



FREE Women's Car Care Clinic

EVENT PLANNER WOMEN'S CAR CARE CLINICS

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INTRODUCTION

Hosting a Women's Car Care Clinic is a 'no-pressure' way to interact with current women customers, attract new ones and demonstrate how an investment in auto care that will keep their vehicles running better and longer. It also:

- Gives your business credibility and differentiates your shop from your competition.
- Strengthens your brand and builds trust and loyalty with participants, your customer base and your community.
- Provide a comfortable environment for women while they are given the information needed to make good decisions about the maintenance and repairs on their cars.
- Gives women the confidence they need to take care of their car's service and repairs.
- Great way to piggyback the Car Care Council's national 'Be Car Care Aware Campaigns' every April &/or October.
- Your clinic can also take place whenever it is convenient for your business. You can make it an annual event, bi-annual event or even do them on a monthly basis.
- If you plan ahead you can get sponsors to donate gifts for your attendees, and even get someone else to provide the food and door prizes.
- It's easy to get lots of press, if you let the media know about your event in advance.

This planner was created by a special committee of women from **WiAC: Women in Auto Care**. *Women in Auto Care is comprised of auto care professionals dedicated to providing opportunities, education and career leadership to women in the auto care industry.*

This event planner has just about everything you need to be successful. It describes four different type of clinics and walks you step-by-step through each one. It contains sample advertisements, press releases, radio spots and other ways to help promote your clinic. Simply click on the [Material List](#) in this planner to get all these valuable resources. Other items can be downloaded or ordered from the Car Care Council's Web site at www.carcare.org.

Women Car Care Clinics: are workshops that teach basic car care. They can also be given to a mixed gender group, senior citizens, business groups, at a conference, for students, and you can also hold a clinic for girl scouts and boy scouts to earn badges.

Depending on what part of the country you live in, what season of the year you are holding your event, and who your audience is, you will need to adjust what you will be teaching at your clinic.

Four Type of Women Car Care Clinics: (1) Workshop/Classroom Setting Car Care Clinic , (2) Show and Tell Car Care Clinic, (3) Hands-on Car Care Clinic, (4) Large Car Care Event

YOU ARE THE EXPERT!

If you or any of your staff is feeling shy, uncomfortable or reluctant to put on a women's car care clinic then I challenge you to go outside your comfort zone and give it a try.

Over the years I have had six different employees help me teach. All of them tried to get out of it, because they didn't think they could do a good job. I had to remind them that 'They are the Expert' and the ladies are taking time out of their weekend to come and learn about the skill and knowledge they have. Afterwards they all admitted they not only had a good time teaching, but that the ladies were all so grateful and kept thanking them for teaching this class.

Start out each clinic by Introducing yourself, your employees and your business. Then make sure you list all your credentials:

- ⇒ How long you have been in business
- ⇒ List any awards your business has received
- ⇒ List any industry credentials and explain what they mean
 - * AAA Approved Auto Repair
 - * NAPA Auto Care
 - * Better Business Bureau Accredited
 - * RepairPal Accredited
 - * AskPatty.com Certified Female Friendly
 - * ASE Certified Mechanics & ASE Certified Master Technicians
 - * ASE Blue Seal Automotive Facility

I feel it is very important to explain that there is no licensing for mechanics and auto technicians in this country. ASE Certifications are our Industry credentials, so utilize them!

- * Point out all the ASE Certificates that I hope you have hanging in the office of your waiting room
- * If you have any ASE Certified Master Technicians on staff, make sure you point this out.
- * If you have an ASE Certified Service Advisor &/or Parts Person, point this out.
- * Make sure any staff that have their ASE Certifications have their patches sewn on the sleeve of their uniform.





Why I Feel ASE Certifications Are So Important To Our industry



Doctors, truck drivers, hairdressers and even nail technicians need a license to work. We all know from experience that hiring someone with a license doesn't mean they are good at their job, but they can't work without it. Auto technicians do not need a license. Anyone can purchase some tools, open up an auto repair shop or get a job working on cars.

Since 1972 The National Institute for Automotive Service Excellence, or **ASE** have tested and certified automotive professionals nationwide. ASE Certifications are basically our licenses. Having certifications does not necessarily make a good technician, but most successful shop owners and auto technicians will agree that the ASE Certification has grown and evolved over the years creating a win/win/win for the Auto Care Industry.

Win Number One is for Auto Technicians

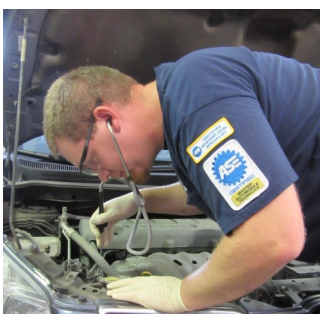
First off, ASE Certifications can be used as a career road map to give mechanics a direction to increase their knowledge and skill set. With each new certification, mechanics gain professional credentials that help to validate their automotive specialty knowledge and contribute to feelings of personal accomplishment. When the Master Certification and Advanced Engine Performance Specialist Certifications are achieved, it shows an advanced level of knowledge and dedication.



When looking for a job, finding a repair shop that supports and promotes the ASE Certification program can indicate a great place to work. These shops tend to have a supportive culture where the staff has a voice in how the shop operates, and provides quality technical training. They tend to have a pay scale that increases with certification status and that offers performance compensation. A good indication of a pro-ASE repair shop is the “We employee ASE Certified Technicians” sign on the outside of the building, and a wall of ASE Certificates proudly hanging in the waiting room for customers to see the achievements of the staff.

Win Number Two is for Shop Owners

The ASE certification program provides many benefits to shop owners. When making hiring decisions, they can look for ASE Certifications to help identify technicians that have taken this extra step in their professional development. ASE certifications can indicate the level of knowledge, skill, pride and the willingness to continue training for the ever changing technology of our industry. Of course, ASE certifications alone can't guarantee a technician will be successful. A good candidate also needs work experience and skills in communication, critical thinking, problem-solving, and a good attitude.



Pro-ASE shops tend to support their staff with quality training, ASE test study guides, and pay for the ASE testing. Many of these shops strive to achieve ASE's highest recognition: The Blue Seal of Excellence. These shops employ at least 75% certified technicians with a certification in each area of service offered by that shop and tend to have ASE Master Certified and the Advanced Engine Performance Specialist Certified technicians on staff.

The Biggest Win is for Blue Seal Facilities: Elite Blue Seal shops have a unique symbol to market to their community that sets them above their competition. It showcases their dedication to safety and a commitment to setting the highest standards of automotive excellence.

Win Number Three is for Drivers

In the US, the majority of people depend on privately-owned motor vehicles to get to work, school, recreational activities and back home. Owning a vehicle is often the second largest expense for the typical American. No wonder people are always on the hunt to find an auto repair facility that will keep their vehicle safe and reliable in a cost effective way and that will be honest and trustworthy.

For the most part, people tend to put more trust in a certified professional. It is a great benefit for your customers when you can offer them a staff that is ASE Certified in the areas of repair and service that your business offers. You are providing peace-of-mind and a professional image that shows you are serious about the quality of your work.

Working Together To Promote The High Value of ASE Certifications

Spreading the word about the ASE Certification Program helps advance technician's careers, increase business for shop owners, and helps consumers to have trust and confidence in independent repair shops for their vehicle maintenance and repairs.

Great news: ASE has created a website specifically for consumers that explain 'What Is ASE and Why Should I Care' including a white board video and a blog that consists of car tips, automotive news, information about ASE Certifications and additional resources.

ASE invites you to link to the ASE consumer website and use our blog posts in your social media and any marketing you send to your customers: <http://www.ase.com/DRIVERS/>

You can also add a link to our white board video explaining what ASE Certification is: <https://youtu.be/IzGI7LkmHmk>, and you can even embed the video on your website.

That link is: `<iframe width="560" height="315" src="https://www.youtube.com/embed/IzGI7LkmHmk" frameborder="0" allowfullscreen></iframe>`

Let's all work together to showcase the credentials for our industry and educate the general public that the days of the 'grease monkey' are over.

This will help us elevate the respect and compensation shop owners and technicians deserve for their dedication and highly skilled craftsmanship.

This will also help guide students into our industry and provide drivers with an easy to recognize symbol of automotive excellence.



FREQUENTLY ASKED QUESTIONS

- **Where should you hold your Event?** Women Car Care Clinics can take place in your shop, in a parking lot, at a conference, trade-show or even at an office.
- **How long do the events last?** 1 to 4 hours depending on which type of event you choose.
- **How many attendees is a good number?** 5 to 60 depending on the type of clinic.
- **Should I serve food and refreshments?** Coffee, tea and water for all the events. You could also have Light snacks: granola bars, fresh fruit, muffins, cheese & crackers, veggie tray. At the Large Event you could have a barbeque or other party foods.
- **What should attendees be given when they arrive?**
 - Name tags
 - Clipboards , paper, pen to take notes
 - Handouts
- **What should attendees be given when they leave?** Gift Bags
- **What could go in the Gift Bags?** Every bag should at least have a [Car Care Guide](#) [CLICK HERE](#): for more ideas of what to put in the gift bags.
***Most important is a discount marketing piece from your shop to bring in customers.

When should I hold my clinic?

1. Hold your clinic or event in April or October to coincide with the Car Care Council's national 'Be Car Care Aware Campaigns' .
 2. If you hold your clinic or event in October it is a natural tie into "Breast Cancer Awareness Month". For information on how to get involved with the national independent auto repair shops fund raiser 'Brakes for Breasts, [CLICK HERE](#).
 3. In reality you should hold your clinic or event whenever it works out best for you and your business.
- **What is the best time to start my clinic?**

Workshop Clinic can be given just about anywhere or any time that is convenient to the participants.

