



EVENT PLANNER

for

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 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.

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 20 depending on the size of your shop.
- **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.
- **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 goody bags.
***Most important is a discount marketing piece from your shop to bring in customers.
[CLICK HERE](#) for sample marketing ideas.
- **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.

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 vehicles 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.
- Put handouts and notepaper on clipboards w/pens & name tags and arrange on 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.

DIVIDE VEHICLE INTO THREE SECTIONS:

(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) Lower the vehicle 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) lower the Car all the way down -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

PICTURES FOR 'SHOW AND TELL' WOMEN'S CAR CARE CLINIC

ORGANIZING AN EVENT



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.

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.

MARKETING YOUR EVENT



There are various ways to let people know about your event. Some are free and some involve costs. The public relations tools provided below or through links can help create the buzz that has people talking before, during and after your event.

Creating a Buzz About Your Event

Creating Your Flyer and Invitation

Great Places to Distribute Your Flyers

E-Mailing Your Flyers

Promoting Your Event at Your Facility

Mailing Invitations to Your Clients

Inviting Major Metro & Local News

Personnel

How to Develop a Great List

(You'll Use it Over and Over Again)

Inviting Radio Station Personnel

Inviting Women Community Leaders

Where to "post" Your Event

Using Your Website to Market Your Event

Getting FREE Publicity

How to Write a Press Release

How to "Ticket" Your Event

Send press releases to the local newspapers and radio stations

Send information 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

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 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. 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.

Community Calendars

Many newspapers, radio stations and local TV stations feature community event calendars. Most event calendars are online you can look up their phone number and call the person in charge of the calendar to get listed.

Press Releases

Press releases are brief articles (usually one page in length) that you send to a newspaper, radio and local TV stations. Sometimes they will print or read the article, other times they will

call you up for an interview. The goal 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 have news compelling enough to interest the editor. Some editors prefer to receive press releases by e-mail, fax or in the mail.

Press releases should include the date, time and location of the event, sponsor and contact information as well as who is sponsoring it. It would be appropriate to use press releases to announce your event or a new sponsor, to announce featured activities or special demonstrations and to announce the results of your event when it's over.

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

[CLICK HERE](#): for some sample press releases to get interviewed about your event.

[CLICK HERE](#): for some consumer press releases about the importance of vehicle maintenance and repair. These can be easily modified and distributed to local newspapers.

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.

On-Hold Messages

On-hold messages can be used to promote your event if you offer this on your business phone. [CLICK HERE](#): for sample on-hold messages that can be easily modified for your use.

Flyers

With today's publishing software and Web tools, designing a flyer can be easy and simple. Make sure your flyer has all the pertinent information (date, location, time, sponsors, contact information, etc.). Place flyers 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. [CLICK HERE](#): for some samples

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 Months 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 partnering 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 ([see Cause-Related Marketing](#)), 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. Check with your local high schools. In the interest of safety and education, they may encourage teenage drivers to attend your event.

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 Marcella Tilli, coordinator, communications, Car Care Council, at 301-654-6664, ext. 1017 or e-mail marcella.tilli@aftermarket.org.

Goodie Bags: Every bag should at least have a [Car Care Guide](#)

MATERIALS LIST



We have created a plethora of resources, marketing and promotional materials, hand-outs and articles that you can use for your event, or for your website and newsletters.

If you have anything that you feel could benefit other shop owners, then please send it to the Car Care Council and we may add it to this resource guide.

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

- **Discount Coupons for Goodie Bags:** You should also give away a hand-out about your shop. Having a discounted coupon or free service is a great way to encourage them to try your business out the next time they need automotive service or repairs.
- [Entry Forms for Door Prize](#)
- Flyers: We have provided samples of flyers used by other shops around the country. [Sample for a Large Women's Car Care Event](#)
[Sample for a Women's Car Care Clinic](#)
[Sample for a Women's Car Care Clinic](#)
- [Press Releases](#)
- Radio Spots
- Telephone - On Hold Messages

Women, Wheels & Waffles

Please join us!

