

Whether considering an investment and future in the drycleaning business or having already made a commitment, Drycleaning & Laundry Institute has created Getting Started to help with planning, ownership and operation. It covers all the bases! You can try to do it all by yourself or you can rely upon the enormous help Getting Started offers. You need Getting Started.

INTRODUCING A MUST HAVE!

Getting Started

A Drycleaning Business Guide for
Planning, Ownership and Operation

Bonus Features

- ⇒ **Key Information of Cleaning Technologies – A DLI White Paper**
- ⇒ **How's Business? DLI's Survey of Sales Trends by Region**
- ⇒ **Why Businesses Fail**
- ⇒ **A Sweaty T-Shirt and Jeans is Good Enough**
- ⇒ **Sample Fair Pricing Policy and Training Guidelines**
- ⇒ **Customer Service Personnel Handbook**
- ⇒ **Best of Quick Tips for Equipment, Production, Spot Removal and Chemicals**
- ⇒ **OSHA Self-Inspection Readiness Check-up**

Getting Started focuses on critical areas essential to starting and operating a successful business. Its contents zero in on Writing A Business Plan, Equipment and Practical Operations, Locations, Leases and Landlords, Key Information on Cleaning Technologies, Sales Trends, WOW Factor Marketing and Advertising, Customer Service, Pricing Strategies and Fair Pricing, Buying and Selling a Business, Maximizing Revenue, Production Standards, Rules and Regulations, Recordkeeping, OSHA Guidelines, Health and Safety, Insurance, Human Resources and Job Descriptions, *and much, much more! Take a look at all that you get!*

FAQ's

1. We Know You Have a Thousand Questions

Can I make money?

What's the cost of opening a drycleaning business?

Do I need a license to operate a drycleaning business?

Where do I purchase equipment and supplies?

Do you think purchasing a franchise is the best way to get into business?

Who are the best drycleaning customers?

How many cleaners are there in the US?

Is there room for another cleaner?

What are the primary reasons drycleaning businesses fail?

What's the best source for drycleaning information and training?

A Business Plan – 10 Sections *Includes a Business Plan template to follow!*

1. What is a Business Plan?
2. Why Prepare a Business Plan?
3. Creating Your Plan
4. Business Plan Format
5. Six Steps to a Great Business Plan
6. What to Include
7. Top 10 Do's
8. Top 10 Don'ts
9. Creating a Business Plan
10. Business Plan Template

The Basics – 33 Sections

1. What Is Drycleaning?
2. Stand Out: What (Will) Makes Your Business Unique?
3. Location, Location, Location
4. Market Evaluation – Proving a Location
5. Free Demographic Sources - Sample
6. Scouting for a New Location
7. Relocation – Can You Top This?
8. Environmental Factors to Consider with Plant Locations
9. Seven Steps to Better Negotiations
10. How to Negotiate Like a Pro
11. Environmental Factors Making Lenders Cautious
12. Five Financial Mistakes to Avoid
13. Five Big Business Lessons for Small Businesses
14. Risky Business? No, Thanks – Reduce Your Risks
15. Determining the Cost of Producing A Garment
16. Cost-Volume-Profit Analysis
17. Back to Basics – Small Business Tips
18. Avoiding Dumb & Dumber Business Decisions
19. Thinking Your Way Through a Difficult Situation
20. Get Successful by Getting Tough With Yourself

21. The 80-20 Rule
22. Business Success: Don't Just Survive – Thrive
23. Curing Common Business Headaches – Dealing with Customers, Employees, and Time
24. Stopping Inside Jobs
25. Drycleaner Robberies
26. Packaging to Gain Your Market Share
27. Production Standards
28. Plant Layout
29. Cashing in on Casuals
30. When Volume is Down – Talk of Wholesaling Comes Up
31. When Disaster Strikes, It's Almost Too Late to Start Planning
32. Stain Removal 101 – Parts 1-5
33. Common Stain Removal Mistakes

Operations and Equipment – 19 Sections

1. Principles of Drycleaning
2. What Is Wetcleaning?
3. Drycleaning Machine Buyers Guide
4. Design Recommendations for Equipment
5. Standards and Recommendations for Drycleaning Systems
6. Drycleaning Troubleshooting Guide
7. Maintenance Schedule Guide for Drycleaning Machines
8. Preventative Maintenance – Keeping Your Equipment in Good Working Order
9. Preventative Maintenance (More)
10. Determining Boiler Horsepower Requirements
11. Automated Equipment Can Improve Plant Operations
12. Savings On Your Utility and Energy Costs – You Need a Strategy
13. Staying in Hot Water – Energy Efficient Systems
14. Eight Simple Energy Savers
15. Energy Savings Checklist
16. Boiler Coast-down Reduces Energy Costs
17. Lighting. Quick. Cheap. Easy.
18. Efficient Workflow Through a Good Tagging System
19. Reducing Perc Content in Residue

