dance
- Composed
- Skater Babilonia
- Pasta choice
- Ashes holder
- Caught a glimpse of
- Thickness

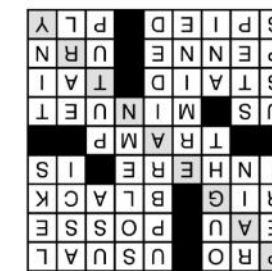


Down

- "Frasier" actress Gilpin
- Parade spoiler
- Should, with "to"
- Reproached
- Serious
- Cable network
- Fungal spore sacs

8. Albanian monetary units *The title is a clue to the word in the shaded diagonal.*

- Fine fur
- "__ or shut up"
- Letter gr.
- Increase, with "up"
- Rank above viscount
- Miniscule
- "Wheel of Fortune" buy



Decorating safely for a joyful holiday

Decorating for the holidays can be a huge undertaking. Crawling on the roof, placing the star atop the Christmas tree and lighting the house with candles are dangerous activities. They send about 12,500 people to the emergency room every year. The Consumer Product Safety Commission recommends:

Trees: When buying an artificial tree, look for the "Fire Resistant" label. For a fresh tree, find one on which it's not easy to pull needles from a branch. Keep the stand basin filled with water. Christmas trees are involved in some 300 fires each year.

Lights: Buy light strings that are approved by a testing laboratory. Check last year's strings for broken sockets or wires. Toss any that are damaged.

Electrical connections: Use a power strip to connect several power cords inside the house. It will turn off instead of blowing a breaker if there is a power overload.

Outdoor connections: They should be plugged into circuits protected by a ground fault circuit interrupter.

Candles: They start about 11,600 fires a year and cause 150 deaths and 1,200 injuries. Always keep burning candles in sight. Put them out if you move to another room or go to bed.

Decorations: Use only non-combustible or flame-resistant materials to trim a tree. In homes with small children, avoid decorations that are sharp or breakable. Don't use any that look like candy or food.

Fireplaces: "Fire salts" produce colored flames when thrown on a wood fire, but they contain heavy metals that can cause gastrointestinal irritation and vomiting. Keep them away from children. Never burn wrapping papers in a fireplace. They can cause a flash fire and burn intensely.

Trivia Teaser – Crossing Bridges

1. What duo had a #1 hit with the song "Bridge Over Troubled Water?" a-Ferrante and Teicher, b-Everly Brothers, c-Simon and Garfunkel, d-Hall and Oates.

2. Which river is spanned by the Brooklyn Bridge in New York? a-Hudson, b-East, c-Erie, d-Potomac.

3. What actor was the co-writer of a syndicated newspaper column about the card game bridge with expert Charles Goren? a-Lorne Greene, b-William Holden, c-Omar Sharif, d-James Caan.

4. What actress performed her rendition of "Makin' Whoopee" from atop Jeff Bridges's piano in The Fabulous Baker Boys? a-Michelle Pfeiffer, b-Halle Berry, c-Annette O'Toole, d-Sharon Stone.

5. Which James Bond film culminates with a fight on the Golden Gate Bridge? a-Moonraker, b-Diamonds are Forever, c-The World Is Not Enough, d-A View to a Kill.

6. The third-longest suspension bridge was the Tacoma Narrows Bridge until it collapsed during a violent windstorm in 1940. The bridge was located in which U.S. state? a-Washington, b-New York, c-California, d-Hawaii.

7. What actor threatened to end his life by jumping from a bridge in the movie It's a Wonderful Life? a-Henry Fonda, b-John Wayne, c-Jimmy Stewart, d-Walter Pidgeon.

8. The Royal Gorge Bridge, the highest suspension bridge in the U.S., crosses what river? a-Rio Grande, b-Snake, c-Colorado, d-Arkansas?

9. Over 26,000 feet long, the Mackinac Bridge, nicknamed "Mighty Mac," is located in which U.S. state? a-California, b-Michigan, c-New Jersey, d-Texas.

10. The original London Bridge was taken apart in England and reconstructed in which U.S. state? a-Arizona, b-Utah, c-Nevada, d-Montana.

- Answers to Crossing Bridges:
1. a, Ferrante and Teicher
 2. b, East
 3. c, Omar Sharif
 4. a, Michelle Pfeiffer
 5. d, A View to a Kill
 6. c, California
 7. c, Jimmy Stewart
 8. b, Snake
 9. b, Michigan
 10. a, Arizona