Saturday, October 1st, 10 to Noon

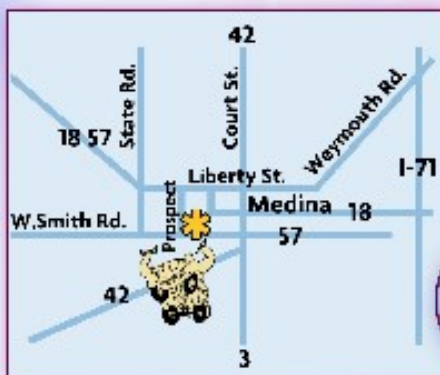
Mark your calendar's ladies! Saturday, October 1st from 10 to noon. Mighty Auto Pro is hosting it's annual Women, Wheels & Waffles event!

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"

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:

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?

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

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!



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 Water

"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

FREE Women's Car Care Clinic



Sample Flyer 3

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

There is limited seating

You're Invited

Where: Auto Craftsmen / 326 State St. Montpelier

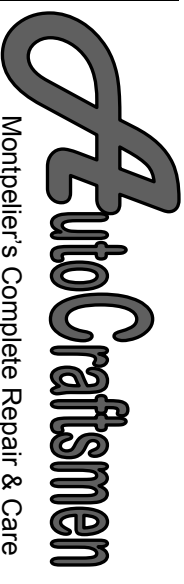
When: Saturday, Jan 30, 2016 / Time: 9:30 am – 12:30 pm

Boost your Car Care Confidence

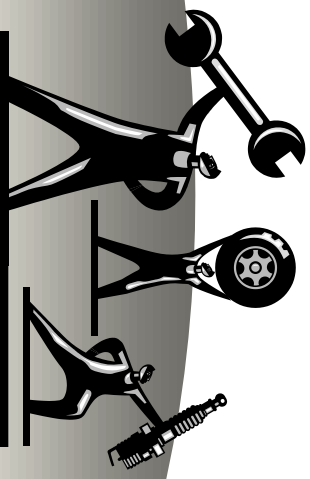
...with our **FREE Car Care Clinics!**

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



Montpelier's Complete Repair & Care
Autos, Trucks, SUV's & Vans



"Mechanics with a Conscience"
326 State Street





Be Car Care Aware[®]

Car Care Event Door Prize

Name: _____

Address: _____

Email: _____



Be Car Care Aware[®]

Car Care Event Door Prize

Name: _____

Address: _____

Email: _____



Be Car Care Aware[®]

Car Care Event Door Prize

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Be Car Care Aware[®]

Car Care Event Door Prize

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Be Car Care Aware[®]

Car Care Event Door Prize

Name: _____

Address: _____

Email: _____



Be Car Care Aware[®]

Car Care Event Door Prize

Name: _____

Address: _____

Email: _____

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).

#####

CAR CARE CLINIC ATTENDEE LIST

Date of Clinic: _____

Name: _____

Phone Number: _____

Email: _____

Confirmed: _____

Name: _____

Phone Number: _____

Email: _____

Confirmed: _____

Name: _____

Phone Number: _____

Email: _____

Confirmed: _____

Name: _____

Phone Number: _____

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Phone Number: _____

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Confirmed: _____

Name: _____

Phone Number: _____

Email: _____

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.

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 Event at no cost in trade for a booth at your Event, or 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.

Be sure to be on the lookout to take pictures of any local celebrities, the mayor, a prominent television or radio broadcaster, or someone related to your cause that attends your event.

If you invite someone from the local newspaper to attend, they will be taking pictures and sometimes they will send you some of the pictures you can use for your website and marketing.

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.



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.

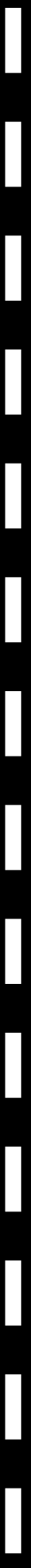


WE LOVE 

Free Car Care Clinics

and

Auto Craftsmen



Post - Event Recommendations



Congratulations! Your Women's Car Care Clinic is over. Give yourself 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.
- **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.
- **Evaluation Forms:** Don't forget to send copies of your evaluation forms to the Car Care Council. ***It is very important to submit forms to the Car Care Council as the data is then compiled, summarized and distributed.

Please return evaluation forms to:

Marcella Tilli

Car Care Council

7101 Wisconsin Ave., Suite 1300

Bethesda, MD 20814

As a thank you for submitting your forms, you'll receive a copy of the Car Care "Certificate of Participation" to proudly display in your business.

[Back to Top](#)



CAR CARE CLINIC EVALUATION FORM