Maximizing Revenue – 10 Sections

1. Maximizing Profits with the Right Pricing Strategy
2. Conserving Cash
3. Money on the Line – Advance Payments
4. Aging Orders and Abandoned Clothes Cost You Lots of \$\$\$
5. Keep Overhead Low With These Useful Tools
6. What to Consider Before Adding A Delivery Route
7. Profitability of Dry Stores and Routes
8. What Every Cleaner Should Know About Using a Wholesaler
9. Expanding Your Commercial Accounts
10. How to Bag a Big Contract

WOW Factor Marketing and Advertising – 47 Sections

1. Test Your Marketing IQ
2. How To Have A “Grand” Grand Opening
3. Engineering the Customer Experience
4. Here’s a Little Secret...Just Say Yes!
5. Power Marketing – 2002 Drycleaning Usage and Consumer Attitudes Study
6. The Five Most Common Marketing Mistakes
7. Creating A Marketing Plan
8. Marketing 101
9. Marketing A Service Business
10. Small Business Marketing
11. Developing Your Marketing and Public Relations Plan
12. Planning Your Marketing Strategy
13. Marketing Your Business – It’s Fundamental
14. Market Segmentation
15. Marketing Without Money
16. Marketing Make It Tangible
17. Five Economical Ways to Vary Your Marketing Mix
18. How to Undermine, Derail, and Destroy Marketing and Sales Programs
19. Advertising – Make it Worth Your Money
20. A Sure-Fire Way to Get a Better ROI on Your Advertisements
21. A Few Simple Ideas Your Customers Will Love
22. Getting Free Publicity for Your Business
23. Making the Brand
24. Four Steps to More Creative Branding
25. Honing Your Drycleaning Brand Will Give You a Big Leg Up
26. Why Loyalty Programs Work
27. Customer Loyalty Programs
28. Direct Mail: Junk? Or a Profitable Sales Promotion Tool?
29. Open Doors with Direct Mail
30. The Incredible Power of a Customer Survey
31. Cleaning Holiday-Related Items Can Generate Increased Publicity and Sales
32. Providing Quality Service
33. If You Don’t Satisfy Your Customers Someone Else Will
34. Retention is Key to Cleaners’ Survival
35. Why Customer Retention Beats Customer Acquisition
36. Why You Absolutely Must Market to Current Customers
37. Five Ways to Keep the Customers You Want the Most
38. Regaining Lost Customers
39. Is Your Business on the Web? Should Your Be?
40. Getting Your Business on the Web – It’s Easier Than You Think!
41. Optimizing Your Website
42. E-mail Marketing
43. Customer Relationship Management Require Communication and Technology
44. Pull in More Customers with Improved Sales Skills
45. How to Get the Most from Your POS System
46. Using Your POS System to Market Intelligently
47. Are Mistakes On Display?

Regulations, Rules, and Legal – 21 Sections

1. Reference Guide to Federal Environmental, Health, and Safety Regulations
2. Following Government Regulations
3. Required Regulatory Forms
4. Revised EPA Air Standard for Perc Drycleaning Operations and Leak Detectors
5. OSHA Guidelines for Drycleaning and Laundry Establishments
6. Hazard Communication Standard Refresher – Parts 1-4
7. Complying with OSHA's Revised Recordkeeping Regulations
8. Control of Hazardous Energy – Lockout/Tagout
9. Why Comply with the Control of Hazardous Energy Requirements
10. Environmental Options for Drycleaning Operations
11. Don't Take Chances With Regulatory Compliance
12. Taking Steps To Guard Against Financial Disaster and Ensure Safety
13. Some Cautionary Advice on Environmental Surcharges and Fees
14. More on Environmental Surcharges and Fees
15. Getting a Handle on Your Hazardous Chemical Inventory
16. What All Employers Should Know About Employment Laws
17. Understanding the ADA
18. Employment Eligibility Verification Form I-9 (Complete Version)
19. Legal Guidelines for Selection and Interviewing
20. Defending Against Claims
21. Can A Shareholder be Liable for Corporate Debt?

Buying or Selling a Business – 4 Sections

1. Buying and Selling a Business
2. Some Methods for Establishing a Price When Buying or Selling a Drycleaning Business
3. Knowing What Your Business is Worth
4. Creative Financing Options

Leases – 7 Sections

1. Stand Your Ground with Your Landlord
2. Who Says a 'Standard' Lease is Non-negotiable?
3. Choking on Hidden Charges? What Should You Do?
4. So You Exercised a Lease Option, How Much is Your Rent?
5. Seven Strategies for Getting Out of a Lease
6. If You Sell Your Business, What is Your Future Lease Liability?
7. Can A Landlord Extract a Piece of the Action From the Sale of a Business?

