



## Happy Holidays From Thoughtful Systems!

**FREE\***

### Get The Latest "Christmas Day Savings" Email Template

#### Check out some of the other email templates we have available!

Our new, enhanced email module allows you to create your own rich-text emails for bulk emailings to customers. This means you can create an emailing telling your customers about a new special and send it to them in a matter of seconds.

We provide several options for selecting customers to send to for example:

- All leads
- All active customers
- All customers who have not had a job in the last 180 days
- All customers who had carpet cleaning 6 months ago, etc.

If you have Scheduling Manager Pro, Enterprise or Enterprise Deluxe, you already have this feature! You may need to simply download the latest update to activate it.

Customize your own templates and include your own logo along with text with the Email Module!

If you are not sure of how to do this, our friendly customer support staff are available to assist you today!

For more information, call Thoughtful Systems today and order the E-Mail Module!

\*For all users who have the Email Module



Our new documentation also describes in detail how you can create your own emailings, or modify the existing ones, simply by using Outlook Express.

Some of our customers have been using this new feature to do a mass emailing about a special discount offer to customers they have not heard from in a while, or to do a mass emailing notifying existing customers of a new service they are adding, or an emailing to prospective customers just so they don't forget about you.



## Scheduling Manager Runs on Windows 7

Microsoft has finally released Windows 7, and the reviews have been generally good! It looks like it will be a lot better, less buggy, faster and far less annoying than Vista. One promising feature of Windows 7: It will let you run two separate apps in separate Windows simultaneously on your desktop!

We are happy to report that The Scheduling Manager has been thoroughly tested with Windows 7, and it will run just as well as before on the new operating system. Make sure you have the latest version of the software. You can always download the latest executable (exe) file from the Updates section of our support site.

If you're buying a new PC, it will come with Windows 7 loaded, so you won't have to worry.

If you're thinking of upgrading, take a look at: <http://windows.microsoft.com/en-US/windows7/upgrading-to-windows-7-frequently-asked-questions> For some strange reason, Microsoft has made it difficult to upgrade from XP to Windows 7. If you have Vista installed, it is less tricky. In any case, we are not recommending that users upgrade to Windows 7. We generally like to wait until the first service pack has been released by Microsoft before using a new operating system from Microsoft.



## How To Improve Sales in Challenging Times

Here are some brief thoughts concerning things you can do during these slow economic times to increase business.

- 1) Think about adding a new service for your clients. For example, some of our residential cleaning clients have added new services, such as handyman services or pet walking.
- 2) Make sure you are listed on as many on-line directories as possible, such as Find-a-cleaner.com, etc.
- 3) Make sure your web site gives the best impression possible of your business. Invite a few friends and colleagues to review your web site and give you feedback. Is it clear what you want a visitor to your website to do? Are your contact details clearly displayed?
- 4) Review your SEO (Search Engine Optimization) and SEM (Search Engine Marketing) campaigns. The more visitors you have coming to your web site, the better chance you have of signing up some new clients.
- 5) Use bulk e-mailing features (such as those available in The Scheduling Manager) to promote yourself to clients and leads.



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