

HOW TO START A CLEANING BUSINESS

An illustration on a blue background featuring large, stylized white stars and circles. The central text 'HOW TO START A CLEANING BUSINESS' is in white, with 'CLEANING' and 'BUSINESS' in a larger font. A yellow spray bottle is positioned above the 'C' in 'CLEANING'. To the left of the text is a white bucket with a yellow handle and a mop. To the right is a person in a yellow shirt and dark pants, holding a blue cloth and cleaning a surface. The entire scene is set against a blue background with large, stylized white stars and circles.

1. FUNDING YOUR CLEANING BUSINESS

- ☐ Do you know how to calculate overhead costs?
- ☐ Do you know how to calculate your Break-Even Point?
- ☐ Have you researched different grants online?
- ☐ Do you know what your tax benefits and deductions are?
- ☐ Have you signed up for a free small business mentor online?

2. THE LEGAL STUFF

- ☐ Have you registered your business yet?
- ☐ Have you signed up for cleaning insurance?
- ☐ Have you signed up for a service bond?
- ☐ Do you have a business checking account?
- ☐ Have you written your terms of service?

3. THE TECHNICAL STUFF

- ☐ Do you know how to keep track of sales?
- ☐ Do you have an online invoicing software?
- ☐ Do you have an email marketing software?
- ☐ Do you have an online tool that can accept credit card payments?
- ☐ Have you registered for Quickbooks online?
- ☐ Have you added an online booking option?
- ☐ Do you have the right tools for social media management, email marketing, customer relationship management, field service management, and payroll management?

4. THE SUPPLIES

- ☐ Have you considered purchasing wholesale or used models?
- ☐ Do you have a uniform for your business?
- ☐ Have you purchased a service truck or a used van?

5. CHOOSING YOUR MARKET/TARGET AUDIENCE

- ☐ Have you selected a niche or specialization in your field?
- ☐ Do you want to sell to homeowners in your neighborhood?
- ☐ Do you want to target Airbnb hosts?
- ☐ Have you considered partnering with real estate agents?

6. BRANDING

- ☐ Have you printed out business cards, flyers, fridge magnets, and door hangers?
- ☐ Do you have a website?
- ☐ Have you set up your social media profiles?
- ☐ Have you set up a business profile for different online review sites?
- ☐ Have you signed up for online directories?
- ☐ Have you created a logo?
- ☐ Do you have a business name?

7. SETTING RATES

- ☐ Do you know the national and regional average price for a clean (within your niche)?
- ☐ Do you know the hourly rate for a cleaner (within your niche)?
- ☐ Do you know how to calculate your net earnings?

8. YOUR OFFERINGS

- ☐ Have you put together different cleaning packages?
- ☐ Do you know what is in each package?
- ☐ Are there common extras you can offer?

9. ADVERTISING

- ☐ Are you looking to explore Google ads?
- ☐ Do you have a social media strategy?
- ☐ Have you looked at online review sites as a marketing channel?

10. HIRING

- ☐ Do you know when you need to hire?
- ☐ Do you know when you're ready for new employees?
- ☐ Do you know how much to pay an employee?
- ☐ Do you know what benefits to give your employees?
- ☐ What type of company are you looking to build?
- ☐ Do you have a payroll system that can track hours and employee salaries?