



"NEW - Loyalty Rewards - Buy 3 Get 1 FREE - page 4

Bubble-Up "Good News" Letter™

**Family Owned
Family Operated**

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

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Procrastination facts and how to kill it

By: Bill Gough



Local 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

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

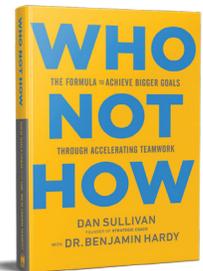
National Quitter's Day is the second Friday in January. It symbolizes when most people abandon their New Year resolutions.

Today's message is from one of the world's best authorities on procrastination ... and ... how to kill it.

Procrastination is the main enemy of growing, improving, and learning for all humans. We all do it.

Research shows 85-95% of college students are chronic procrastinators – meaning they cannot get themselves to do the work they need to - therefore experience negative consequences. The root cause of this is widespread addiction to technology, screen-time, and the internet.

In their book 'Who Not How' co-authors Dan Sullivan and Dr. Ben Hardy share the negative consequences for procrastination can ruin your life and potential.



Sullivan says, "Personal confidence comes from making progress toward goals that are bigger than your current capabilities."

Confidence affects your ability to dream, plan and achieve goals.

You know the good feeling when you accomplish something, right? Of course you do. It builds confidence in your capabilities.

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Our Customers Say It Best

"I just wanted to say, whacky situation but you guys handled it beautifully. I live right around the corner, my family and I will definitely be back."

Erin Davis

"I don't have enough time to come by as often as I would like but I just wanted to let you guys know you are the best car wash in the area."

Rachel F

"Hey man, 5 stars. You guys are the best. I am very pleased with the (membership) service, I've been coming here well since you opened."

William Barnes

"Will and Aiden were a great help and made my experience absolutely wonderful. The wash is great and my car is looking brand new! They also helped me get a membership and I'm ready for my next wash!"

Tyler Boles

"I love the song! and you all are just so friendly and nice! good customer service."

Emily

"Loves" Bubbles Express. "Bill, you guys are by far the best car wash in town with all the "goodies" to detail clean my car. I drive past 4-5 car washes from my home near the arsenal to come here every week!"

Tabitha Cote

Procrastination facts and how to kill it cont...

A few facts about Procrastination ...

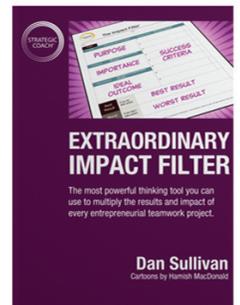
- Limits your imagination
- Prevents personal confidence
- Prevents you seeking bigger goals
- Leads to small self-image & small future

Seem extreme? These are accurate statements of what happens to *most* people.

Procrastination is the root cause of a common deathbed regret ... *"they never took steps to do what they truly wanted to do with their lives."*

Killing procrastination

Sullivan created a tool which helps you define a project vision, why it's important, and what success looks like. It's called **The Impact Filter**.



The Impact Filter – a one-page document which solves many leadership questions is comprised of these questions:

1. What is name of project?
2. **Purpose:** What do you want to accomplish?
3. **Importance:** What's the big difference it will make?
4. **Ideal Outcome:** What does completed project look like?
5. **Best Result:** If you do take action?
6. **Worst Result:** If you don't take action?
7. **Success Criteria:** What has to be true when project is completed?

My team and I have used Impact Filters since discovering it about 7 years ago for business and personal projects.

For more, get the book *Who Not How* by Sullivan and Hardy. Plus, google Sullivan's Impact Filter.

Take advantage of these two resources from the genius of Dan Sullivan. They can be life changing for you like they have been for me and tens of thousands he has taught over the years.

SMILE CORNER

- **What do you tell someone you didn't see on New Year's Eve?** I haven't seen you for a year!
- **My dad gave up smoking cold turkey for New Year's.** He's doing better now but.. he's still coughing up feathers.
- **Why do you need a jeweler on New Year's Eve?** To ring in the new year.
- **What do snowmen like to do on New Year's Eve?** Chill out!
- **Last year, I was able to keep all of my New Year's resolutions...** tucked away in a journal on my bookshelf.