Show & Tell, and Hands-On Clinics are best held weekend mornings starting around 8:30 am or 9 am. The best weekdays to do a clinic would be Tuesday, Wednesday or Thursday evenings starting around 5:30 or 6 pm.

A Large Event is for weekends only. It is best to open the doors to the public around 10 am. This gives your volunteers enough time to set-up.

WORKSHOP CAR CARE CLINIC

You would use this style of class if you could NOT have a vehicle to use as a prop. This workshop style of teaching and is easy to take on the road and into the classroom.

Planning Ahead:

- * For a smaller class you could bring props with you for show and tell.
- * For a large class we recommend using a power point presentation for visuals.
- * Know what topics you want to go over.
- * Decide ahead of time the order you are going to teach each topic.
- * It's a good idea to estimate how long you want to spend on each topic, and keep a good eye on the time so you can cover all your topics with out running over the class time.

Where: The beauty of this class is that it can be taught anywhere and taught to any size crowd. You can take this class on the road and teach it just about anywhere. A workshop at a conference, taken into a school, brought into a meeting or business.

How Long: Most workshops are only two or three hours. This gives you plenty of time for your presentation and some time at the end of classes for Q & A.

Why: The main goal of this workshop style class is teach basic car care information to help folks be able to make informed decisions to keep their vehicles safe and reliable.

What You Need:

- If you are doing a power-point presentation, make sure there is a projector and laptop. Be sure to bring a flash-drive of your presentation and handouts for participants.
- **Props:** Add pictures of these parts to your power point or set up a table & bring parts
 - * The owners manual for that vehicle with the maintenance schedule
 - * Dirty air filter and new air filter
 - * Dirty cabin air filter and a new one
 - * A worn brake pad and rotor and a new brake pad and rotor
 - * Worn wiper blade & a new one
 - * Worn Spark Plug and a new spark plug
 - * Tire Air Pressure Gauge
 - * Tires that show examples: worn out tread, weather cracking, uneven tire wear,
 - * TPMS Sensor / Oxygen Sensor
 - * Engine Harness
 - * Worn belts and hose and new ones
 - * Scan tools, etc.

Hand-outs and Gift Bags: Collate your hand-outs and staple together ahead of time. The last page could be a marketing piece with a discount coupon for service at your shop. Depending on the size of the class, you could also put together a gift bag for each participant.

Lay-out of Class and Information to go over:

- Welcome the class and go over the agenda.
- Ask everyone to please mute their cell phones.
- Introduce yourself and your business.
Give your credentials for being able to teach this class.
- Explain why you decided to give this class

Here is a list of topics to choose from:

- ◇ **Communication & How to Take Control of Your Repair:** [reference communications hand-out](#)
 - Explain how to be clear with expectations of the work they want completed at shop
 - Teach how to give clear symptoms of any problems their vehicle is having.
 - Explain why 'On-the-spot' Diagnosis don't exist
 - Explain the steps it takes a shop to repair their vehicle
 - Explain how to find a reputable shop
 - Explain -ASE Certification and any affiliations your shop has. [Examples: AAA Approved Shops / Ask Patty.com Certified Female Friendly, ASA, NAPA AutoCare, RepairPal, etc.]
- ◇ **Vehicles Owners Manual and Maintenance Schedule**
- ◇ **Specialty Machines to Test & Repair:**
 - Smoke Machine
 - AC Machine
 - Coolant Flush Machine
 - Transmission Flush Machine
 - Battery Load Testing Machine
 - Various Scan Tools
 - Alignment Machine, etc.
- ◇ **Brakes**
 - Teach the basics of how the braking system works
 - Show & teach about Brake parts: rotors, pads, drums, shoes, calipers.
 - Explain how an ABS systems works
 - Talk about common problems with brakes
 - Explain the difference between premium VS economy brake parts.

◇ **Tires:**

- Show where to find the correct tire size and air pressure for your vehicle
- Explain tread design and how to measure tread depth
- Explain about proper air pressure & and how to check the air pressure
- Explain about the TPMS

◇ **Shocks/Struts**

- Purpose of shocks and struts
- Difference between shocks and struts
- How to tell if you have a bad shock or strut

◇ **Steering & Suspension Parts**

◇ **Exhaust**

◇ **Under the Hood:**

- **Fluids:** How to check fluids and add if necessary
 - Motor Oil: location in vehicle, purpose, checking level, different types of oil, why oil services are important, importance of using the correct oil for your vehicle.
 - Coolant: purpose, test, visual, checking, safety, how system works, hoses etc.
 - Washer Fluid
 - Brake Fluid
 - Power steering Fluid
- **Belts & Hoses**
 - How to check a hose (simple squeeze test)
 - How to look at your belts (dry/cracked)
- **Air Filter & Cabin Air Filter**
 - purpose
 - show a dirty air filter and a clean air filter
 - How often they get changed
- **Basic Under Hood items:** radiator, coolant recovery tank, spark plugs, belts, hoses, and wiring
- **Battery**
 - Talk about when to change battery as a maintenance item
 - Jump Starting
 - types of cables
- **Air Conditioner**
 - how to maintain it so it always works
 - Common problems of air conditioners

◇ **Wipers**

- show different type of wipers
- Explain about how wipers wears and how to clean and maintain your wipers

◇ **Dash Lights:** Explain which are critical and can cause expensive damage if ignored

• Check engine	• Oil pressure Warning
• ABS light	• Oil Change Reminder
• SRS - airbag light	• Charging system light
• Service Vehicle Soon	• TPMS - tire pressure light
• Traction control light	• Cruise Control light
• Coolant Temp Warning	• Battery / Charging Alert

◇ **How To Buy A Used Car**

- Do Your Homework
- Preliminary Inspection
- Used Car Inspection Service
- Negotiation

◇ **Wrap it all up**

- Ask if there are any last questions you could answer
- [optional: depending on size of the class] Hand out Gift Bags.
- Even if you don't hand out gift bags, be sure to hand out information about your shop and a bounce back coupon of high value for the women.

'WORKSHOP/CLASSROOM' CHECKLIST

DATE OF CLINIC: _____

Number of attendees: _____

Location: _____

Step 1: Determine Equipment or Props Needed

- _____ PowerPoint Presentation
- _____ Hand-outs
- _____ Laptop
- _____ Projector
- _____ Clicker to move presentation forward
- _____ Props if you are not using a power point presentation

4 Weeks Before Clinic Date

- _____ Request Handouts & Gifts from Vendors
- _____ Create Marketing Campaign [Most workshop / classroom clinics are requested by a conference, school or group. If this is the case, you will not have to market this clinic. You will only need to find out the number of attendees that will be there so you can plan accordingly.]

*If you are putting on a workshop yourself and need to Market The Class:

- _____ add marketing piece to Website
- _____ send a Newsletter with information about class
- _____ Email Current Customer Database
- _____ add to shops Facebook page
- _____ Send information to Newspaper / Local Papers
- _____ Send PSA [public service announcement] to local Radio Stations
- _____ Send Press Release to Local Media
- _____ Post to local Online Calendars
- _____ Hang Posters
 - _____ Near Local Women's Groups
 - _____ Coffee Shops

- _____ local Gyms / Health Clubs
- _____ Send to High Schools
- _____ Local Meeting Places
- _____ Your shops waiting room
- _____ Have staff staple a copy to each invoice

1 Week Before Clinic Date

- _____ Confirm Attendees if you are a running class on your own
- _____ Print Handouts
- _____ Put together 'goodie bags'

Day Before Clinic

- _____ Pack up all the equipment you are bringing to class

Day of Clinic

- _____ Set up props if using
- _____ Pass hand-outs and goodie bags to the class

SHOW AND TELL CAR CARE CLINIC

In this style of class, you will be show casing your shop and your staff while giving car care information. The ladies enjoy getting to come into the bays and meet the technicians and staff. Having a vehicle front and center makes it easier to explain to the participants the systems of the vehicle and various parts when you can point right to the part you are talking about.

Planning Ahead:

- * Decide ahead of time what topics you want to go over.
- * Decide ahead of time the order you are going to teach each topic.
- * It's a good idea to estimate how long you want to spend on each topic, and keep a good eye on the time so you can cover all your topics with out running over the advertised end time of the class.

Where:

1. The best place to teach this class is in your own facility:

Everything you need to teach the class is in your shop.

It's easier to get your staff involved if it's at their home base.

For marketing purposes, it ties the workshop to your business.

2. Someone Else's Shop:

If your shop is not set up to teach a class, you could partner with another shop and the two of you could teach the class. You could also go to other shops at the 'guest teacher.' You would teach the students while teaching that shop how to teach their own class in the future.

When: We recommend teaching this class on a Saturday or Sunday, starting at 8:30 - 9 am. If you decide to teach it during the week, we find that Tuesday, Wednesday or Thursdays starting at 5: 30 - 6 pm work best.

How Long: The clinic takes anywhere form 2 to 4 hours, depending on how much you want to go over with the ladies.

Why: The main goal of this class is to teach basic car care information so participants can make informed decisions and keep their vehicles safe and reliable.

How many: This format works best with one vehicle per lift with one teacher and six to eight participants. Depending on the size and lay-out of your shop you could have multiple groups going on at once.