Insurance – 9 Sections

1. Insurance You Need
2. Rainfall Destroys Call Office – Do You Have These Essential Coverage's?
3. What to Look for When Choosing Property/Casualty Insurance
4. What to Look For When Selecting a Carrier and Coverage
5. Is Your Insurance Coverage Adequate?

6. Irving Weber Associates, Inc. (Endorsed by Drycleaning & Laundry Institute)
7. Insurance Difficulties After the Floodwaters Went Down
8. Understanding Pollution Insurance
9. Meeting Safety Requirements

Supplies and Chemicals – 6 Sections

1. Getting the Best Deal for Your Supplies
2. Finding a Distributor That's Right for You
3. Laundry Detergents & Chemicals
4. Detergents Are the X Factor in Any Good Cleaning System
5. Wetcleaning Chemicals
6. How to Hang On As Supply Costs Rise

Human Resources – 17 Sections

1. The Tricky Business of Screening Job Candidates
2. 7 Deadly Hiring Mistakes
3. Legal Guidelines for Selection and Interviewing
4. A Word About Non-compete Agreements
5. Employee Manuals: Who, What, When, and Why
6. Drug-Free Workplace Policy
7. Job Analysis and Descriptions
8. Training Customer Service Personnel
9. Turning Customer Service Personnel into Spokespeople
10. Asking the Right Questions: A Checklist for Customer Service Personnel
11. Selling Additional Services
12. Standards Begin with Job Descriptions – Parts 1-2
13. Evaluating Employee Performance
14. Staying Staffed Means Staying in Business
15. Turnover is a Profit Killer – Parts 1-2
16. Wage Incentive Programs
17. Dealing with Difficult Customers

All This for Only

\$779

Save \$150

Purchase Getting Started for only \$629 when combined with Professional Training at the Drycleaning & Laundry Institute School of Drycleaning Technology in Laurel, Maryland USA

Call 1-800-638-2627 to order Getting Started and receive no-obligation Drycleaning & Laundry Institute

School of Drycleaning Technology information

PLUS!

**Drycleaning & Laundry Institute
Training Media CD's**

Regularly \$99 each

**Available from StartADrycleaners.com for
*\$89 each***

1. **Getting More Dollars From Your Customers**
2. **Avoiding The Price Discrimination Trap**
3. **Email Marketing – A Communications Strategy for Profit**
4. **Laying the Foundation for Building Successful Routes**
5. **Contamination and Liability**
6. **Wetcleaning - Getting Wet and Making It Work**
7. **Increase Sales and Profit in a Slowing Market**
8. **Do It Yourself Maintenance**
9. **Stain Removal Tips**
10. **Stain Removal Etiquette – How To Cure Bad Habits**
11. **Solvent Options – The Real Story on Cleaning Technologies**
12. **Shirt Laundry and Pressing Problems – Causes and How to Avoid Them**

Order All 12 for \$949 - *Save \$119*

When Ordering CD's You Must Mention
Promo Code StartADrycleaners

1-800-638-2627

What are you waiting for?

Request Drycleaning & Laundry Institute Professional Affiliation Information

It's just this simple.

\$458,684 vs. \$250,855*

Drycleaning & Laundry Institute Affiliated Companies
PROSPER, GROW and **OUTPERFORM** others.

Call DLI or any
Partner Association.
We'll tell you why.

1-800-638-2627

Drycleaning & Laundry Institute
international

*DLI Affiliated Company Average Gross Sales responses for the most recent previous 12 month period \$458,684 (multi-million dollar operations not included) from a survey conducted during the week of November 15, 2007 as compared to National Average \$250,855 US Census Industry Statistics Sample release date 11/15/05 based upon 21,750 establishments (multi-million dollar operations not included). All content and reference data is for informational purposes only and should not be considered scientifically and statistically complete or representative of the entire scope and circumstances of all DLI affiliated companies. Survey results are available at ifi.org. Click on Outperforming Others.

Call any of these DLI Partner Associations or look them up on the Internet.

California Cleaners Association
916-239-4070
calcleaners.com

MidAtlantic Association of
Cleaners
800-235-8360
midatlanticassociation.org
The District of Columbia
Maryland - Virginia
West Virginia

North East Fabricare Association
781-942-7630
nefabricare.com
Connecticut - Massachusetts
Maine - New Hampshire
New Jersey - New York
Rhode Island - Vermont

Rocky Mountain Fabricare
Association
303-433-4446
rma.org
Colorado - Utah - Wyoming

South Eastern Fabricare
Association

Southwest Drycleaner's Association
210-826-4684
sda-dryclean.com
Arkansas - Kansas - Louisiana
Mississippi - Missouri
New Mexico - Oklahoma - Texas

Tennessee Fabricare Association

