



Bubble-Up "Good News" Letter™

"News You Can Use ... To Be Aware & Better Prepared"

September 2023 Vol. 1 No. 4

"School is Never Out for the Pro"

By: Bill Gough



Owners Jared Parr, Bill Gough, Tyler Slaughter, & Gonzo Lagunas

Jared & Gonzo are on site 6 days /week making sure you receive **YOUR Best Car Wash Experience**** and completely satisfied. Not in a high-rise 100's of miles away like most car washes.

Tyler hired/trained Jared & Gonzo in 2013. Each of them have 10+ years management experience in Express Car Wash business and live in Madison County with their wives & kids.

MORE IMPORTANTLY, they know YOU, THE CUSTOMER, is our business's most valuable asset.

** What is Your Best Car Wash Experience?

- You will be Assisted & Treated Nicely
- You will be Appreciated
- You will be Listened to for all Feedback
- You will have the Bubbles Clean Car Guarantee

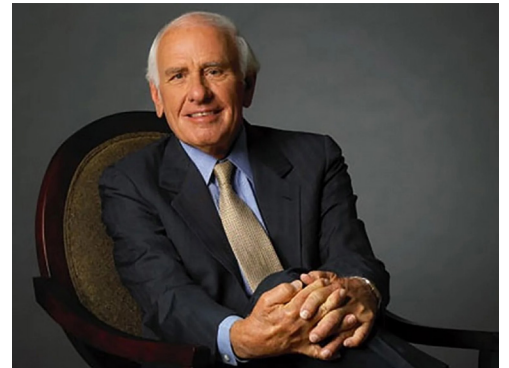
FREE AMENITIES DETAIL YOUR CLEAN & SHINY CAR

- Vacuums
- Towels
- Multipurpose and Glass Cleaner
- Air Wands to Clean Cracks & Crevices
- Automatic Mat Cleaner

School's back in session. Cooler temps, and my favorite part, college & pro football for the next 4-5 months.

This month I'll share a little about my family, and some past business experience which is the REASON we're getting to know one another.

But first ... let me explain this month's monologue, **"school is never out for the pro."**



Business Philosopher Jim Rohn
1930-1979
(see p.3 for inspiration)

I learned this in the late 80's from the great business philosopher and self-improvement teacher, Jim Rohn. I never saw/heard Jim speak to a live audience. He died in 2009 at age 79.

I learned from Jim by reading & studying many of his books, newsletters, online posts, and listening to audio/video recorded CDs. I even listened to a few audio cassette tapes and vinyl albums on his philosophies.

In 1982, I graduated from UNA in my hometown, Florence, AL. I thought my schoolin' days were behind me. Just one of many incorrect thoughts I had about the "real world" at age 22.



I was lucky. Just 14 months later I was recommended and hired by a lady Allstate Insurance Agent Manager. She put me through a rigorous 4-month job interview process.

Kathy Honaker was the most driven person I had met.

If I wanted to be a top performing Allstate Agent, I'd have to work hard. A ton of reading, learning policies and procedures fast. Plus, there was nonstop change which most humans do not like - thus more required learning to stay on top.

Kathy taught me the importance of **ABL ... Always Be Learning**. Jim Rohn, Zig Ziglar, Tony Robbins & many others came later.

Continued on page 4

Our Customers Say It Best

"Bubbles Express monthly unlimited club in the best deal in Madison County ... hands down. Jared & Gonzo are terrific. I can be in and out in less than 5 minutes and employees always smile."

Tammie Simmons

"I've been to other car washes. No one even acknowledges me (in the lot), y'all are the best, everyone is so kind, & my car comes out great every time!"

Kimberly Moore

"I'd cancelled my membership to try other washes, but you guys have EVERYTHING CONSISTENTLY every time. No other wash even compares. Between the towels, strong vacuums, & great customer service, you deliver each time. Others are always missing something."

William Finucane

"I really love your car wash. My son-in-law even asked where I get my car washed. He says it always looks amazing, especially the tires."

Sara Porch

"The mat machine is the best I've had at any car wash. The actual wash does an amazing job – shinier & better in every way. The towels, bottles, and vacuums are also excellent"

Marty Pavlik

Bubbles Partners & Teams Go Back to School Every Year To Better Serve **YOU**

Look ... I joined my BECW partners, Jared, Gonzo, and Tyler because of their philosophy of **Elite Customer Service (ECS)**.

This requires using the best documented customer focused systems to train a strong team delivering ECS everyday one car wash at a time.

At least 3x year BECW Partners & Teams attend the industry's best conferences to learn more with other top in country independent car wash owners.

Tyler is one of the most sought-after experts in this industry and it's impossible to walk 10 yards at these shows without him being stopped with a question or request for something. He's a giver and always makes time to help a fellow owner.



Left to Right, Managers - Kris Glover, Cassidy Border, Chandlor Rodgers, Owners - Gonzo, Jared, & Bill

You may be thinking ...

1. Does this really serve me as a customer?
2. I know how these conferences go - golf, drinks, dinners, parties, and just having a big party. No real work goes on.

I will be the first to tell you, yes there is a lot of this by many business owners as a fun time get-away to Vegas, Nashville, and other "fun" destinations. I've certainly done my share of it.