PROPS YOU COULD USE:

The owners manual for that vehicle with the maintenance schedule

Dirty air filter and new air filter

Dirty cabin air filter and a new one

A worn brake pad and rotor and a new brake pad and rotor

Brake Caliper

Brake Drum and Shoes

Worn wiper blade & a new one

Worn Spark Plug and a new spark plug

Tire Air Pressure Gauge

Tires that show examples: worn out tread, weather cracking, uneven tire wear, belt showing, summer VS winter.

TPMS Sensor

Engine Harness

Sensors

Bad Wheel Bearing and a new one

Worn belts and hose and new ones

Burnt motor oil and new oil

Scan tools

***There are also teaching props you can get from various vendors and part companies

Set-up as much ahead of time as possible:

- Go shopping for the drinks and snacks a day or two before the class.
- Put together the gift bags and set-up the clip boards the day before the class
- Clean up the waiting room, and bay(s) you are going to use and make sure the restroom is sparkling clean.
- [Optional] Arrange chairs in waiting room for ladies to sit in for class room style for 1st segment of clinic and for the end of the clinic / or arrange chairs in an empty bay
- Put handouts and notepaper on clipboards w/pens & name tags and arrange on the chairs, a desk or front counter.
- Put demonstration vehicle on the lift. [If possible have a vehicle that has disc brakes on the front and drum brakes on the rear.] Take off front and rear tire on one side of vehicle. Take apart brakes for show and tell. Raise the vehicle up so you start off under the vehicle.

Lay-out of Class and Information to go over:

1. Welcome the class
2. Tell them what food and drink you have, and where the restrooms are located.
3. Make sure everyone has a clip board [and name tag if you have them]
4. Introduce yourself and your business. Give your credentials for being able to teach this class.
5. Explain why you decided to give this class.
6. Go over the agenda and ask if there are any questions before you begin.
7. [optional] If going over 'communications Hand-out' you could have sit down in the waiting room. Afterwards you would take them into the shop area.

Here is a list of topics to choose from:

- ◇ **Communication & How to Take Control of Your Repair:** [reference communications hand-out](#)
 - Explain how to be clear with expectations of the work they want completed at shop
 - Teach how to give clear symptoms of any problems their vehicle is having.
 - Explain why 'On-the-spot' Diagnosis don't exist
 - Explain the steps it takes a shop to repair their vehicle
 - Explain how to find a reputable shop
 - Explain -ASE Certification and any affiliations your shop has. [Examples: AAA Approved Shops / Ask Patty.com Certified Female Friendly, ASA, NAPA AutoCare, RepairPal, etc.]
- ◇ **Shop's Specialty Machines:**
 - Smoke Machine
 - AC Machine
 - Coolant Flush Machine
 - Transmission Flush Machine
 - Battery Load Testing Machine
 - Various Scan Tools
 - Alignment Machine, etc.

Before moving on to the next topic and moving into the shop, ask if there are any questions.

Show & Tell in the shop: If a large group, divide groups by 6 to 8 ladies per teacher. Try and have vehicles far enough away from each other that the groups will be able to hear well.

EACH VEHICLE WILL HAVE 3 PRESENTATIONS -or- HAVE THREE DIFFERENT STATIONS:

(1) Under the Vehicle: *Raise the car up on lift high enough for group to get under to look at under body*

◇ **Shocks/Struts**

- Purpose of shocks and struts
- Difference between shocks and struts
- How to tell if you have a bad shock or strut

◇ **Steering & Suspension Parts**

◇ **Exhaust**

◇ **Rust** -[if appropriate] Go over parts of car they should be looking out for rust.

Before lowering vehicle, ask if there are any questions.

(2) Vehicle lowered down 1/2 way:

◇ **Brakes**

- Teach the basics of how the braking system works
- Show & teach about Brake parts: rotors, pads, drums, shoes, calipers.
- Explain how an ABS systems works
- Talk about common problems with brakes
- Explain the difference between premium VS economy brake parts.

◇ **Tires:**

- Show where to find the correct tire size and air pressure for your vehicle
- Explain tread design and how to measure tread depth
- Explain about proper air pressure & and how to check the air pressure
- Explain about the TPMS

◇ **Shocks/Struts**

- Purpose of shocks and struts
- Difference between shocks and struts
- How to tell if you have a bad shock or strut

Before lowering vehicle, ask if there are any questions.

(3) Vehicle on the ground -Show ladies how to open the hood

Fluids: How to check fluids and add if necessary

- Oil: location in vehicle, purpose, checking level, different types of oil, why oil services are important, importance of using the correct oil for your vehicle.
- Coolant: purpose, test, visual, checking, safety, how system works, hoses etc.
- Washer Fluid
- Brake Fluid
- Power steering Fluid

- **Belts & Hoses**
 - How to check a hose (simple squeeze test)
 - How to look at your belts (dry/cracked)
- **Air Filter**
 - purpose
 - show a dirty air filter and a clean air filter
- **Basic under hood items:** radiator, coolant recovery tank, spark plugs, belts, hoses, and wiring
- **Battery**
 - Talk about when to change battery as a maintenance item
 - Jump Starting
 - types of cables
- **Air Conditioner**
 - how to maintain it so it always works
 - Common problems of air conditioners
- **Wipers**
 - show different type of wipers
 - show how to replace wipers [optional interactive]
 - Explain about how wipers wears and how to clean and maintain your wipers

Dash Lights: Explain which are critical and could cause expensive damage if ignored

• Check engine	• Oil pressure Warning
• ABS light	• Oil Change Reminder
• SRS - airbag light	• Charging system light
• Service Vehicle Soon	• TPMS - tire pressure light
• Traction control light	• Cruise Control light
• Coolant Temp Warning	• Battery / Charging Alert

- ◇ Talk about How To Buy A Great Used Car
 - Do Your Homework
 - Preliminary Inspection
 - Used Car Inspection Service
 - Negotiation
- ◇ Wrap it all up
 - Ask if there are any questions you could answer before they leave
 - Hand out Gift Bags

'SHOW AND TELL' CHECKLIST

DATE OF CLINIC: _____

Max. number of attendees: _____

Location: at your shop or a remote location: _____

How much staff needed? _____

{Figure 1-2 staff per group / 6 ladies max per group}

Names of staff attending:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

4 Weeks Before Clinic Date

_____ Request Handouts & Gifts from Vendors

Create Marketing Campaign

- _____ add marketing piece to Website
- _____ send a Newsletter with information about class
- _____ Email Current Customer Database
- _____ add to shops Facebook page
- _____ Send information to Newspaper / Local Papers
- _____ Send PSA [public service announcement] to local Radio Stations
- _____ Send Press Release to Local Media
- _____ Post to local Online Calendars

Hang Posters

- _____ Near Local Women's Groups
- _____ Coffee Shops
- _____ local Gyms / Health Clubs
- _____ Send to High Schools
- _____ Local Meeting Places
- _____ Your shops waiting room
- _____ Have staff staple a copy to each customers invoice

1 Week Before Clinic Date

- _____ Confirm Attendees if you are running class on your own
- _____ Print Handouts
- _____ Put together 'goodie bags'
- _____ Purchase balloons , paper plates, napkins, cups, silverware if necessary
- _____ Have signs made 'Women's Car Care Clinic: Today' to put around location
- _____ Have sign [We Love Our Women's Car Care Clinic] made for photo opportunities

Day Before Clinic

- _____ Clean shop
- _____ Clean waiting room
- _____ Make sure restrooms are sparkling clean
- _____ Organize hand-outs & clip boards
- _____ Gather all your automotive parts and props to use for class
- _____ Put prop cars on lift. Take off tires on one side of vehicle ladies will be looking at.
Take apart disc brakes & drum brakes for 'show & tell'.

Day of Clinic

- _____ Set Up Basic Refreshments
- _____ Organize hand-outs & clip boards
- _____ Set Up Basic Refreshments
- _____ blow up balloons and hang around location for ease of finding class.
- _____ put out signs 'Women's Car Care Clinic: Today'
- _____ Lay out parts & props in appropriate places around shop to use during class

HANDS-ON CAR CARE CLINIC

In this class the participants will be interacting with the car. Depending on how much you want to do, you could have them change a tire, check the oil, change a wiper and hook up jumper cables to the battery.

Planning Ahead:

- * Decide ahead of time what topics you want to go over.
- * Decide ahead of time the order you are going to teach each topic.
- * Estimate how long you want to spend on each topic, and keep a good eye on the time so you can cover all your topics without running over the advertised end time of the class.

Where:

1. The best place to teach this class is in your own facility:

Everything you need to teach the class is in your shop.

It's easier to get your staff involved if it's at their home base.

For marketing purposes, it ties the workshop to your business.

2. Someone Else's Shop:

*If your shop is not a good space to teach a class, you could partner with another shop and the two of you could teach the class & also split the cost of everything.

*You could also go to other shops at the 'guest teacher.' You would teach the students while teaching that shop how to teach their own class in the future.

3. Outside: All you need is a level parking lot where the car can be viewed 360 degrees.

If it's hot out, It also helps to have a tent large enough for some shade for the food & props.

When: We recommend teaching this class on a Saturday or Sunday, starting at 8:30 - 9 am. If you decide to teach it during the week, we find that Tuesday, Wednesday or Thursdays from starting at 5: 30 - 6 pm work best.

How Long: The clinic takes anywhere from 2 to 4 hours, depending on how much you want to go over with the ladies.

Why: The main goal of this hands-on class is to empower the participants by giving them the confidence to change a tire and learn the basic car care information they need to know about their vehicle for it to be safe and reliable.

What You Need: This format works best with one vehicle per teacher with no more than eight ladies. If you have two teachers you could double the size of the class, but you would also need another vehicle.

