



MinnClean
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 <Phone>
 www.MyWebsite.com

Your New Issue of NewzBreak Has Arrived!

Look Inside for Some Amazing Money Saving Tips and More!

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!

What % of Americans have high blood pressure?

1 – 21% 2 – 32% 3 – 18% 4 – 25%

HINT: The answer is hidden somewhere in this newsletter.

Body data

- * Your nose can remember 50,000 scents.
- * Like fingerprints, tongue prints are unique.
- * A new baby has 350 bones. Because bones fuse together during growth, an adult has only 206 bones
- * A pair of feet has 500,000 sweat glands. They could produce more than a pint of sweat a day, according to Discovery Fit and Health Facts.

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.

"If the employees come first, then they're happy. A motivated employee treats the customer well. The customer is happy so they keep coming back, which pleases the shareholders. It's not one of the enduring Green mysteries of all time, it is just the way it works". Herb Kelleher, founder, Southwest Airlines



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NewzBreak™

The Workplace Newsletter That's Both Informative and Fun!

Competing on value, not price

If you're selling diamonds, value is a set factor determined by the carat weight and brightness of the stone. In most other areas, value can come from intangible factors, whether you are selling a product to a consumer, shares of your company or selling a job to a hiring prospect. Added value can include anything from the image of your company to its great service and especially by the caring relationship customers will have with you as their contact. Making customers feel like your best friend, one of your inner circle, is a plus.

To do this, you will have to know who will be using your product or service and how they will use it. It's important to know what product or service you will be replacing and why. To compete on value, you need to understand how your competitor promotes, prices and sells its product or service.

Your value-driven proposal should include a promise that creates a benefit. It will help you focus on thinking about the customer and product delivery. Everyone in the company must know the promise, and it should be involved in everything from marketing materials to company culture to user experience.

To maintain the high value customers want, check in with them from time to time. Ask if they are getting what you promised. If there is a gap of some kind, it's up to you to fix it.

Your relationship with customers continues to create value over time. Remember, that relationship was one of your value-driven selling points.

Speaking of Safety: Cellphone use while driving can cause road rage

What makes other drivers angry:

- * Many drivers no longer use their turn signals, because they are holding a phone in their left hand.
- * When the light finally turns green and the car in front of you doesn't move ahead, he's not paying attention because he's texting.

Drivers encountering these cellphone users may be trying to get to an appointment or want to get home after work. For some, their anger could turn to road rage and prompt them to do something dangerous.

Free Cleaning Tips and Specials at www.MyWebsite.com



I hope you enjoy this month's newsletter!

Steve Hanson

How to get an early start for your garden

While snow still may be swirling in many locations, it's time to be thinking about the blooms of spring, the veggies of summer, and the harvest of fall.

March is the perfect time for starting seedlings in window planters, small greenhouses, or even under plant lights in the basement or garage. By now, seed packets are on the shelves of your local discount stores, or they can be ordered from companies that sell by catalog or on the Internet.

It usually takes about six weeks to two months for seeds to become strong enough plants to be set outside in pots or a garden.

The seeds may be started in prepared starter pots made of compressed peat and filled with a proper soil mixture, or they can be planted in small plastic pots left over from last year's commercially-purchased bedding plants.

All in all, you can enjoy the fruits of your labors when you start the process from scratch, not to mention the significant amount of money you save by not buying commercially grown bedding plants.



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!

Health in the News: Coming -- breakthrough procedure for hypertension

Medication and lifestyle changes have always been the treatment for the 25 percent of Americans who have high blood pressure. Some patients benefit more than others, and some don't improve much at all.

Reporting in Time, Dr. Mehmet Oz says that could change in a dramatic way with a new procedure now approved for use in Europe. It's now in an important U.S. trial and will probably be available here in about two years.

The procedure involves threading in a catheter equipped with radio-frequency energy to zap and disable a few select nerves in the kidneys. It has been shown to reduce blood pressure by an average of 32/12 mm Hg, while keeping the surrounding tissue healthy and intact.



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.*

Moneywise: Keeping critical documents safe and accessible

In case of a fire or an immediate evacuation order, could you quickly find all of your important documents? If you're like most people, your birth certificate, marriage license, insurance papers, mortgage and retirement fund information are in several different places.

Not only could this cause problems for you in an emergency, if they are needed by your family at a difficult time, their search could be difficult and frustrating. According to New York Life Insurance, the best way to store critical documents is to keep them in a fireproof cabinet or safe.

Divide them into categories and mark each one clearly in case your family has to locate them on your behalf. Include:

- * Key contacts: phone numbers and addresses for family, banks, life, home, auto and health insurance providers.

- * Identification documents: birth certificate, adoption papers, a copy of your driver's license, Social Security card, marriage licenses or civil union certificates.

- * Emergency information: whatever would be needed if you became seriously ill or injured, such as living wills, care proxies, beneficiary forms, IRAs, 401(k)s, last will and testament, burial instructions, cemetery plot and deeds or prepaid cremation documents, military discharge papers, funeral home preferences and information for obituaries.

- * Insurance policies: life insurance policies and documents, health and accident IDcards and claim records, mortgage insurance policies, annuity statements and documents, beneficiary forms and long-term care policies.

- * Financial paperwork: your checks, bank statements, mortgages, auto and other loan information, credit card statements, appraisals of valuable items, rental or lease agreements, investments, real estate deeds or titles of ownership, and last year's tax returns.

