

GUIDE TO STARTING YOUR CLEANING BUSINESS

WHILE WORKING
ON PERSONAL
DEVELOPMENT

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**make your
dream business
a reality from
this point
forward.**



What you are going to learn:

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Why I started my business

My name is Sophia Shannon and I'm the owner of Time To Clean Janitorial LLC. My business was established in 2016. Before I actually started my business this was something I was only doing just as a side hustle to provide for my family. I was working as a home health aide only receiving fifteen hours a week getting paid bi weekly and my paychecks were only four hundred dollars or less. I have three children, I was married to my husband who had a job as well but we still couldn't make ends meet. I felt like I was just working to pay bills. This bothered me because I couldn't do things with my children so my children were not happy and if I did decide to go have fun then it set us back because that was money that was supposed to go on a bill. So I decided to clean homes. This came about through a friend who worked for a company cleaning homes. I tried working with cleaning companies but I just wasn't satisfied with the pay so I decided to try it out on my own. I cleaned homes for friends and relatives and I never thought to turn it into a business because I was just trying to make extra money here and there. After cleaning so many homes and after so many people telling me how good of a job I was doing it was then when I decided to make it official and do what had to be done to turn it into a business. I did research and figured out all of the necessary documents I needed. I also opened up a business bank account. I was nervous because all of this was new to me and I was thinking what if it doesn't work out. But everything was going smoothly because I was getting jobs through people who I've already cleaned for so business was great and money was coming in and I was able to gradually start doing more with my children but at this time my personal life was dysfunctional.

The arguing and fighting with my husband was tiring me out. We would argue almost everyday, sometimes all night and I didn't like this for my children plus it was draining me because I still had cleanings to do so I was extremely tired. My husband wanted me to take care of home and not run my business but I decided not to stop so this was a problem for him. I decided that me and my children were going to move out of the home we shared together and move in with my mother. I had money saved up to purchase myself a vehicle because me and my husband were sharing a vehicle which was another issue because he felt like he couldn't do what he wanted to do. But I was still able to continue running my business, through all of the stress I kept going. After moving in with my mother I gained not just residential cleanings but commercial cleanings as well which was a huge blessing to me but I never quit my day job because at that point I wasn't comfortable enough to do so and I worked hard. It seemed as if I was going backwards when it came to doing things with my children because it was just work, work, work but I was focusing on the goal and how it would benefit us in the end. After living with my mother for a year I moved into a house. And once again I felt like I was moving backwards because now I have to work even harder to pay bills and have no time with my children. But I made sure when I did have time I shared it with them even if we just did something fun at home. After being in my new home for about a year I was in a bad car accident where a drunk driver ran a stop light and smashed into me. I was in the hospital for two weeks. Once again it felt as if I was going backwards. The stress and over thinking began to build up. I asked God why these things were happening to me and to please rescue me from all of the bad that was going on and that I just wanted to be happy and

free, And thanks to God my family stepped in and did my cleanings for me so that my business would keep going, which was a huge blessing because after I got out of the hospital it took me a month to fully recover. I had money saved up to get another vehicle which was once again God, so I can never say he didn't come through for me. I still had all of my contracts and I had help. But it was pedal to the metal time and it was back to work and in 2019 I achieved a huge goal financially because I believed in myself and not let my circumstances get in the way of my goals. Through all of the pain inside and out I kept going.

When I think back on when I was younger I realize that God has been preparing me all my life to be a business woman in this field. I've been imagining my life then I turned it into reality. It all starts from imagination. I remember when I used to go into family and friends' homes and just clean. This is how I showed people I cared and sometimes just to make myself feel comfortable wherever I was. This also helped me open up because as a kid I was always very shy and timid because of being bullied and called names throughout school so in a way cleaning was therapy for me. I also used to help clean after gatherings which in result showed others to do the same when I wasn't even trying to. I've been serving and leading all my life. I once heard someone say "you either serve or pay your way to success". And that's one of the quotes that stuck with me since I've started my business, and it's also one of the quotes that keeps me motivated to keep going.

Reinvent yourself

When changing your mindset it's a must that you pray and keep God first. I've learned through hard times you always push yourself the hardest to get out of whatever situation you may be in. I've also learned after pushing yourself out of situations to never stop pushing yourself, yes it gets hard and you want to quit but if we want better then it's a must that we keep going. Quitting should never be an option when we see bigger and better things in our lives. We have to understand why we wake up everyday because God is not through with you. We wake up everyday and decide to be whoever we choose to be. Are you gonna wake up and be someone who just gives up on everything or are you gonna be someone who gets up every morning and decides that today is my day. We all need to realize that the world needs the best versions of us. That's why changing your thinking, eating habits, environments, and physicality plays a powerful role in us tapping into the best version of ourselves. It's called self love and it allows us to not be selfish as well because the people around us who we truly love and reciprocate depend on this version of you. Create a new you. Getting away from the environments we are used to helps as well. Negative energies will keep you negative and not able to focus. A change of environment is good to help us manifest things we want in life. Growth requires new company, new locations and new mindsets. Get serious about your purpose and walk in it. We must give gratitude to God whether we're doing good or bad. Be grateful and thankful on a daily basis, having this type of mindset helps the blessings to continuously flow. This is why personal development is something that