Props and Supplies for your table:

Paper towels, shop rags and rubber gloves

Tire removal equipment (Lug wrench and car jack)

The owners manual for that vehicle with the maintenance schedule

Dirty air filter and new air filter

Dirty cabin air filter and a new one

A worn brake pad and rotor and a new brake pad and rotor

Worn wiper blade & a new one

Worn Spark Plug and a new spark plug

OTHER PROPS YOU COULD USE:

Brake Caliper

Brake Drum and Shoes

Tire Air Pressure Gauge

Tires that show examples: worn out tread, weather cracking, uneven tire wear, belt showing, summer VS winter.

TPMS Sensor

Engine Harness

Sensors

Bad Wheel Bearing and a new one

Worn belts and hose and new ones

Burnt motor oil and new oil

Scan tools

***There are also teaching props you can get from various vendors and part companies

Set up as much ahead of time as possible:

- Go shopping for the drinks and snacks a day or two before the class.
- Pack-up gift bags and set-up the clip boards ahead of time.
- Clean up the waiting room, bay(s) you are going to use or sweep the area of the parking lot you are going to use. Make sure the restroom is clean and stocked with supplies.
 2. Put out the gift bags.
 3. Lay-out clip boards with blank papers for taking notes on and a pen. [optional: make name tags for each participant] [optional: provide sticky notes for them to take small notes and put into their owners manual]

4. Set-up the prop table and lay-out the props you decide to use / or put up the small tent and then set up the table and lay-out your props.
5. Pull car into one of your bays /or park vehicle in a good location outside.
6. Set out the drinks and snacks

Lay-out of Class and Information to go over:

1. Welcome the class and tell them what food and drink you have, and where the restrooms are located.
2. Make sure everyone has a clip board [and name tag if you have them]
3. Introduce yourself and your business. Give your credentials for being able to teach this class.
4. Explain why you decided to give this class
5. Go over the agenda and ask if there are any questions before you begin.

Here is a list of topics to choose from:

- ◇ Vehicles owners manual and maintenance schedule
 - Ask participates how many of them have read their owners manual?
 - If they brought their manuals with them, ask them to open book to the maintenance schedule and explain what the maintenance schedule is and why is it important. Have the participants mark this area of the book with a post-it note to indicate this schedule.
- ◇ **Changing a Tire** [interactive]
 - Show location of jack and lug wrench in the back of the car & have the ladies take it out.
 - Explain how to remove a tire and use the jack while being safe & roadside safety
 - Demonstrate how to loosening a lug nut with vehicle on the ground
Have ladies take turns loosening the other lug nuts.
 - Demonstrate the proper placement of jack and lifting of the vehicle.
Remove the jack and have volunteers place the jack and lift the vehicle.
 - Demonstrate how to put the bad tire under the vehicle near the door before installing the good tire.
 - Demonstrate how to remove the Bad Tire
Put back on and have a volunteer remove the tire.

Since the tire is off the vehicle, take a break from changing the tire and go over the front brakes of the vehicle.

Brakes

- Teach the basics of how the braking system works
 - Show & teach about brake parts: rotors, pads, drums, shoes, calipers. Use props to show worn parts and new parts.
 - Explain how an ABS systems works
 - Talk about common problems with brakes
 - Explain the difference between premium VS economy brake parts.
- ◇ **Tires:** Go over tire facts using the tire you removed for the car
- Show where to find the correct tire size and air pressure for your vehicle is
 - Explain tread design and measuring proper tread depth
 - Explain about proper air pressure & and how to check the air pressure
 - [optional interactive] Have ladies practice checking the air pressure using an air gauge
 - Explain about the TPMS [optional: show a tire pressure sensor]
 - [optional] Explain about vehicle alignment
- ◇ **Shocks/Struts**
- Purpose of shocks and struts
 - Difference between shocks and struts
 - How to tell if you have a bad shock or strut

Before going back to changing a tire, ask if there are any questions.

Put the Tire Back on the car:

- Demonstrate how to install the good Tire
Put back on and have a volunteer install the tire.
- Demonstrate how to tighten a lug nut.
Have ladies take turns putting on the other lug nuts.
- Demonstrate how to lower the vehicle and tighten down the lug nuts.
Have ladies take turns tightening the other lug nuts.
- Have a volunteer put the jack and lug wrench back into the vehicle
- Have another volunteer put the bad tire back into the vehicle.

Before moving on to the next topic, ask if there are any questions.

- ◇ **Open the Hood:** ask if there is anyone in the class who doesn't know how to open the hood.

- **Fluids:** How to check fluids and add if necessary
 - Oil: location in vehicle, purpose, checking level, different types of oil, why oil services are important, importance of using the correct oil for your vehicle.
 - Coolant: purpose, test, visual, checking, safety, how system works, hoses etc.
 - Washer Fluid
 - Brake Fluid
 - Power steering Fluid
- **Belts & Hoses**
 - How to check a hose (simple squeeze test)
 - How to look at your belts (dry/cracked)
- **Air Filter**
 - purpose
 - show a dirty air filter and a clean air filter
- **Basic under hood items:** radiator, coolant recovery tank, spark plugs, belts, hoses, and wiring
- **Battery**
 - Talk about when to change battery as a maintenance item
 - Jump Starting
 - types of cables
- **Air Conditioner**
 - how to maintain it so it always works
 - Common problems of air conditioners
- **Wipers**
 - show different type of wipers
 - show how to replace wipers [optional interactive]
 - Explain about how wipers wears and how to clean and maintain your wipers

◇ **Dash Lights:** Explain which are critical and could cause expensive damage if ignored

• Check engine	• Oil pressure Warning
• ABS light	• Oil Change Reminder
• SRS - airbag light	• Charging system light
• Service Vehicle Soon	• TPMS - tire pressure light
• Traction control light	• Cruise Control light
• Coolant Temp Warning	• Battery / Charging Alert

◇ **Wrap it all up**

- Ask if there are any last questions you could answer / Hand out Gift Bags.

'HANDS ON' CHECKLIST

DATE OF CLINIC: _____

Max. number of attendees: Best is 1 vehicles per teacher & 8 students _____

Location: at your shop or a remote location: _____

Home much staff needed? _____

{Figure 1-2 staff per vehicle / 8 ladies max per vehicle}

Names of staff attending:

1. _____
2. _____
3. _____
4. _____

4 Weeks Before Clinic Date

_____ Request Handouts & Gifts from Vendors

Create Marketing Campaign

- _____ add marketing piece to Website
- _____ send a Newsletter with information about class
- _____ Email Current Customer Database
- _____ add to shops Facebook page
- _____ Send information to Newspaper / Local Papers
- _____ Send PSA [public service announcement] to local Radio Stations
- _____ Send Press Release to Local Media
- _____ Post to local Online Calendars

Hang Posters

- _____ Near Local Women's Groups
- _____ Coffee Shops
- _____ local Gyms / Health Clubs
- _____ Send to High Schools
- _____ Local Meeting Places
- _____ Your shops waiting room
- _____ Have staff staple a copy to each customers invoice

1 Week Before Clinic Date

- _____ Confirm Attendees if you are running class on your own
- _____ Print Handouts
- _____ Put together 'goodie bags'
- _____ Purchase balloons , paper plates, napkins, cups, silverware if necessary
- _____ Have signs made 'Women's Car Care Clinic: Today' to put around location
- _____ Have sign [We Love Our Women's Car Care Clinic] made for photo opportunities

Day Before Clinic

- _____ Clean shop
- _____ Clean waiting room
- _____ Make sure restrooms are sparkling clean
- _____ Organize hand-outs & clip boards
- _____ Gather all your automotive parts and props to use for class

Day of Clinic

- _____ Set Up Refreshments
- _____ Organize hand-outs & clip boards
- _____ Set Up Basic Refreshments
- _____ blow up balloons and hang around location for ease of finding class.
- _____ put out signs 'Women's Car Care Clinic: Today'
- _____ Lay out parts & props in appropriate places around shop to use during class

LARGE EVENT CAR CARE EVENT

This large style event only works for large shops. It is set-up as an open house and has a party like atmosphere. The key to success is to make it as fun as possible while the ladies roam around the shop stopping at various 'education stations' while socializing and enjoying yummy food and drinks.

Naming Your Event:

Naming your "Event" correctly is very important to it's success. The more snappy, memorable and fun it is the better. The goal is to name and frame your Event in a manner that clearly says "fun" and not sound like it is an educational clinic or classroom like setting!

Here are three ideas for you: 'Women, Wheels & Wrenches', 'Women, Wheels & Wine', and 'Women, Wheels & Waffles'. Including a food or beverage in the title clearly sets the stage that this will be a *fun* Event!

Planning Ahead:

* Decide ahead of time what 'Education Stations' you want to have.

Where: The only place to hold such a large event is your own facility. You will need to get your staff involved, and for marketing purposes it ties everything to your business.

When: The month in which you hold your event will vary depending upon your location. We recommend holding this event on a Saturday starting around 10 am. This gives your staff and volunteers enough time to set everything up before you open the doors.

How Long: The clinic takes anywhere from 2 to 4 hours, depending on how much time you and your staff want to commit yourself to.

Here is a list EDUCATION STATIONS to choose from: Surprisingly you will find that there is very little effort in the Event itself. The Education Stations are set up so the ladies may wander from station to station at will.

- **TIRES: ALL ABOUT TIRES AND EVENT HOW TO CHANGE A TIRE** - Answer any questions the ladies have about tires. Make sure you show them how to check tire tread, air pressure, and where to find the correct tire size for their vehicle.
Re: Changing a tire, the technician demonstrates how to properly change a tire. Be sure to include proper jack placement in the demonstration, this always seems to be an "aha" moment with the ladies. Keep some gloves on hand, and encourage the ladies to give it a shot. You will usually find a few volunteers!