“Bubble-Up” Inspiration

“The beginning is the most important part of the work.”

Plato

“I never look back, darling. It distracts from the now.”

The Incredibles

“It's never too late to become who you want to be. I hope you live a life that you're proud of, and if you find that you're not, I hope you have the strength to start over.”

F. Scott Fitzgerald

“525,600 minutes. That's how you measure a year in your life?”

Rent

Old Farmers Advice

My great grandparents on my Dad's side, Papa and Momma Hargrove, lived on a farm in Ardmore, TN. I remember visiting and thought the farm was very different from Florence.

The chickens, cows, and horses was all new to me. Along with the cotton, corn, and small garden of beans, peas, tomatoes, etc.

My Dad talked with tremendous respect for his grandparents and how hard farming was to make a living. There were no off days on the farm.

Recently I came across a book about Old Farmers Advice.

Advice from An Old Farmer:

Your fences need to be horse-high, pig-tight and bull-strong.

Keep skunks and bankers at a distance.

Life is simpler when you plow around the stump.

A bumble bee is considerably faster than a John Deere tractor.

Meanness doesn't just happen overnight.

It doesn't take a very big person to carry a grudge.

You cannot unsay a cruel word.

When you wallow with pigs, expect to get dirty.

The best sermons are lived, not preached.

Most of the stuff people worry about ain't never gonna happen anyway.

Don't judge folks by their relatives.

Remember that silence is sometimes the best answer.

Dont interfere with somethin' that ain't bothering you none.

If you find yourself in a hole, stop digging.

Sometimes you get, and sometimes you get got.

The biggest troublemaker you'll have to deal with is in the mirror

Always drink upstream from the herd.

Lettin' the cat outta the bag is a lot easier than puttin' it back in.

If you thinkin' you're a person of influence, try orderin' somebody's dog...

Live simply. Love generously. Care deeply. Speak kindly. Leave the rest to God.

WASH PACKAGES

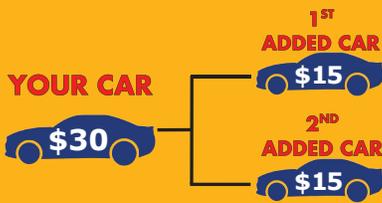
BEST \$25 SINGLE \$35 UNLIMITED
● CERAMIC ● PLUS EVERYTHING ELSE

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



NEW ... Bubbles Loyalty Rewards Program

Buy 3 + Get 1 FREE = Save 25%

Bubbles Loyalty Rewards saves non-members 25% off regular price. More on this shortly but first, here's why we're doing this.

Many businesses have a Customer Rewards Program to entice customers to come back time and time again.

In the past year, we've been gathering feedback from customers what type of rewards program to offer our loyal fans. The VIP Monthly Wash Club is such a program ... BUT ... monthly membership is not for everyone.

Look ... about 7 years ago, my wife Vanessa suggested I join a car wash monthly membership when they came available here in Florence. I was driving my black SUV to Huntsville 1-2 times per week. Immediately ... I loved my membership, my black SUV stays clean, and you know the good feeling of driving a clean shiny car, right?

Many times I encouraged Vanessa to join. But she didn't want a monthly plan. She only washes her car about every 5-6 weeks, and she only drives about 600 miles/monthly.

Unfortunately for us, Florence car wash doesn't offer a nice big discount for a second family car ... nor ... does it have a rewards program. As a loyal customer & business owner this irritated me, so my partners and I created a loyalty rewards program for non-members.

Bubbles Loyalty Rewards – How it works

Buy 3 ... Get 1 FREE ... SAVE 25%

It's simple. All controlled at our kiosk & your cell number.

For example. You drive up to kiosk and our friendly customer service attendant will assist you entering your cell number into the Loyalty Rewards program and buy your wash. You will receive 1 point. When you get to 3 points you automatically are sent a text that you next car wash at Bubbles is FREE. You'll have plenty of time – 60 days – to claim your FREE car wash.

The process starts all over again. Buy 3 Get 1 FREE. No limit on the number of car washes you get free.

"Members can use for cars not on membership".

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