



Topic:

On Line Marketing for Carpet Cleaners

Meet The Experts - Wednesday, August 4, 2021

6:00 PM PST

CFI Production, Meet the Experts, a Webinar Series

Meet The Experts

with Host, Tim Baker and Steve Marsh

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

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Chauncey Haworth:
Owner of Monster of Search,
Expert in Carpet Cleaning Websites!

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!

Chauncey will be speaking about :

- How to know how well your business is doing online right now
- The importance of locally targeting SEO
- Tracking your efforts and return on investment
- Expanding your marketing online
- Is social media worth it?

Registration Required to Receive the Access Code



6:00 PM PST -

Webinar Series Dates for Your Calendar:

- Wed August 4, 2021
- Wed October 6, 2021
- Wed December 1, 2021



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.

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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



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JOIN CFI TODAY



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

REGISTER TODAY



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Host - Tim Baker

Tim Baker brings nearly three decades of experience to the cleaning industry, starting his career at Chemspec in 1990. Ten years later, Prochem founder Jim Roden persuaded Tim to come work for Prochem and later the industry leader, Legend Brands.

Tim enjoys working with the passionate people within the industry he loves. Tim always goes above and beyond, to help the individual cleaner. Imparting his knowledge and dedicating his time to elevate and assist all of us, is what makes Tim a leader and educator.

It is a pleasure to have Tim be a part of the CFI Webinar series.



Co Host - Steve Marsh

Steve has taught IICRC carpet and upholstery certification classes for over 15 years and for six years taught the only advanced hands-on upholstery cleaning class in the country.

As a contributor to Cleanfax magazine for over 12 years, Steve wrote the column Single Truck Success, making him the longest running columnist for the magazine. He has published two audio seminars, Single Truck Success and Be Competition Free. Steve has developed and taught the Single Truck Success system where owners can profit \$200,000 per year from a single truck.

Steve is currently offering his National Program, Single Truck Success and his business platforms FREE to CFI members.

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