- **ASK THE TECHNICIAN** - This is always the most popular station. The Technician has a vehicle with the hood open, and the ladies simply ask any questions they may have.
- **COMPUTERS AND YOUR CARE** - The Technician will have the vehicle hooked up to a scan tool and describe in simple terms the complexities of checking codes and such. Have a hand-out explaining what all the various lights on their dash are and what they mean. The ladies always come away with a better understanding why it can be so expensive to repair their vehicles!
- **WHAT'S UNDER YOUR CAR** - Having a vehicle up on a lift gives the ladies a chance to learn about the exhaust, steering and suspension parts of their vehicles.
- **ALL ABOUT BRAKES** - Have a vehicle 1/2 way up on a lift. It's best if the vehicle you are using has disc brakes in the front, and drum brakes in the back. Take the brakes apart and have a on hand some worn out and new parts for comparison.
- **WHAT'S UNDER THE HOOD** - Basic under hood items: radiator, recovery tank, sparkplugs,
 - **Battery**
 - Talk about when to change battery as a maintenance item
 - Jump Starting
 - types of cables
 - **Air Conditioner**
 - how to maintain it so it always works
 - Common problems of air conditioners
 - **Belts & Hoses**
 - How to check a hose (simple squeeze test)
 - How to look at your belts (dry/cracked)
 - **Air Filter**
 - purpose
 - show a dirty air filter and a clean air filter
- **CHECKING YOUR FLUID LEVELS** - The Technician will talk about the importance of checking (while demonstrating) and changing the basic fluids in your vehicle. Have a demonstrator kit that will show what the fluids look like clean and dirty. Mason jars work well for this.
- **WINDSHIELD WIPERS AND FLUID** - This may seem basic to the technicians, but there are lot of ladies that will find this valuable information. The technician shows how to open the hood of the vehicle, where the washer fluid is added, and how to change the wipers.

JAZZING UP YOUR LARGE EVENT

- **Display Tables with Bad Parts** – Nothing makes a greater impression about the importance of proper vehicle maintenance than being able to see and touch a faulty or worn car part. Consider displaying a dirty air filter, clogged PCV valves, a bald tire or worn out wiper blades. Time permitting, label these items so motorists will know what they are looking at and the negative effect this bad part could have on a car.
- **Serve Food and Beverages** – Participants will appreciate a variety of beverages and snacks or food while attending your event. Big events you can get a local caterer to help sponsor the food and create a party like atmosphere
- **Fun for the Kids** - If you are advertising that your event is 'kid friendly' you best plan ahead for something for the kids to do while there Moms are participating in the event. You could hire someone to entertain the kids or offer child care in your waiting room.
- **Photographer:** Have a person assigned to document specific activities at your car care event. This “scrapbook” of activities will be a priceless resource for next year’s event planners and a great way to interest next year’s sponsors
- **The Odd Couple Cars** – Display a badly neglected, average age (nine-year-old) car alongside another in “mint” condition. The local bank’s information could show the significantly higher retail value of the well-maintained vehicle.
- **Child Safety Seat Checks** – Ask a local safety prevention organization or group to be available to check the proper installation of child safety seats for motorists while they wait. Eighty percent of kids riding in safety seats are at risk because they are not buckled in correctly, therefore, a safety seat check-up can be a big draw. To find an inspector near you, visit the National Highway Traffic Safety Administration’s Web site at www.nhtsa.gov.
- **Car Wash** – If you have your event in the summer and have a large parking lot, you could contact a local group who may want to participate by washing cars to help raise funds for their cause.
- **Literature Table** – Local trade or community associations may have literature for distribution. Many automotive companies are happy to send literature to be given away. Brochures from the Car Care Council can be downloaded and given away during your event. There are also brochures available for purchase. Local businesses may be willing to provide literature, giveaways and discount coupons. At all times, keep exhibit tables well supplied with literature.
- **Non-Automotive Related Booths** – Insurance companies, banks or other companies related to cars might be interested in having a booth to display their products and services.
- **Massage Chairs:** Complimentary chair massages are a huge hit! Contact your local massage therapy companies and most welcome the opportunity to give complimentary chair massages for a couple hours in order to grow their clientele. The chairs were full the entire two hours and they stayed after to treat our Technicians to massages if they liked!

'LARGE EVENT' CHECKLIST

DATE OF CLINIC: ____ / ____ / ____

HOURS OF CLINIC: _____ **TO** _____

Max. number of attendees: has worked well with up to 60 ladies _____

Location: at your shop

Names of 'Education Stations' you are setting up for ladies to roam around:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Total number of staff needed: _____

{Figure 2 staff for check-in & hostess / 1 tech per station

Names of staff attending:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

4 Weeks Before Clinic Date

_____ Request Handouts & Gifts from Vendors

_____ Figure out who is going to provide the food. [This could be a great advertising event for a local catering company]

Create Marketing Campaign

- _____ add marketing piece to Website
- _____ send a Newsletter with information about class
- _____ Email Current Customer Database
- _____ add to shops Facebook page
- _____ Send information to Newspaper / Local Papers
- _____ Send PSA [public service announcement] to local Radio Stations
- _____ Send Press Release to Local Media
- _____ Post to local Online Calendars

Hang Marketing Posters

- _____ Near Local Women's Groups
- _____ Coffee Shops
- _____ local Gyms / Health Clubs
- _____ Send to High Schools
- _____ Local Meeting Places
- _____ Your shops waiting room
- _____ Have staff staple a copy to each customers invoice

1 Week Before Clinic Date

- _____ Confirm Attendees if you are running class on your own
- _____ Confirm staff and volunteers are still helping
- _____ Print Handouts
- _____ Put together 'goodie bags'
- _____ Purchase balloons , paper plates, napkins, cups, silverware if necessary
- _____ Have signs made 'Women's Car Care Clinic: Today' to put around location
- _____ Have signs made for each Station you are having. Example: TIRES
- _____ Have sign [We Love Our Women's Car Care Clinic] made for photo opportunities

Day Before Clinic

- _____ Clean shop
- _____ Clean waiting room
- _____ Make sure restrooms are sparkling clean
- _____ Organize hand-outs & clip boards
- _____ Gather all your automotive parts and props to use for class

Day of Clinic

- _____ Set-up vehicles in each station in the shop.
- _____ Hang up name of station [example: **TIRES**]
- _____ Set-up tables to display parts & props per station if needed
- _____ Set Up Drink Table
- _____ Set up food table
- _____ Set up sign-in table with name tags
 - _____ Provide blue name tags for customers & red name tags for potential new customers
- _____ Put hand-outs & clip boards on sign-in table
- _____ Have guest fill out paperwork for 'prizes'
- _____ Give each guest a goodie bag
- _____ Hang Banner
- _____ Blow up balloons and hang around location for ease of finding class.
- _____ Put out signs 'Women's Car Care Clinic: Today'

ORGANIZING YOUR CAR CARE CLINIC

April and October are the official designation of National Car Care Month and Fall Car Care Month and a great way to tie into the Car Care Council's national advertising during these months.

Setting a Date and Time:

- Make sure the date you pick does not conflict with any other local events. Most communities have an online "Calendar of Events" that should be checked for any potential conflicts.
- The length of time will be determined by which type of clinic you choose to put on.
- Any event – small, medium or large – takes time to plan. Allow plenty of time to prepare.
- If you are hosting your clinic in-house, remember this will be a time to show off your facility and staff. Make sure your facility is super clean and organized.

For a Large Event:

- Technicians and volunteers are key to making a large event a success.
- Consult with everyone about their schedules, and determine a date based on when most are available.
- If there is a shortage of technicians available, consider bringing in students from your local automotive training facility.
- Different jobs require different skills. Match the job to the skill and know what you're asking of a person before contacting them.
- Write down what's expected of volunteers and the times they will be needed as a way to eliminate conflict and determine if all areas are covered.
- Contact volunteers the week before your event to reconfirm their participation.
- Pamper your volunteers. Have free soft beverages, snacks and freebies for them, and don't forget to thank them with a personal thank-you note after the event.

Before your clinic or event, you will need to:

- Research the time, date and location.
- Determine the equipment that will be needed and assign operators for the equipment.
- Identify potential sponsors and help secure event sponsors.
- Identify and implement promotional opportunities.
- Decide the attire for volunteers (i.e., same color shirts, hats, etc.).
- Coordinate food and drink.
- Coordinate displays and demonstrations.

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MARKETING YOUR CAR CARE CLINIC

There are various ways to let people know about your event. Some are free and some involve costs. You want to use the right marketing to create the buzz that will have people talking before, during and after your event.

Creating a Buzz

- Create a Flyer and Invitation

- Distribute Your Flyers

- E-Mailing Your Flyers

- Promote Your Event at Your Facility

- Mail or email Invitations to Your Clients

- Inviting Major Metro & Local News Personnel

- Add the ladies to your contact list.

 - (You'll Use it Over and Over Again)

- Invite Radio Station Personnel

- Invite Women Community Leaders

- "Post" Your Event everywhere possible

- Using Your Website to Market Your Event

- Get FREE Publicity

- Write a Press Release

Send press releases to the local TV, newspaper and radio stations

Send flyers to where women work: State Office Buildings, Hospitals, Insurance Offices, Banks, Rotary, Lion Clubs, Local Chamber, High School Teachers, Local Colleges', Women clubs or other organizations

Community Calendars

Many newspapers, radio stations and local TV stations feature community event calendars. Most event calendars are online where you can fill out a form to get listed or find the phone number and call the person in charge of the calendar to get listed.

