



Cleaner Living

June 2008

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This Month's Special

Visit www.freecarpetcleaning.net and we'll give you \$10 off for each referral you submit that uses KleenRite. You could get up to \$200 worth of free carpet cleaning! We'll also send your friend(s) a gift certificate for one FREE room of cleaning (up to 200 sq. ft.). No worries, their information is safe. We'll simply send them the gift certificate absolutely FREE!

Thank You

Thank you to those who have referred us:

Mary Lee Dingee
Cindy Scopel
Emily Deal
Elizabeth Huskinsor



Researching Your Customer Base

Your current clients are your most valuable assets. It costs twice as much to attract a new client as it does to keep an existing one so take the time to research your customer base and learn everything about them that you can.

Classify and group your existing clients by common characteristics such as geographic location, age, gender, or other demographics. Then, find out why they work with you, how they found you, and what they like or don't like about your services or products. Surveying your customers will provide you with information that is key to growing your clientele and your business. You will learn their motivations for buying and be able to market your products and services based on these motivating factors.

You can also create focus groups to evaluate new products prior to developing and launching a full-blown marketing effort. This will help you to identify whether or not there is a need in your market for the product or service before investing resources.

If you don't already have customers, you can purchase mailing lists of prospective customers who match your target audience and survey these individuals or survey your competitors' clients if you're able to identify them. Don't forget to offer something to survey participants when you ask for their time – the response rate will be greatly increased!

5 Inexpensive Ways to Conduct Market Research

1. Survey your clients, prospects, partners, vendors, and suppliers.
2. Create a suggestion box.
3. Enclose questionnaires or business reply cards with every outgoing piece of mail.
4. Provide a "feedback form" on your business' web site.
5. Gather census data and demographics for your company's service area.



Carpets Cleaned Right or Cleaned FREE!

www.KleenRite.net

(217) 351-4930



Guide to Container Gardening



If you love to garden, but have a limited amount of space, don't worry. Lack of space need not put gardening out of your reach. Even if your space is limited to say a balcony, patio, deck, or even just a sunny window, you can use container gardening to grow virtually anything you desire. Container gardening can not only bring you joy from flower gardening but, herbs and vegetables as well. So, are you ready to start container gardening yourself ?

Nowadays, however even apartment dwellers can grow their dream garden with little or no fuss. Your dream of growing beautiful flowers, herbs and even fresh vegetables can be fulfilled through container gardening. It is exactly as it sounds. Using containers (Baskets, pots, etc.), to grow your garden.

Container gardening allows the delights of landscaping without the weekly mowing, weeding, and other chores. You can raise perennials, annuals, and even small shrubs and trees.

Container gardening isn't "chore free". Even though the space is smaller container gardening does requires proper planning much like traditional gardening.

Part of your planning is to determine your USDA zone (this will help to identify the suitable plant variety of your zone),

amount of daylight your apartment receives and where in your apartment is the best location for your particular variety, and finally to choose your plant variety.

If you are planning a window box garden or a balcony garden you can probably get your plants from the nearest nursery. However, for indoor container gardening, I would advise finding the nearest greenhouse. In temperatures below 45 degrees F or in high winds you should keep the tender plants of container gardening inside. There is a false notion that plants sprouted in the ground won't grow in containers. This isn't so.

Moreover, any container with holes for drainage can be used. Container gardening requires a small investment to start. But it is low maintenance and can produce good results. There are numerous vegetable varieties that do very well in containers. By using a good quality potting soil many vegetable plants require only sufficient sunlight and water. By providing only these two things you can easily grow your own fresh vegetables for your ratatouille or salad.

Don't despair if you don't have a balcony or deck. Chances are you can get permission from your landlord to install window boxes. It's very common to grow

blooming annuals year-round as well as a number of varieties of vegetables in your sunny window.

And, you can continue your container gardening through the Autumn by selecting hardy plants that can withstand the frost.

Some common plant varieties that stand up well to the frost are Eulalia grasses, Mexican feather grass, Cornflowers, Lavender cottons, Jasmine, Million bells, Stonecrops, etc.,

In order to extend the life of your garden from early spring to fall, you can replant to match the conditions. You can contact some of America's best gardeners online to get advice for your container gardening. They offer suggestions such as caring for particular plants, choosing the right containers, and how to grow tips for succulents, and even roses, and bulbs, in containers.

