



Dan's School will offer two marketing courses for pressure washing contractors of all experience levels:

1. **ENTRY-LEVEL MARKETING**, which is offered twice – once Tuesday morning, then repeated again Tuesday afternoon – is ideal for first-year mobile power washers. This 3.5 hour course will provide contractors with the tricks for landing work at the right price. It will also get newer contractors up to speed so that they will be ready to move on to Dan's more advanced class, which begins Wednesday morning.
2. **THE 2-DAY ADVANCED MARKETING CLASS** – which will run from 8:30-5:00 on Wednesday and Thursday --provides participants with every imaginable solution for getting their phones to ring and closing the deal at the right price.

Additionally, attendees will learn:

- How to replace boring, everyday marketing strategies with more effective emotionally-charged marketing strategies;
- How to turn leads into buyers, and buyers into repeat customers; and
- How to close 8 out of 10 jobs over the phone without even going to look at the project.

Participants will also receive the 300-page step-by-step "Success in Power Washing" guide full of proven strategies to grow your business. "My biggest enjoyment at this class was the tremendous focus on marketing and the manual that point-blank lays out the proper way to market in this industry," said Ryan Harper of Six Gun Power Washing, who attended Dan's course at the Power Wash Academy last year.

KEEPING THE BUSINESS

The Power Wash Academy will tackle all aspects of equipment design & maintenance topics this February in the Systems Certification Schools that will be led by John Allison.

ENVIROSPEC'S SYSTEMS CERTIFICATION SCHOOL

When John Allison started washing trucks and houses in the 1970s, there were no '800' numbers to call and no Internet to turn to when his equipment broke down which it did often. John quickly learned that if he could not diagnose and fix his equipment himself while on the jobsite, he was going to lose money and potentially go out of business.

Over the next 40 plus years John continued to *hone his craft* to a level of expertise that included producing the industry's only line of professional cleaners formulated exclusively for the professional Mobile Washer. His reputation for engineering professional equipment is unsurpassed. In the early 80's he built the industry's first dual pumper that worked flawlessly. It wasn't until the late 90's before others were able to duplicate the technology.

Through Envirospec's Systems Certification School, John teaches not only the basics on various equipment troubleshooting and repair topics, but also covers mistakes to avoid and tips and tricks to make work easier. "I always tell contractors they will be 10 years ahead of their closest competitor by attending our certifications school, and I have yet to be proven wrong," John explained.

"After attending John Allison's school, I now realize that the mechanics of the equipment are not as complex as we often think they are," explained Maurice Clark of M S Clark in Georgia. "Burners are the perfect example."

The Systems Certification School offers four different classes. The cost for each class is \$500 when purchased online.

1. BURNER WIRING TROUBLESHOOTING

Considered by many to be the "scariest" component for servicing, John assures that participants will be able to wire a burner "blindfolded" by the time they leave – "even if it takes us all night."

In the burner school, participants will also:

- Understand igniters, motors, amp draw, fuel pumps and switches.
- Set up a burner diagnostic system to troubleshoot a burner in five seconds rather than 2 hours.
- Learn how to properly clean coils.
- Learn to determine the correct size coil for any machine.

This course will be offered on Monday morning from 8:30- noon, or Thursday afternoon from 1:30-5:00.

