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# Entrepreneur®



## SUCCESS PROFILE

### MyDoor Dry Cleaning Creating the Face of an Industry.

John Dame, exhausted from another long day at work and once again missing his children's bedtime, decided he had had enough. He needed to find a business that could provide a good income for his family, without monopolizing his time. After researching multiple business ideas, he and his wife Joey, stumbled onto the dry cleaning industry through noted marketing professor, Thomas Stanley, author of *The Millionaire Mind*. Stanley quite simply stated the dry cleaning industry has created on in five millionaires. This seemed like an industry worth investigating.

After further research, John and Joey Dame discovered how fragmented the dry cleaning industry actually is, with no recognizable national brand image. Dry cleaners average only a 3-square mile market. In order for a national company to exist, a recognizable cleaner would have to be on almost every corner. Knowing the outrageous cost and immense time required to accomplish this, the Dames wondered if it was possible to go to the customers, instead of waiting for the customers to come to them. After all, one cleaner could reach a far greater area if they were mobile. They would then be able to modernize the way people dealt with their dry cleaning. By combining John's experience with customers in retail management and logistics, and Joey's marketing background, MyDoor Dry Cleaning was born.

From the start, John and Joey wanted MyDoor Dry Cleaning to exceed the customer's expectations of the typical



neighborhood cleaner. Not only did they want to provide ease of use, but also exceptional customer service. They took the simplicity and dependability of delivery service and combined it with quality, competitive pricing, and unconditional guarantee rarely seen in the dry cleaning industry.

After seeing the incredible success of John's route in only a few short months, his long time friend also quit his 55-hour a week job and started his own route just north of John in the suburbs of Denver. It became apparent to everyone how easily and quickly MyDoor Dry Cleaning could grow nationally.

After only 18-months, they decided to license the proven business system to other individuals and existing dry cleaners throughout the US. A few months later, they sold their first out-of state license, and

within a year, had sold 25 more in 6 different states. MyDoor Dry Cleaning licenses are selling so quickly because they have found a way to revolutionize the traditional dry cleaning business model. The average dry cleaner processes approximately 250 garments per day. With one MyDoor Dry Cleaning territory, the potential exceeds 2500. Couple this with superior customer service, a 100% customer satisfaction guarantee, and an upscale image unknown in this industry; they are quickly becoming the new leaders in dry cleaning.

MyDoor Dry Cleaning's simplicity in concept is that it can be run from home or out of an existing cleaner, and costs as little as \$32,000 to start. Licensees only need operate the pick-up and delivery service just 4 days a week, leaving plenty of time to spend with family or pursue hobbies. Mr. Dame states that, "MyDoor Dry Cleaning is quickly becoming the industry leader and making us the cleaner EVERYONE is able to use. A first in this industry."

Don't miss out on this exciting opportunity. Licenses are selling fast and are limited to each metropolitan area. To become part of this revolution, call (877) 769-3667, or visit [www.MyDoor.biz](http://www.MyDoor.biz) for more information.