



Car Washes Planning & How-To Guide

Goal:

- To build sales and provide a fun atmosphere while people are waiting for their cars to be washed.
- Take the opportunity to get involved with local charities to raise funds and awareness for them.

How To Execute A Great Car Wash:

- Get a charity involved – this is a great way to raise money and awareness of a charity organization.
- Car Washes should take place the same days each week to increase awareness.
 - Example: Guests will start telling their friends “You should get your car washed every second Saturday afternoon at Twin Peaks! They have cold beer while you wait!”
- This is a great way to build business during slower hours – host car washes from 4-7pm early in week and 11am-3pm on Saturdays and Sundays.
 - Note: Be mindful of big sporting events when scheduling car washes.
- Once you decide on an optimal day and time for your store, order banners and door clings from ColorMark well in advance to start advertising.
- Be sure to post on social media frequently and create an event on Facebook page ahead of the kickoff.
- Be sure you have all the necessities from start to finish:
 - Hose + spray nozzle
 - Buckets
 - Soap
 - Sponges
 - Drying towels
 - Signs
 - Create signs for TPGs to hold during the wash to draw attention – signs should be bright and easy to read.
 - Canopy tents with banners (draws attention)
- Image standards should be kept up – treat this as a standard costume party:
 - NO one-pieces or heels.
 - Twin Peaks Girls need to be in full bikini and following the guidelines listed on next page.

Bikini Week Costume Guidelines

For Tpg's working the Car Wash ONLY!



Costume Guidelines

1. Wear a sexy bikini in a color or pattern that best flatters your skin tone.
2. Most styles are welcome (**NO one pieces, NO thongs!**). Use fashion tape to keep it in place. No wardrobe malfunctions, girls!
3. Wear a bikini that's built to flatter your shape.

Perfect PEAKS Examples:



EXAMPLES OF WHAT NOT TO DO



No sheer material! We recommend tops & bottoms have a liner for a consistently smooth appearance.



No thongs!



No boots!



Avoid Wardrobe Malfunctions: Select bikini wisely...Bikinis should be functional leaving no chance for wardrobe malfunction.



NO one piece suits!



No flat hair!



No high waisted bottoms