



CFI Production, **Success Wisdom, a Webinar Series**

Wednesday March 3, 2021 Webinar

Topic: Marketing Madness...What Really Works!

Join Jessika James and Roby Harris - Let's Talk!

1st Wednesday of Every Month - 6:00 pm PST

Registration Required to Receive the Access Code

Why Attend?



To transform your own path to growth and profitability. To be involved with CFI and activate all the benefits it provides.

Activate Your CFI Membership for \$10

[Activate Your Trial Here!](#)

CFI Membership for \$10.

This 3 Month Limited Trial Membership include:

- Attendance to Chapter Meetings
- The Webinar Series
- Get access to Single Truck Success business program which is a \$1,200 value when you activate a 3 Month Limited Trial



6:00 PM PST - Webinar Series Dates for Your Calendar:

- Wed March 3, 2021
- Wed April 7, 2021



Let's Talk:

What are the best marketing tools, tactics, and plays for your company? Postcards? Direct Mailers? Internet Contractor Lists? A website that stands out? Join Jessika and Roby as they discuss this very important topic with business owners who have excelled at successfully marketing their companies as they tell you what works and what doesn't!

Panelist - Chauncey Haworth



This guest speaker is Chauncey Haworth, the owner of Monsters of Search. A website development company. *More importantly, Chauncey is the wizard web master for our CFI website.*

Chauncey knows the service industry has its own set of rules when it comes to online marketing and search engine optimization (SEO). The carpet cleaning industry does too. The Monsters of Search, is a digital marketing company with experience in our industry. Chauncey has helped tons of carpet cleaners rank above their competitors in search engines and he is looking to help you too!

Panelist - Jen Peterson

This guest speaker is Jen Peterson and is with Walker Printing where goals are to build more relationships within the community and leave a lasting impression with each and every client we serve.

To reach those goals, we center our business around Customer Service, Direct Mail, Graphic Design, All types of Printing, Attention to Details, Great Pricing, and Fast Turnarounds!.

By reaching out to our many connections, we can solve most issues our clients experience. Our #1 problem that we solve for our clients is turnaround time! They forget to order something and they need it same day or within 24 hours. Not a problem, we can save their day!



Success Wisdom - Wednesday March 3, 2021 Webinar

Topic: Marketing Madness...What Really Works!

Success Wisdom - Wednesday March 3, 2021 Webinar



Provide Your Question Online During the Registration Process. The Guest Speakers Will Answer as May Questions as Time Permits.



[JOIN CFI TODAY](#)

[REGISTER TODAY](#)

Registration Required to Receive the Access Code

Tune in and Join Jessika, Roby, and their Guest Panelists



Join Jessika James and Roby Harris - Let's Talk!

1st Wednesday of Every Month - 6:00 pm PST



Jessika M. James

Jessika M. James is well known in the cleaning and restoration industry. A second generation residential and commercial cleaning, restoration business owner and technician, with over 36 years of in-field experience. Opening up her first carpet and upholstery cleaning company along with her brother Kevin in 1984, Jessika grew on her own and continued to own and operate several successful disaster restoration and bio-remediation in the California Bay Area.

Her vast and varied knowledge of the cleaning and restoration industry makes her highly sought after as an instructor, corporate trainer and speaker. Jessika is an approved IICRC Instructor for CCT, CCMT, UFT, OCT, FSRT, WRT, Trauma Scene 101, and Microbial Remediation, and currently serves on the Board of Directors of the IICRC. Sharing her passion for our industry, in the form of teaching, Jessika continues to teach cleaning and restoration courses, throughout the US and Canada.

Jessika has been recognized by R&R Magazine as one of the top 3 women in the industry, awarded the prestigious IICRC Favorite North American Instructor trophy and frequently writes for industry magazines.



Roby Harris

Roby Harris is the owner of Twice As Nice Carpet & Upholstery Cleaning, along with his wife Angela.

Roby is a CFI Firm Member, past CFI Northern California Director, Past CFI Secretary Treasurer, and currently is the CFI President of the Board of Directors for the 2020-2021 year.

Roby has been in the cleaning industry for over 27 years and holds IICRC certifications in 12 areas of expertise. Being a firm believer in continuing education to promote a higher standard in the cleaning industry,

Roby is honored to mentor those in our industry by hosting the CFI "Success Wisdom" webinar series. He looks forward to meeting all of us online the first Wednesday of every month at 6:00 PM PST.

Produced by CFI - Carpet & Fabricare Institute. This CFI Webinar Series is made possible by the Committee members who see the vision being developed by the CFI Board. These members have volunteered to mentor those following in the same path.