



Home Cleaning Plus

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

Your New Issue of Better Home Living Has Arrived!

Look Inside for Some Amazing Money Saving Tips and More!

To: Client 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>
<Telephone>
<Website>

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!

What % of Americans own at least one dog?

1 – 35% 2 – 40% 3 – 55% 4 – 60%

HINT: The answer is hidden somewhere in this newsletter.

Say cheese after dinner

Eating a piece of cheese after dinner is healthier for your mouth than eating a sweet dessert, says the American Society for Dental Aesthetics.

Cheese neutralizes oral acids and helps remove bacteria. It also contains calcium and phosphorus that remineralize tooth enamel.

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.

"We will open the book. Its pages are blank. We are going to put words on them ourselves. The book is called Opportunity and its first chapter is New Year's Day.

Edith Lovejoy Pierce, poet, author



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Better Home Living™

The Newsletter That's Both Informative and Fun!



I hope you enjoy this month's newsletter!

Steve Hanson
Home Cleaning Plus

You can be stronger... How to develop a resilient personality, that can bounce back from 'disasters'

Resilience is the ability to overcome adversity and to deal with stressful and difficult circumstances. The most resilient people recover from traumatic experiences and are stronger and wiser.

Everyone is born with the potential to develop these abilities, says Al Siebert, author of the book *The Resiliency Advantage* and *The Survivor Personality*. He says the five levels of resiliency are:

1. Maintaining your emotional stability, health and well-being. This is essential to maintaining your energy.
2. Developing an outward focus with good problem solving skills and concentrating on the challenges at hand. Problem-focused coping is better than emotion-focused coping.
3. An inward focus. Have strong self-esteem. Your self-confidence is your reputation with yourself. You expect to handle new situations well because of past successes. Remember them.
4. Expect things to work out well. Have optimism guided by internal values and a high tolerance for ambiguity and uncertainty.
5. Recognize serendipity. It is the ability to recognize what could turn misfortune into good fortune.

Siebert recommends having friendships and loving relationships. Those who do are more resistant to stress.

Wonder about things. Wonder what is different, and "What if I did this?"

Resilient people can have many sides. They can be strong and gentle, sensitive and tough, logical and intuitive. They can think of negative ways to reach positive outcomes, asking "What could go wrong and how can it be avoided?"

Being resilient helps them block attacks and sidestep cons, games and manipulations. They find allies.

Guard your smartphone

Cellphone thefts are on the rise. Police in New York City estimate that 11,000 were taken from users in 2010. Police call the crime "snatch and grab."

If you decide to use your iPhone on the sidewalk, subway or train, better look over your shoulder first to see who is nearby and watching you.

A favorite tactic is to grab a phone and jump off a train, bus or subway just as the doors are closing.

If they know about the theft, some carriers can shut down the phone remotely. Verizon, Sprint and many European carriers already do so. AT&T and T-Mobile will cancel your SIM card after a phone is stolen to protect personal information, but a thief can slip in a new card and resell the phone on the black market sav tech experts reporting in Fortune.

Free Cleaning Tips and Specials at www.MyWebsite.com



Do You Know...

... someone that could use our services? Perhaps a friend, family member, co-worker, or someone from church?

When a new client signs up for regular cleaning services at your recommendation; you will receive \$100 after their 6th cleaning!

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!

Doggie passengers can be a safe-driving risk

About 40 percent of Americans own at least one dog. For some dogs and their owners, riding together in the car is a happy experience. So happy, in fact, that half of car owners pet their dog while driving and 17 percent have allowed the dog to sit on their lap while they drove the car.

Additionally, according to a USA Today survey, about 18 percent have reached into the backseat to interact with their dog; 4 percent have played with their dog, and 13 percent have given the dog food or treats while they were driving.

Driving with a dog is not usually listed among the most dangerous driver distractions, but it should be.

Your pooch will be almost as happy in the car if he's in a harness, in a crate, or behind a barrier so he can't jump on you while you're trying to make a left turn.



"When I was your age, we chewed on toys covered in lead paint and we liked it!"

Thanks a Bunch!

"Sue and her team have been cleaning our home 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.*

Famous chef tells how to choose and care for kitchen knives

Perhaps you've seen Chef Masaharu Morimoto on TV's Iron Chef. Or, if you're very lucky, you've dined at his Morimoto Japanese restaurant in New York City.

Morimoto, who was interviewed by The Wall Street Journal, says, "The Japanese believe our soul goes into our knife when we use it."

So choose carefully when buying a new repository for your soul. First, Morimoto recommends holding the knife. It should be balanced and the handle should fit your hand. The knife should not be too heavy for you, or too light and fragile.

Morimoto cleans his knives carefully after each use and says careful cleaning keeps bacteria from growing on them in the knife holder. He never puts knives in the dishwasher. Instead, he washes them with detergent and a sponge and wipes them dry afterward. No moisture or fingerprints should remain on the blade because they can cause rust.

He sharpens his knives often. At his restaurant, he sharpens them every night after work. He says if you let them get dull, it will take more sharpening time to make them usable.

He uses a high grade sharpening stone. For really fine-edged blades, like those for cutting sushi, he uses a very fine grade of 8,000 to 10,000 grit.

