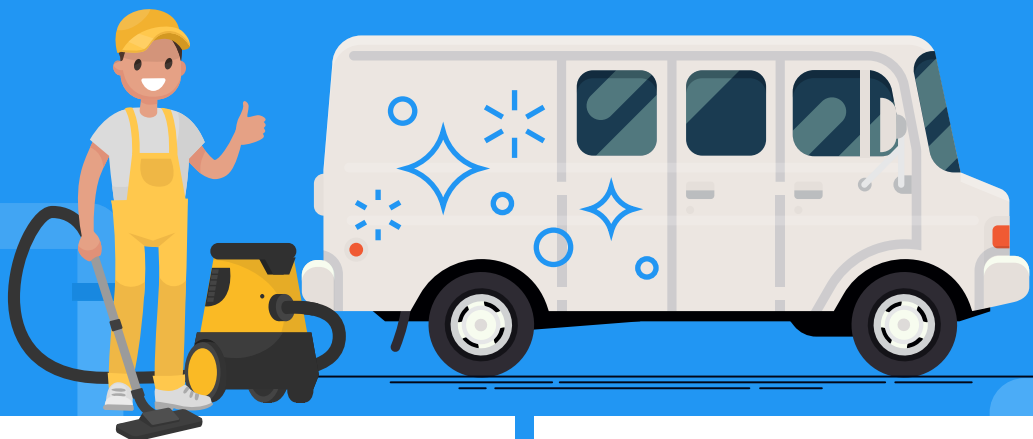


## HOW TO START A CARPET CLEANING BUSINESS



### 1. WHERE CAN YOU GET HELP?

- Have you prepared a list of **associations** you can join?
- Are there local **small business networking events** in your area?
- Do you need to upskill on any **industry-related training**?

### 2. CARPET CLEANING BUSINESS STARTUP COSTS

- Do you know how to calculate **overhead costs**?
- Do you know how to calculate your **Break-Even Point**?
- Do you know how to calculate an **average transaction value (ATV)**?
- Do you know how to calculate the **average revenue per client (ARPC)**?
- 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**?

### 3. THE LEGAL STUFF

- Have you **registered your business yet**?
- Have you signed up for **carpet cleaning insurance**?
- Do you have a **business checking account**?
- Have you written your **terms of service**?
- Have you signed up for a **bond**?
- Do you need to sign up for a **carpet cleaning license**?
- Are you interested in becoming a **franchisee**?

### 4. 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**?
- Have you considered **streamlining** your business early on?

### 5. EQUIPMENT NEEDED

- 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**?

### 6. POSITIONING YOURSELF IN THE MARKET

- Have you selected a **niche or specialization** in your field?
- Have you explored the pros and cons of **residential and commercial** carpet cleaning?
- Have you considered targeting **newly constructed homes, home warranty services, or high-end homeowners**?
- Have you considered partnering with **builders or realtors**?
- Will you offer **guarantees** to stand out from the competition?

### 7. CARPET CLEANING PRICING

- Are you planning to **charge per room or per square footage**?
- Do you know the **national and regional average price** for a carpet clean (within your niche)?
- Do you know the **hourly rate** for a carpet cleaner (within your niche)?
- Do you know how to calculate your **net earnings**?

### 8. YOUR OFFERINGS: CARPET CLEANING SERVICES LIST

- Have you put together a **carpet cleaning services list**?
- Have you put together **carpet cleaning packages**?
- Do you know **what is in each package**?
- Can you create **recurring service plans**?

### 9. HOW TO GET LEADS: CARPET CLEANING MARKETING SERVICES

- Have you made a plan to **prioritize reviews and referrals**?
- Have you joined a **business network**?
- Have you joined online **Facebook Groups**?
- Have you come up with several ways to **retain customers**?

### 10. YOUR PATH TO GROWTH: CARPET CLEANING HIRIN

- Do you know when you need to **hire**?
- Do you have all your **company processes** in order?
- Have you **made a plan to train and manage** people?