Newspapers

There are many ways to promote your event through newspapers. You can use press releases, display advertising, classified advertising, piggyback ads, inserts, car care supplements and don't forget their community calendars.

Newspaper - Display Advertising

Display advertising usually comes at a price, unless you can get a newspaper sponsor that will run an advertisement about your event at no cost to you. We've included sample newspaper ads and logos to get you started. Newspapers often have advertising departments to help create an ad. Don't forget about smaller neighborhood papers.

Newspaper - Classified Advertising

Classified advertising usually comes with a fee similar to display advertising, though it's much less expensive. Many readers skim this section daily. Also consider contacting a "neighborhood shopper" for classified advertising.

Piggyback Ads

If you have sponsors, they may be willing to include your event information in their newspaper or radio advertising. You would ask them to add your event information to their ads. You'll have the most success with piggyback ads by contacting businesses related to the automotive industry.

Newspaper - Inserts

Many tire and parts dealers have regular inserts in newspapers. Ask these companies if they would include an event flier in their inserts as an in-kind contribution.

Newspapers - Car Care Supplement

Many newspapers run special car care supplements in the spring and fall. The best way to find out more about supplements is to contact the newspaper. If they do participate, ask them if you can contribute an article or press release. You might also refer them to the Car Care Supplement Web site, www.carcaresupplement.com, where hundreds of automotive articles are available free of charge.

Newsletters

Your business and your sponsors may have newsletters that could include news about your event. There may also be other community or business newsletters that could help spread the word.

Press Releases

The goal of a press release is to get some great advertising at no cost. However, just writing and sending a press release doesn't guarantee it will be published. It must be sent to the right person and be compelling enough to interest the editor. Some editors prefer to receive press releases by e-mail, fax or in the mail. We recommend calling and asking how they like to receive press releases and put this information in a spreadsheet. While you have them on the phone, you could personally invite someone from their company to come and attend your clinic.

Press releases should include the date, time and location of the event. If you have any sponsors, also include their contact information. It would be appropriate to use press releases to announce your event and any featured activities or special demonstrations that are taking place at your clinic.

[CLICK HERE](#): for some sample press releases to help promote your event.

On-Hold Messages

If your shop uses 'On-hold messages' you can add information about your event to your phone

Flyers

With today's publishing software and Web tools, designing a flyer or poster can be easy and simple. Make sure it has all the pertinent information (date, location, time, sponsors, contact information, etc.). Place in prominent locations within your business. Other local businesses may be willing to distribute your flyers, and don't forget to bring them to any meeting where there's an audience likely to attend your event.

Signage

Start promoting your event early by hanging signs within your business. You can make your own, or [CLICK HERE](#) to order banners or posters from the Car Care Council.

Television

Although television advertising is usually too expensive, it might be available if the station were a sponsor. The Car Care Council prepares a Car Care Month video news release during April. Stations have access to this in every market. Your event could give this story the "local flavor" that the station is seeking. There may also be opportunities to have television stations interview you or your spokesperson. The greatest success with getting interviews will be to present ideas with consumer appeal, such as tips for safe driving during fall and winter conditions. Television stations may also have a community calendar that could include your event.

Radio - Advertising

Radio is a good way to help get the word out (see sample radio spots). Remember that an overwhelming number of motorists attend car care events on the spur of the moment. They sometimes make their decision to attend while in their cars, making radio a great medium for this type of event. There's usually a cost to radio advertising, much like newspapers. However, if the radio station is a sponsor, they may donate a certain amount of free commercial time.

Radio - Public Service Announcements

Public Service Announcements (PSAs) are a way of getting your event mentioned as part of a broader message to the public. If there is no cost for attendees, then the radio station is obligated to read your PSA. You will get even greater results if you partner with a non-profit organization. For example, you might encourage motorists to bring a canned food item for the local food bank. The non-profit group may also be willing to publicize your event to its members at a meeting, on their Website, Facebook or via e-mail.

Radio - Getting Interviewed

Radio stations often need people to interview. Once you've identified the best person to be your spokesperson, contact the radio station and offer your suggestions for an interview. You'll have more success with interviews if the topic you suggest has value to listeners, versus just a promotional message about your event.

Radio - Remote Broadcasting

You've hit a homerun if you can get a live broadcast at the site of your event. Contact the station manager concerning the feasibility of a live broadcast. Some businesses contract for a specific number of broadcasts each year. One of your sponsoring businesses may be willing to donate one of their remotes to your event.

Organizations

Organizations can be helpful in getting the word out about your event. If you're working with a charity or cause, these groups may have promotional opportunities or may bring additional people to your event. For example, if your event is benefiting a Boy Scout troop, ask each scout in the troop to bring five motorists to the event.

If you belong to an organization or specific group, you may be allowed time at their next meeting to discuss your event. Don't forget to contact seniors, credit unions, schools, churches, health clubs and medical facilities with your news. Rotary, Kiwanis and the Lions are always looking for speakers.

You can also heck with your local high schools. In the interest of safety and education, they may encourage teenage drivers to attend your event, or you can go and speak to a drivers education class.

Online Marketing

Email: Sending information about your event to customers through e-mail is easy, quick and inexpensive. The key is to make sure you have previously obtained their permission to receive e-mails from you or they may consider your e-mail as spam. It's also important to talk with sponsors about their online marketing capabilities to identify additional opportunities to promote your event.

Facebook: Make sure you add your event to your Facebook page. You can even create an event on your page and invite your customers to your event. Don't be shy, ask your sponsors to also promote your event on their Facebook page.

Website: If it's possible add your event to your website. You could write about it if you have a blog, and make sure you add pictures of the event afterwards.

Car Care Council co-op advertising:

If you are planning an event, please list your event with the Car Care Council below to have it appear in our [event finder](#) and [Facebook page](#) for free publicity from the council! The Car Care Council would greatly appreciate notice of your event at least one week in advance. PLEASE NOTE: IT MAY TAKE 24-48 HOURS FOR YOUR EVENT TO BE POSTED ONLINE. This also entitles you to up to 100 free vehicle inspection forms from the Car Care Council. [CLICK HERE:](#) To have your vehicle check-up event listed on our online registry. Or contact the Car Care Council's communications coordinator at 301-654-6664, ext. 1017 or e-mail info@carcare.org

Piggy Back a Charity Event:

Local: You could also use your Women's Car Care Clinic to help support a local charity such as the local food bank or humane society. Advertise that the cost to attend your clinic is a donation of non-perishable food, or cat/dog food, then you can get the charity to help you advertise your class or event.

National: October is national breast cancer awareness month. You could join the hundreds of shops around the country who support Dr. Vincent Tuohy's breast cancer vaccine research by taking part of the national "Brakes for Breast" fundraising. Go to www.brakesforbreast for all the details.



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Press Release

NEWS RELEASE
For Immediate Release

For more information contact:
(your name)
(shop name)
(phone number)
E-mail: (your email)

**FREE CAR CARE CLINIC FOR WOMEN
OFFERED AT (NAME OF YOUR SHOP)
(SATURDAY MARCH 25, 2016)**

(March 16, 2016)

(Santa Barbara, California) To most women, what lies under the hoods of their cars is unknown and baffling. Strange noises and shaky vibrations behind the wheel cause concern for safety as well as mobility. Finally, thanks to **(Name of shop)** of (name of town), (website), local women can now learn the answers to those motor mysteries. **(Saturday, March 25)**, the free **Car Care Seminar for Women** will be offered from **(9:30am – 12:00am)** at (name of shop, address). Held in conjunction with the “Be Car Care Aware” educational campaign, the class is designed to better acquaint women with their vehicle’s maintenance needs.

“A well-maintained vehicle is safer and more dependable,” said (your name), owner of (name of shop). “In addition, it’s worth more at trade-in time. That’s why we want women to understand more about their cars, the benefits of having them properly maintained, as well as the warning signs of compromised systems and components.”

Women attending the event will receive a gift bag with exciting selection of goodies and information about vehicle preventive maintenance services and enter to win lots of great prizes.

“Bring your friends and learn maintenance tricks that will give you the confidence to be in control of your vehicle as well as save money,” shared (your name)

Although, the seminar is free, participants must register before (Thursday, March 23rd at 5pm) by calling (Name of your shop) at (phone number) or emailing them (your email).

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MATERIALS LIST

Car Care Council Resources:

- **Articles:** Having hand-outs is another great way to educate the participants of your events. Articles and information can be found on carcare.org that you can utilize for your hand-outs. All you need to do is to give appropriate attribution, for example, at the bottom of the page have written: "reprinted with permission from the Car Care Council." Note that some articles may also be from DriverSide.com and in that case both the CCC and DriverSide.com will need to be cited as sources. [Recent articles and blog posts can be found here.](#)
- Car Care Banners
- **Brochures:** Everyone likes to look through brochures, especially those that are easy and quick to read. People attending your car care event have come to learn more about their vehicles. Be prepared to help them by having consumer-oriented brochures and literature. The Car Care Council offers educational brochures about proper vehicle maintenance and repair that can be obtained from their Web site: www.carcare.org
- Car Care Booklets
- Posters: April Car Care & October Car Care
- Sign: You can have a sign made for participants to hold in a group picture

Marketing Materials: The next couple of pages are samples of posters, door prize entry forms, press release and an attendee list. If you have anything you would like to share with shops, please send me a copy and I will add it to this booklet: amy@autocraftsmen.com

- **Make sure you include some type of Discount Coupon for your Gift Bags:** The discount coupon is the most important piece to go into the gift bag. It's a nice way to invite the ladies to try your business the next time they need automotive service or repairs. You can also add referral cards so they can invite their friends and family.
- **Door Prizes and Gift Baskets:** We have included a list of ideas for you to choose from if you decide to have door prizes and make gift baskets for your attendees.

