

Pensacola Carpet Cleaning Company Owner Recognized As National Expert

John Braun May 01, 2013



John Braun, Premium Carpet Care

Premium Carpet Care owner, in Pensacola, Florida, is recognized as national expert in the trade publication ICS Magazine.

(Newswire.net -- May 1, 2013) Pensacola, FL -- John Braun, the owner of Premium Carpet Care in Pensacola, Florida, is now recognized as a regular contributor to ICS Magazine. ICS Magazine is one of the largest trade publications for the carpet cleaning industry. The magazine has been in distribution for 50 years.

ICS Magazine distributes has a distribution to 25,000 cleaning professionals. Each month they produce articles that help carpet cleaning businesses with subjects such as stain removal, business growth, marketing, advertising, technical bulletins and management. In addition, they have an interactive social media based website for carpet cleaning businesses to share information.

And now ICS Magazine produces monthly podcasts from advertising expert John Braun. This monthly podcast show is known as "ICS Magazine Presents the Hitman Advertising Show." The show will concentrate on helping carpet cleaning business owners grow their business by helping them get more clients with their advertising.

"Advertising isn't something that comes naturally to most people. In fact, the first reaction to most newbie cleaning business owners is to have their advertising based on a low price. But for a cleaning business, advertising a low price is the kiss of death. With this new podcast series I hope to help carpet cleaning business owners understand how to advertise their business profitably," said John Braun, owner of Premium Carpet Care.

John Braun holds a bachelor degree in advertising from the University of West Florida. He started [Premium Carpet Care](#) in Pensacola while he was still in advertising school. He wanted to start a business to test out advertising concepts and find out what worked and what didn't work. You can contact [Premium Carpet Care](#) by visiting www.Carpetcaretips.com or calling 850-474-1133

1116 E Olive Rd, Pensacola, FL