Review the information with those who would need access to it.

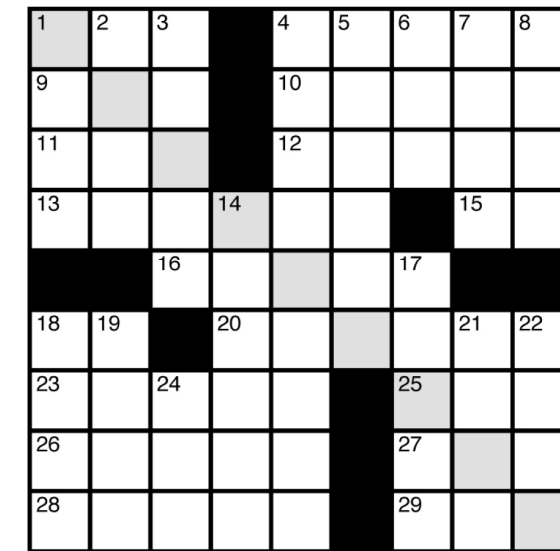
Tax Time Crossword

Across

- Holiday mo.
- Grave marker
- Formal vote
- Coil
- Antiquity, in antiquity
- Poets' feet
- Mrs. Butterworth's and maple
- Peruvian terrorist group in the 60s, for short
- Host
- Part of 'to be'
- Robin's partner
- Gain knowledge
- U.N. workers' grp.
- TV, radio, etc.
- Mary's boss on "The Mary Tyler Moore Show"
- Cheers
- Dusk, to Donne

Down

- Salon supplies
- Hard to grasp
- Close-knit group
- Suez, for one
- Afternoon service



6. "A Nightmare on ___ Street" *The title is a clue to the word in the shaded diagonal.*

7. Ad ___

8. Branch angle

14. Central Italian region

17. "South Pacific" hero

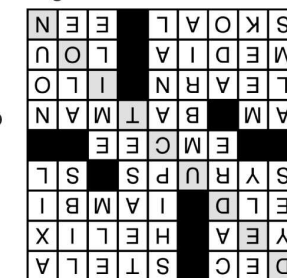
18. Charity

19. Docile

21. Balm ingredient

22. It may be proper

24. Big fuss



When someone helps you, return the favor

It's nice to have a circle of friends, co-workers, and acquaintances who will help you out or give you advice. If you often go to the same person for help, however, they could get tired of your requests. They could stop returning your calls or start complaining about you.

In her books on the subject, author Susan RoAne says that you can recover from overuse. The first step is a humble apology. Then express gratitude for the contact's generous past support, maybe with a message tucked into a greeting card. When you do ask for help, be sure it's something within the advisor's realm of expertise.

If you can offer favors or introductions that would benefit your contact, you could create a two-way benefit. Always be aware of how much of a person's time you are taking. Be sure to update him on the results of his guidance.

When you are given any hint that you are overworking a contact, back off and go to someone else for advice, even if it is someone you have never met. Widen your network of contacts whenever possible.

Trivia Teaser – Common Scents

1. In what movie does Robert Duvall declare "I love the smell of napalm in the morning?" a-Full Metal Jacket, b-The Great Santini, c-Assassination Tango, d-Apocalypse Now.

2. Who starred as a powerful Hollywood gossip columnist named J.J. Hunsecker in the movie Sweet Smell of Success? a-Kirk Douglas, b-Burt Lancaster, c-Robert Mitchum, d-Walter Pidgeon.

3. Which American city gets its name from the Sioux language as the "place of the smelly onions"? a-Kalamazoo, b-Chicago, c-Sacramento, d-Omaha.

4. What actor won an Academy Award for his performance as blind man Frank Slade in the movie Scent of a Woman? a-Al Pacino, b-Bruce Willis, c-Warren Beatty, d-Michael Caine.

5. What singer issued "Scent of Mystery" as his first single on his own record label, Ramrod Records, in 1960? a-Mick Jagger, b-Tony Bennett, c-Frank Sinatra, d-Eddie Fisher.

6. Which Shakespeare play contains the lines "What's in a name? That which we call a rose, by any other name, would smell as sweet?" a-Romeo and Juliet, b-Macbeth, c-The Tempest, d-The Merchant of Venice.

7. "Smells Like Teen Spirit" was a big hit for what grunge band? a-Bush, b-Soundgarden, c-Nirvana, d-Pearl Jam.

8. Ambergris, a waxy substance used to make perfumes, is created in the intestines of what animal? a-Sperm whale, b-Muskrat, c-Cane toad, d-Alpaca.

9. Which actor provided the voice of Stinky Pete the prospector in Toy Story 2? a-Tim Allen, b-Robin Williams, c-Kelsey Grammer, d-Ryan Reynolds.

10. On what sitcom might you hear a character singing Smelly Cat? a-Mad About You, b-The Big Bang Theory, c-Friends, d-My Name is Earl.

- Answers to 'Common Scents'
- 1-d, Apocalypse
 - 2-b, Burt Lancaster
 - 3-b, Chicago
 - 4-a, Al Pacino
 - 5-d, Eddie Fisher
 - 6-a, Romeo and Juliet
 - 7-c, Nirvana
 - 8-a, Sperm whale
 - 9-c, Kelsey Grammer
 - 10-c, Friends