Women, Wheels & Waffles

Please join us!

Saturday, October 1st, 10 to Noon

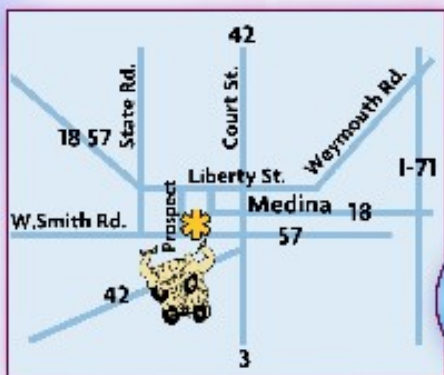
Mark your calendar ladies! Saturday, October 1st from 10 to noon. Mighty Auto Pro is hosting it's annual Women, Wheels & Waffles event!

You may be wondering what goes on behind Mighty Auto Pro's garage doors on this particular morning! I can assure you of two things, you don't want to miss it and it will fill up fast!

Women, Wheels & Waffles is all about a comfortable, entertaining and delicious venue in which to learn about your car! It can also be a good excuse to get out for the morning. Just tell the hubby your going to an "educational event" with your friends, daughter(s), neighbors or co-workers!

Fact is, it will be educational. Our ASE certified Master Technicians take great pride in the presentation of four different stations:

- **Station #1 – Computers and Your Car**
- **Station #2 – Checking Your Fluid Levels**
- **Station #3 – Changing a Tire**
- **Station #4 – Ask the Technician**



MIGHTY AUTO PRO

MEDINA'S COMPLETE REPAIR & CARE

290 South Prospect, Medina

330.723.6692

www.mightyautopro.com

8am - 5:30pm, Mon. thru Fri.

Enjoy a fabulous brunch featuring a waffle station and many other delectable breakfast treats. Wander about while enjoying a sparkling mimosa, glass of fresh juice or a "wake me up" cup of coffee! Everybody gets a treat bag, and we'll also have plenty of door prizes, top prize will be a \$100 MasterCard Gift Card!

Women, Wheels & Waffles boasts an open format. You may wander from station to station, staying as little or as long as you like!

Sign up for this **FREE** event on our web site at

www.mightyautopro.com

Or call us at (330) 723-6692

Don't delay, spaces are limited!

P.S. Don't forget to bring a friend!





You're Invited...

It's **FREE!**



"Make Friends With Your Vehicle"

DO YOU KNOW...

- How to Jump Start a Car?
- What the Check Engine Light means?
- How to Check Tire Inflation & Condition?
- How often to Service your Vehicle?

Sign up now & bring
a friend for our
FREE Clinic!

Call the center for details!

Please call to Register
at 716-625-9950
by November 17th!

GIFT BAGS
FOR ALL
ATTENDEES!

What: **Women's Car Care Clinic**

Where: **AAMCO of Lockport**
6412 S. Transit Road

When: **Wednesday, November 19, 2008**

Time: **6:00 PM - Light refreshments**

Boost your **Car Care Confidence**
... with our **FREE** Car Care Clinic!

Our main goal is to help educate you about maintenance and repairs on your vehicle. Here are some of the topics we will be covering:

- ▶ Under the Hood Checks
- ▶ Service Interval Checks
- ▶ Getting your Vehicle Ready for Winter
- ▶ Road Trip Preparation
- ▶ Determining Fuel Efficiency
- ▶ Fuel Saving Tips



AAMCO LOCKPORT

6412 S. Transit Rd

716-625-9950

"I thought your Car Care Clinic was excellent! Can't think of anything that wasn't covered. I would recommend it to anyone. Thanks again for an interesting and informative clinic."
Ruth Watier

"I would like to extend my appreciation for a very informative session. The A to Z warnings and Up-Keep Look outs were delivered expertly. I will pass on and recommend your service."
Kathy McGowan

Visit www.aamco-lockport.com

AAMCO - YOUR TRANSMISSION & COMPLETE CAR CARE SPECIALISTS

JUNE 3RD

WOMEN'S CAR CARE CLINIC

A No Pressure Interactive Clinic

Come and learn basic car care and maintenance at our show and tell event. This event is **FREE** of charge and for all ages.



9:00 am "be car care aware"

SIGN UP TODAY FOR YOUR SPOT!

716-496-9012 • limited seating available

SS Diesel & Auto

Over 30 Years Experience

SHAWN SIDDLE, Owner
11480 Olean Road, Chaffee
716-496-9012



PS-1325309

Lipstick & Dipsticks

Free

Car Care Clinic for Women

Saturday
March 16th, 9:30 – 12:30
1200 N. Alta Ave.
(next to Texaco)

What You'll Learn

- how to jump start your car
- how to check your fluids
- and much more

Brake Fluid Exchange will be raffled
All attendees will receive prizes and coupons



A PLUS
automotive

"THERE'S NO SUBSTITUTE FOR HONESTY."

(559)591-7585 RSVP Please

Women's Car Care Clinic

When: Saturday, March 11th 2017, 10am - 11:30am

Where: Trojan Auto Care

2511 W. Main Street, Troy, Ohio

Topics: Basic Auto Care Demonstrations

- Check fluids
- Check tire pressure
- Know your dashboard lights
- Q/A Time w/Technicians

Coffee, Donuts & DOOR PRIZES!

FREE! FUN! INFORMATIVE!

Click here
or call us at 937-335-CARS (2277)



- TIRES & ALIGNMENT
- VEHICLE MAINTENANCE
- HOW TO INSTALL A SPARE
- BRAKES AND SUSPENSIONS

CASSIDY
TIRE & SERVICE

**WOMENS CAR
CARE CLINIC**

**REFRESHMENTS, DOOR
PRIZES AND MORE...**

**THURSDAY
OCTOBER 8
6:00 PM**

444 W Roosevelt Rd Lombard, IL 60148
(630) 812-0745 • www.cassisdtyre.com



Downers Grove Township

my township!

S.A.L.T. Council

(Seniors & Lawmen Together)

FREE **Car Care Safety Clinic** ***For Seniors***

Sat., September 19

8:00AM - 11:00AM

Westmont Fire Station

6015 South Cass Ave. (Just North of 63rd St.)



- ✓ Free multiple point safety inspection
- ✓ Checking fluids, belts, hoses, tire condition, lights and more!
- ✓ Free Coupons from local auto service centers
- ✓ Information on other free senior services from local agencies
- ✓ Free morning refreshments

For more information: 630-719-6682



FREE Women's Car Care Clinic



You're Invited

Where: Auto Craftsmen / 326 State St. Montpelier

When: Saturday, Jan 30, 2016 / Time: 9:30 am – 12:30 pm

Boost your Car Care Confidence

...with our **FREE** Car Care Clinics!



Make friends with your car!

Learn about Tires:

- How to Check your Tire Pressure
- How to Measure the Tread on your Tire
- How to Find the Tire Size your car Needs

+ Come and Learn ———>

Sign up now: FREE Clinics!

Saturdays: Jan. 30, Feb. 20,

March 13 or April 10

Our main goal is to help educate you about maintenance and repairs on

⇒ What's Under the Hood

⇒ How to Check your Oil

⇒ How your Brakes Work

⇒ Fuel Saving Tips

⇒ Shock Absorbers & Struts

⇒ What regular Maintenance

is *really* necessary for your Car

⇒ Check Engine Lights

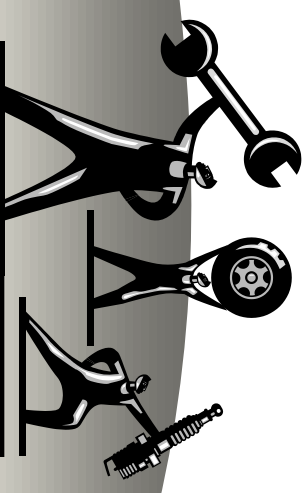
⇒ How to Buy a Used Car

⇒ Door Prizes & Free Gifts

AutoCraftsmen

Montpelier's Complete Repair & Care

Autos, Trucks, SUV's & Vans



"Mechanics with a Conscience"

326 State Street

There is limited seating



Name of your Shop
Women's Car Care Clinic
Door Prize Entry Form

Name: _____

Address: _____

Email: _____

Name of your Shop
Women's Car Care Clinic
Door Prize Entry Form

Name: _____

Address: _____

Email: _____

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Women's Car Care Clinic
Door Prize Entry Form

Name: _____

Address: _____

Email: _____

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Name: _____

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Women's Car Care Clinic
Door Prize Entry Form

Name: _____

Address: _____

Email: _____

Name of your Shop
Women's Car Care Clinic
Door Prize Entry Form

Name: _____

Address: _____

Email: _____

CAR CARE CLINIC ATTENDEE LIST

Date of Clinic: _____

Name: _____

Phone Number: _____

Email: _____

Confirmed: _____

Name: _____

Phone Number: _____

Email: _____

Confirmed: _____

Name: _____

Phone Number: _____

Email: _____

Confirmed: _____

Name: _____

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Phone Number: _____

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Confirmed: _____

Communicating with your repair facility

Most problems between shops and consumers are a result of faulty communication!