Get your free copy of Container Gardening Secrets. This special free report has the best kinds of containers to use, the ultimate potting mixes for huge harvests, how to make your own self-watering container, which pots never to buy, and much more! Visit: <http://www.verticalgardeningsecrets.com/freereport.html>



TRIVIA: THIS MONTH'S TRIVIA WINNER

Congratulations to Donna Helm, who answered this month's trivia question correctly!

You could win, too! Look at the trivia question on the back of this newsletter, find the answer, and visit our web site

online at www.kleenrite.net to send us your answer! If you don't have internet access, call our trivia line at 353-5244 and leave us voicemail including your name, phone number, and your answer. All correct answers will be entered in the drawing to win!

Ask the Expert

Q. What can I use to remove dried blue permanent marker from a nylon carpet?

Ink is difficult to remove because it tends to thin out and spread during the removal process. I recommend trying a gel-type solvent spotter, allow the recommended dwell time, then rinse well with a clear solvent, and repeat if the link is lighter but still visible. End with an extraction rinse.

If the ink discoloration remains, add the solvent to an absorbent compound, work it in and use it as a poultice. Let it dry overnight.

If after all this, the spot remains, try a heat dye transfer process. Be gentle so you don't fuzz or flatten the fibers.

If you're still having problems removing the stain, call KleenRite's technicians for assistance at 351-4930.

Damon Hackleman
KleenRite



Our little angels pose for a Father's Day picture before bed



This Month's Events

June 14th - Strawberry Jam

Pack a dinner and enjoy an old-fashioned picnic atmosphere with live and local folk music, hayrack rides and guided prairie tours, and free ice cream and strawberries while supplies last.

4pm to Dusk at Meadowbrook Park, Urbana (parking at Race Street entrance and at Stone Creek church)

4pm Grass Roots Revival

5:30pm Big Bluestem String Band

7pm Corn Desert Ramblers

June 20th - Furry Friends Overnight

4:00pm to 4:45pm - Stories, songs and tuck in your stuffed animal, come back in the morning for breakfast. No registration free for children 3 years to grade 5. For more information: Call 367-4069, or visit <http://urbanafreelibrary.org>

June 28th - Great Annual Rocket Launch Of 2008

Pick Dodds Park (by Parkland College), Champaign 10:00am to 4:00pm

Central Illinois Aerospace model rocket club Great Annual Rocket Launch Of 2008. Rockets of all sizes welcome. Call 352-9655 if weather issues. Free. For more information: Call 359-8225, or visit www.prairienet.org/cia/garlo.html



What Clients Are Saying

"KleenRite is a friendly, caring company. The cleaning technicians did a fine job and were courteous and competent."

- Mary Lee Dingee

"The KleenRite technicians were friendly, professional and did a great job."

- Cindy Scopel

KleenRite

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Return Service Requested

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What Do You Know?

Find the answer to the trivia question below and submit your answer at www.kleenrite.net or call our trivia line at (217) 353-5244 and leave us voicemail including your name, phone number, and answer to be entered to **win a \$50.00 Target Gift Card!**

This month's trivia question:

How many green caterpillars are in this month's newsletter?

Cleaner Living

Grill the Perfect Steak this Father's Day

PREHEAT GRILL TO HIGH HEAT. PLACE STEAK ON THE GRILL FOR ONE MINUTE. TURN STEAK OVER AND REPEAT FOR ONE MINUTE. TURN AND ROTATE 45 DEGREES AND GRILL THE STEAK 4-7 MINUTES ON EACH SIDE FOR MEDIUM DONENESS. THIS SHOULD CREATE A DIAMOND PATTERN OF GRILL MARKS. REMOVE STEAK FROM GRILL FOR 2-3 MINUTES BEFORE SERVING.

Old Time Meat & Deli Shop
2018 S Neil St., Champaign, IL 61820
(217) 351-9123

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A POUND**

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FATHERS DAY JUNE 15, 2008

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