



March 1, 2013

The 2013 edition is the sixth year I have advertised my service in the Town Planner Calendar. I am very pleased with the business I have received as a result of marketing this way. After being in business for 10 years, it is the only advertising that has proven to work. Other advertising methods I used did not bring referrals.

The Calendar helps to maintain my local presence and reinforce my image as a service available in the local community. Because the Calendar is on display in homes every day, my prospective customers are more likely to notice my ad than they are to find my service in other advertising media.

My logo is printed in my ad, and I hear that folks recognize it when they see my truck in their neighborhoods. It's great that they make that connection, and I'm sure I get calls as a result.

I am glad to be a sponsor of the Town Planner Calendar, and would highly recommend it to any small business that wants to attract more customers in MetroWest.

Sincerely,

Jan Slocum
Owner/Operator
Jan-The Pet Nanny
Framingham, MA

**Pet
Sitting**

by



JAN
The Pet Nanny
Jan Slocum

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