Studies by numerous consumer and government agencies have shown this to be the case, so to avoid problems communicate as clearly as possible. And remember, **Good Communication includes talking as well as listening.**

Give symptoms: When you bring your vehicle in for repair, give the Service Advisor an accurate description of the symptoms your vehicle is displaying. You know the vehicle better than anyone else, so carefully describe what you are feeling, seeing, smelling, etc. This can save you many dollars and time.

Once you have accurately given the symptoms it is the job of the Service Advisor to communicate them to the Technician. It is the Technicians job to determine the cause of the symptoms. Each individual needs to do their part in order for the transaction to be successful. The best way to communicate accurately is to write it down while it is fresh in your mind. Be as literal as possible: *“When pulling out of the driveway the car makes a noise that sounds like (whirring noise) as I make a right turn, but only on Tuesday mornings when I have the car full of kids going to school.”* The more precise you can be the better it is for everyone, including your bank account!

Be clear with your expectations:

1. Be sure to give clear communication of what you expect to find when you pick up your car. (Bad Example: “give my car an alignment” / Good Example: “My steering wheel shakes on the freeway, I want you to find out what the problem is, and call me with an estimate before you fix anything”).

2. Inform them of the time you need your car back.

3. On multiple repairs prioritize your list & inform them if some minor items are not too important & you don’t want to spend too much money or time on certain repairs. This will go a long way in assuring you will be happy with the results.

4. If you do not understand something being said by the Service Advisor, ask questions until you do understand. Don’t be embarrassed because you don’t understand right away, this is a complex subject. It is our job to help you understand.

Don't push for an on-the-spot diagnosis: Asking a Service Advisor, or a **Technician, to second-guess the problem only causes false expectations and creates confusion.** Even though you are very concerned about the possible outcomes of your vehicle inspection, trying to determine what the problem actually is without a complete inspection is pure guesswork. You would not want a doctor to guess at what is making you sick, don't ask for a diagnosis before the examination is done, it will only serve to give you expectations that will likely be incorrect.

Tell the truth: Some customers evidently believe they will save money by withholding some of the facts, or maybe they are just too embarrassed about what happened to give all the facts. Maybe they tried to fix their own car, or it got hotter than they are willing to admit, or they accidentally hooked up the battery backwards and made a spark. In any case, **the more accurate the information you give the faster they can identify the proper repairs and make sound recommendations.** Leaving out critical facts often results in additional problems and expense to you.

Leave accurate contact information: Be sure and inform your Service Advisor **how you can be reached AT A MOMENTS NOTICE!** It is very important that you can be immediately contacted to make decisions about your vehicles repair needs and the associated costs.

If for some reason you will be unavailable it may be best to authorize repairs up to an agreed upon dollar amount when the vehicle is dropped off in the morning. Not being able to communicate with the customer is one of the biggest difficulties shops run into, resulting in unhappy customers because the work cannot be completed when originally promised.

It is what it is: If you are dealing with an honest and competent repair facility the cost of repairs are dictated by the problems your car has, not the whims of the repair facility. Costly repairs can be frustrating to you, but please don't take it out on your Service Advisor. They are only the messenger doing their best to resolve your automotive problems.

If the job is complicated and costly, make a trip to the shop and have them show you what they are trying to explain. A good shop is going to want you to be as informed as possible about what is being proposed to be done to your car. A well-educated consumer is more likely to be a happy customer. It is a Win-Win for you to understand the service being provided. Sometimes, with today's high tech vehicles it is very difficult to explain the problem. It is therefore especially critical in those cases that you be able to trust the shop you are working with.

Be patient: Your repair facility is doing its best to keep you happy. They know that unhappy customers won't return, so they work very hard to please everyone, if possible. But please realize that wrong parts delivered to the shop, sick employees, emergency repairs, small jobs that turn into bigger ones are a part of the business and is a challenge that shops have to deal with behind the scenes on a daily basis.

Operating a shop can be a lot like running an emergency room in a hospital. If your car comes in with strange symptoms or for major repairs, the shop won't not know exactly what it will need for parts until the patient is up on the lift and is opened up. And then we must work quickly and effectively to get the patient back to 100% so the owner will not be without their vehicle any longer than necessary. **It is a constant balancing act between the need to do the job properly and the customer's need for the vehicle.**

Shops really appreciate a customer who helps out by saying "I would really like to have my car back today but if it doesn't happen I can make other arrangements, but I must have it by tomorrow at 4PM". That way we can make those hard decisions in a way that works for everyone. When a customer keeps us informed of important information it tends to make us go the extra mile to make things run smoothly for them.

Remember—Most problems between shops and consumers are a result of faulty communication! Do your part to keep the Communications as clear as possible.

Be Appreciative: If your shop has gone out of their way to get your car repaired as quick as possible, found an inexpensive fix, loaned you a car, or found a repair that was a huge safety issue... be appreciative. Contrary to belief, Technicians have feelings too! Be nice to your automotive service providers and they will go out of their way to give you A+ treatment.

IDEAS FOR DOOR PRIZES AND GIFT BAGS

- * **Door Prizes:** The point of having door prizes is to make your event fun and to get your participant's contact information for your mailing list so you can market to them afterwards. Have an entry form and a collection device. Make sure you have some fun prizes so folks are inclined to fill out the entry form. *Ideas for prizes:*
 - * \$100 Gas Cards or \$100 Visa Gift Card are always a big hit.
 - * Emergency roadside kit.
 - * Free Oil Change
 - * \$50 Gift Certificate for a manicure or pedicure
 - * \$50 Gift Certificate to a local restaurant
 - * Free Windshield Wipers
 - * Emergency kit with flares
 - * Car vacuum cleaner
 - * Jumper cables
 - * Gift Certificate to local parts store
 - * Trunk organizer
 - * Car trash holder
- **Gift Bags:** The ladies will appreciate getting a 'goodie bag' at your clinic. Talk with your vendors and local businesses to get donations for goody bags and door prizes. Here are some ideas of what you can put in your Goodie Bag:
 - * *Car Care Guide*
 - * Chocolate & Candy
 - * Keychain
 - * Tire air pressure gauge
 - * Tire tread gauge
 - * T-shirt with your shops name on it
 - * Discount for service or repairs at your shop
 - * Pens with your shops name on it
 - * Flash lights with your shops name on it
 - * Magnets with your shops name on it
 - * ***Discount Coupon for your shop***
 - * Windshield washer fluid
 - * Car wash soap
 - * Car wash mitt
 - * Travel mug with your logo
 - * Air fresheners
 - * Rubber gloves
 - * Jumper cables
 - * Car wash soap
 - * Ice scrapers
 - * Snow brushes

Photo Opportunities

Be certain to have your Event photographed, but do not do this yourself as this will take you away from teaching and networking! You can use this opportunity to invite a photographer to shoot your clinic at no cost in trade for service or repair on their car. You could also get an extra staff person, family member or friend to take pictures.

***Make sure you ask permission from the participants before taking their pictures. 99% don't care, but you want to respect that 1% who doesn't.

There are many reasons to document your event through photography. Take plenty of photos of motorists, participants, your staff, volunteers, children and others involved with or attending your event. Photos are a great addition to press releases, and should be added to your Web site, Facebook page and used in your online marketing. They are also nice to include in your scrapbook and in thank-you notes to sponsors and volunteers. A well-organized scrapbook can become a powerful sales tool when seeking sponsors for subsequent car care events or a fun book to have in the waiting room of your shop.

Don't be afraid to ask folks to line up for a picture or two, and ask them to "Smile".

Be sure to ask any local celebrities, the mayor, a prominent television or radio broadcaster to attend your clinic & make sure you get a picture taken with them.

If you invite someone from the local newspaper to attend, they will be taking pictures. Be sure to ask them to send you some of their pictures to use for your website and social media.

It's a good idea to have a large banner made ahead of time for a group photo of your class. You can use this photo to advertise your next class, put on your website and facebook page. We have included pictures of two shops that have made a banner that they use at every clinic.



It's easy to make a sign for your clinic

1. Write up what you want your sign to say and take it to a sign making company.
2. Create a sign on your computer and take it to Staples or a printing company to enlarge and laminate it.



[Back to Top](#)

Post - Event Recommendations

Congratulations! Your Women's Car Care Clinic is over. Give yourself a pat on the back and a short break, but don't wait too long before taking care of a few post-event details:

- **Send a thank-you card.** Hopefully you got contact information all the ladies who came by your event. Make sure you follow-up with all these potential customers. Thank them for taking your class and offer to be their partner in car care awareness and give them a discounted service as an incentive to come to your shop for maintenance and repairs.
 - **Send thank-you notes to volunteers.** It's a great idea to thank everyone involved in making your car care clinic a success. This includes volunteers, sponsors and anyone who helped promote your event. Don't overlook the owner of the site you used. A hand-written note will make people feel appreciated and will pave the way for their help with future events.
- ⇒ If your staff came in on their day off to help, it would be nice to give them a gift card or treat them to a special lunch to express your thanks.
- **Make Notes of** what worked and didn't work. It's helpful to note what you might do differently so you have this information for your next event.
 - **Post pictures** from your clinic on your website and on your FaceBook page.
 - **Write a Blog Post** about your clinic. Explain why you gave the clinic and what you taught the ladies that attended.
 - **Please let me know** if you felt your Women's Car Care Clinic was successful or not, and if this booklet helped. Any and all feedback would be greatly appreciated as this Event Planner is a work in motion. Eventually this information will be added to the Car Care Council's toolbox for shop owners. If you would like to add anything to it, please send me your thoughts, copies of your fliers, pictures from your event and anything else you think would help other shop owners put on a successful women's car care clinic. Email your information to Amy@autocraftsmen.com