Before using a stone, he soaks it in water for 30 minutes. When sharpening, he holds the stone with a wet towel to keep it from sliding around.

His sharpening technique: Hold the knife with the handle toward your body and let the knife make contact with the stone at a 15- to 20-degree angle. Guide the stone gently away from your body for about 20 strokes on each side of the blade.



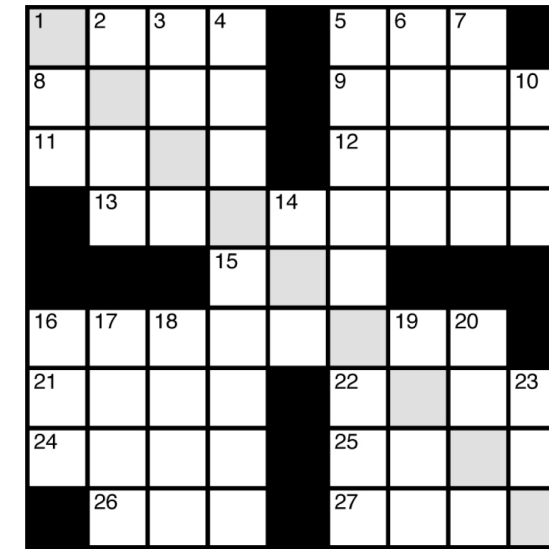
Olympic Event Crossword

Across

1. Finish line?
5. Jewel
8. Baseball stats
9. And others, for short
11. Flock member
12. Yellowfin or ahi
13. Cooking slowly
15. "Harper Valley ___"
16. Patisserie
21. One way to run
22. Building additions
24. Strike out
25. Balm ingredient
26. Aye's opposite
27. Sunrise

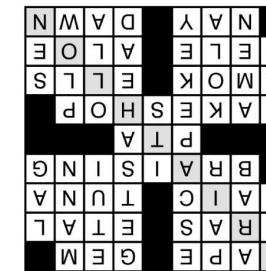
Down

1. ___ el Amarna, Egypt
2. Saudi, e.g.
3. Au __, live-in
4. Near F1
5. Advances
6. Small handbag
7. Educator Horace
10. Hang back
14. "___ show time!"
16. Not good
17. "You can say that



- again!"
18. Kind of nut
19. Earthen pot
20. Farm equipment
23. D.C. bigwig

Note. The title is a clue to the word in the shaded diagonal.



Martin Luther King Jr. birthday: January 16 The King Legacy of Service

The King Legacy of Service 25th Anniversary video tells the story of how Dr. Martin Luther King's birthday evolved into a national day of service. Featuring civil rights luminaries such as Congressman John Lewis, Reverend Dr. Joseph Lowery, and Ruby Bridges, the video reminds us of the importance of keeping Dr. King's legacy of service alive and challenges us to make service a part of our lives every day of the year. Watch the Video at mlkday.gov/promote/videos.php.

Dr. Martin Luther King Jr. once said, "Life's most persistent and urgent question is: What are you doing for others?"

Each year, Americans across the country answer that question by coming together on the King holiday to serve their neighbors and communities.

The Martin Luther King Day of Service is a part of United We Serve, the President's national call to service initiative. It calls for Americans from all walks of life to work together.

Trivia Teaser – In The Black

1. What TV personality was named Miss Black Tennessee in 1972? a-Oprah Winfrey, b-Pam Oliver, c-Tyra Banks, d-Robin Roberts.

2. What singer won five Grammy Awards for her sophomore album "Back to Black" in 2008? a-Adele, b-Solange Knowles, c-Taylor Swift, d-Amy Winehouse.

3. What black-and-white cartoon character appeared briefly in "Who Framed Roger Rabbit" claiming work has "gotten slow since cartoons went to color"? a-Betty Boop, b-Olive Oyl, c-Minnie Mouse, d-Snow White.

4. What fictional character was the godson of Sirius Black? a-Harry Potter, b-Percy Jackson, c-Superman, d-Indiana Jones.

5. What day of the week was in the title of a viral Rebecca Black song sensation? a-Sunday, b-Monday, c-Saturday, d-Friday.

6. Which U.S. President enlisted as a volunteer but was voted the captain of his company during the Black Hawk War? a-Dwight Eisenhower, b-Abraham Lincoln, c-George Washington, d-James Polk.

7. Max Black and Caroline Channing are the main characters on what sitcom? a-Rules of Engagement, b-Still Standing, c-2 Broke Girls, d-Happy Endings.

8. Coleman Young was the first black mayor of which major U.S. city? a-Houston, b-San Francisco, c-Chicago, d-Detroit.

9. How many black keys are on a standard piano keyboard? a-26, b-36, c-46, d-56.

10. What actor played the one-armed stranger in the movie Bad Day at Black Rock? a-Ernest Borgnine, b-Alan Hale Jr., c-Spencer Tracy, d-Maximilian Schell.

- Answers to "In the Black"
- 1-a, Oprah Winfrey
 - 2-b, Amy Winehouse
 - 3-d, Minnie Mouse
 - 4-a, Harry Potter
 - 5-d, Friday
 - 6-c, Abraham Lincoln
 - 7-c, "2 Broke Girls"
 - 8-d, Detroit
 - 9-b, 36
 - 10-c, Spencer Tracy