That's over for me. Our strategy to these events is 90% business learning/networking with other owners ... plus 10% fun. Here's the kicker ... it's all fun ... because we're passionate about the business plus better serving our customers and teams.

SMILE CORNER

Back to School Humor

Q: Why is school easier for cave people?

A: Because there is no history to study!

Q: Why did the broom get a poor grade in school?

A: Because it was always sweeping during class!

Q: Why do magicians do well in school?

A: They are good at trick questions!

Q: Why was the teacher wearing sunglasses in class?

A: She has bright students!

Q: What's the king of all school supplies?

A: The ruler!

Q: Why is a Cyclops a good teacher?

A: He has only one pupil.

"Bubble-Up" Inspiration

"Genius without education is like silver in the mine"

Ben Franklin

"Formal education will make you a living; self-education will make you a fortune."

Jim Rohn

"When the student is ready, the teacher will appear"

Jim Rohn

"Don't wish things were better, get yourself better."

Jim Rohn

Teacher creates 'Gentleman's Club' to teach life lessons to young boys with no dad at home

A South Carolina teacher is going above and beyond to help young boys in his community become young gentlemen.

Every Wednesday nearly 60 students at Memminger Elementary School dress for success and meet for the "Gentlemen's Club."



Raymond Nelson is the student support specialist at Memminger Elementary in Charleston, South Carolina. He works with at-risk children and thought of an idea to teach his students life lessons.

Nelson says, "I was thinking maybe if I have the boys dress for success. When was the last time you saw someone fighting in a suit?" He started the Gentlemen's Club.

Their motto is: "Look good, feel good, do good."

Every Wednesday, dozens of first through fifth graders walk into class in their Sunday's best. Each week they discuss a new topic like how to shake hands, make eye contact, open doors and address their elders.

"I know a lot of them struggle because a lot of them don't have men at home, so I just want them to grow up and think of the things that I teach them," Nelson said. "They like the reaction of walking up to classrooms and say, 'Oh, you look so nice and handsome,' they just love it."

Nelson even keeps a stash of donated jackets, vests and ties at school for kids who don't have their own.

"A lot of my students perform well when they know someone cares about them," Nelson said.

At his mother's request, Nelson said he joined a similar group as a child.

"It helped me to be a better man and I could spread the knowledge to the young boys," he said.

The Gentleman's Club has been so successful at Memminger that Charleston County School District officials say they want other local schools to begin Gentleman's programs in their schools.

WASH PACKAGES

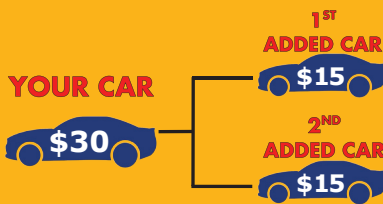
BEST \$25 SINGLE \$35 UNLIMITED
● CERAMIC ● PLUS EVERYTHING ELSE

BETTER \$20 SINGLE \$30 UNLIMITED
● CARNAUBA WAX ● BUFF N DRY ● UNDERBODY RINSE

GOOD \$15 SINGLE \$25 UNLIMITED
● TIRE SHINE ● TRIPLE FOAM ● WEATHER GUARD

BASIC \$10 SINGLE \$20 UNLIMITED
● WASH - RINSE - DRY

**ADD CARS
TO YOUR
MEMBERSHIP
UP TO
50% OFF
FAMILY
PLANS**



SCAN WITH YOUR PHONE



“School is Never Out for the Pro” cont...

Kathy matched me up with her best agents. I learned from them; the real business we're in as an agency (business) is the people business. The more your customers know, like, and trust you the better business you will build.

This philosophy served our customers and business well in our 27 years with Allstate. Twenty-one years we performed in the top 1-5% of all agents countrywide in Customer Service Awards plus inducted to the Allstate Agents Hall of Fame.

Listen ... I'm not trying to impress you with these numbers. I'm past that. My ego was deflated long ago.

I am trying ... to impress upon you – to SINCERELY SERVE your Customers First doing your best with constant and never-ending improvement to those you lead. I promise you will get all you need and more.

Our Family ... My wife Vanessa is my best friend, advisor and queen of our castle. Our daughters are Taylor 31, and Bailey 25. Neither are married (no grandkids-yet) and lovely young ladies which we're extremely proud of. Our son, Bill III passed away almost 17 years ago at age 23 due to juvenile diabetes complications. He was a great son and big brother. He's missed.

A few Questions for Bill Gough

1 ... What's your favorite food? Everything that Vanessa cooks. She's awesome making healthy meals that are delicious.

2 ... What do you like about the Car Wash Biz? I enjoy the freedom and challenge of being an entrepreneur. I love getting better at things I am passionate about be it business or personal.

3 ... Anything else you want to share? Vanessa and I became “empty nesters” in 2020. Having kids since the 90's we were nervous. We heard it was okay. Listen ... it's AWESOME 😊

Info needed to add family cars

- First & Last Name of member
- Cell Number of member
- Email Address
- Make, Model, & License Plate# of Vehicle(s) Adding

3 ways to add family cars to your membership:

1. Come by any Bubbles Location
2. Email info on left to admin@BubblesExpressCarWash.com
3. Scan QR Code on left or online at www.BubblesExpressCarWash.com/manage