everyone should work on because it changes us for the better inside and out and when going through these changes the devil will attack you on a whole different level, when this happens remember to stay strong and push through and also remember only the strong survive. Creating morning routines is a part of personal development which helps to keep us grounded and gets us through the day. Morning routines I do are praying, meditating, saying mantras, exercising, and taking walks. These things help to clear my mind and help to not overthink anything. It helps to ease the complexity of my day. You can also consider speaking with your pastor, or a life coach. I have about six life coaches who help me in all aspects of my life. It's also great to see a therapist. Some don't believe in seeing a therapist because they may feel like they don't have to for whatever reason or beliefs they may have, but after my accident I actually reached out to a therapist and it was great. It was just something about speaking to someone that did not pass judgment and actually wanted to help that shifted my perspective and I felt relieved after. We also have to be careful with our thoughts and words because thoughts turn into things and we can speak things into existence. I know this to be true because I always thought negatively, I thought bad was always gonna happen, and that things were not going to work out, and guess what that's exactly what happened. So I had to shift my thinking and speaking by focusing on what if things go right. Running a business can be an emotional rollercoaster as well as life. So trying to step away from a rooted way of thinking and speaking is extremely hard to do and it is a process but when we get to this place we have to quickly replace it with positive and trust that everything will work out. We have to get past the mindset that we're going to fail. Failures are inevitable, take a lesson from it and keep going. I've had so many doors closed on me and heard so many no's since I've started my business but I experienced the beauty in every lesson and I always celebrated the wins.

Don't be so hard on yourself and if we need to step back and spend some time alone to reflect and perfect ourselves and our business then do so. Remember in every situation calmness is power, self control is strength, and right thought is mastery. Owning a business has a lot of ups and downs. You'll have your fast seasons and you'll have your slow seasons but you have to make sure we keep in mind that we're not where we first started and we're making progress which is great. Most of the time we self sabotage because of our thoughts. Most of the time the problem isn't the problem but the way we think about the problem is. Do whatever makes you happy because at the end of the day all you need is you. The first business asset you should invest in is you. Get serious about your purpose and walk in it. Also don't feel like you have to work, work, work. It's ok to take a break and live life as long as we don't forget what the goal is, get comfortable, or give up. This is something I had to learn after my accident. We have to realize that no sleep, bad diets, no exercise, no relaxation, and no time with our families and friends is not a good thing. You can't be any good to anybody if you're not good and just burnt out. It's ok to rest and enjoy life and your accomplishments as long as you don't forget the goal. Also make sure

to not rush the process; it's all about God's timing, just learn through the journey. A lot of people don't embrace the journey because they want to be at point A today and be at Z tomorrow. It just doesn't work that way and social media makes it seem as if everybody's an overnight success when this is not the case at all. This is when comparison creeps in and comparison is the thief of joy. Everybody started at a level under whatever level they're on now and had to work their way up and most of us still work our way up because we're always wanting more. No one's ever satisfied so we all have to work for what we want. That's why when it comes to social media I use the POST AND GO strategy. The post and go strategy is when I only get on social media to post content, post discounts, or to inspire and motivate others. I don't sit on social media all day and pay attention to someone else's success because I'm too busy creating my own success and coming up with ideas for my business.

Never start a business thinking quick money and quick success you won't get blessed. It has to be your purpose and something that you're truly passionate about that's how your business will grow. You have to think about longevity. Never think that you're in competition with anyone and do what you have to do to scale your business. Everything will come to you at the perfect time. Only you hold the vision of how you want to run your business and where you see it going. You have to constantly hold this in your mind and believe that you'll accomplish everything that you've envisioned. Write down everything that you want to accomplish and prepare properly to accomplish them. It's all about planning and timing and remember that the key to happiness is progress from the inside and out. Stay consistent and persistent and forget about the naysayers. These are definitely the ones who you shouldn't be listening to. They don't see your vision so they don't understand and will sometimes say things to try and talk you out of what it is you're trying to accomplish. Sometimes people mean well and say the wrong things not knowing they are sounding like they're saying something that could possibly discourage you. So when we have these types of people around us we have to pay them no mind. And as you learn and become more successful, share what you know. This is one way to be fruitful and multiply. It's a must that you take control over always receiving. Abundance does not come from a closed hand, celebrate others and share what you know. Give and you shall receive. Givers always gain and give without wanting anything in return, always give from a place of gratitude.

Starting your business

You don't have to have your license to start your business. Bring in clients first and start making money. Make sure this is what you're truly passionate about doing. Let your business be what you eat, breath, and sleep. In the beginning you will be the one working and learning the ends and outs of your business which means you'll be working all areas of your business. You are an employee, HR, the

marketer, CFO, OP etc. You have to understand the work that's involved in starting and running a business. Proper planning is key because your decisions are core to how your business takes shape. Make sure to make good decisions early on to help secure continued growth. Research everyday. You want to make sure you understand the cleaning industry. People think it's just cleaning but it's more than that if you're truly trying to scale your business. Mentors and advisors are great to have when starting a business. In reality starting a business should not be an independent journey. Find like minded people who've exceeded you in this type of business and can help set you up for success. Network with other professionals in your industry, find business consultants, attend workshops, and events, reach out to leaders to learn their approach, read books, get mentors, and always ask good questions. It's always good to ask your clients questions as well.

Most of the time when we get no's its because we don't know enough to ask the proper questions. Hire a coach who can give you pointed advice. Create a business plan. Business plans are very important and strategic. Business plans help entrepreneurs focus on steps that help their business succeed which can be long term and short term objectives. Business plans help you to get funding and possibly bring in new business partners. When starting your cleaning business make sure to purchase your basic cleaning supplies. If trying any new cleaning solutions, test them on something in your home first this helps you to see the pros and cons of the cleaning solution which then you can determine if they should be used in someone's home or business. Make sure you have ways that clients can make payments. Cash is a way of accepting payments but once you start getting three and four clients a day you don't want to walk around with a lot of cash on you. When it comes to checks in my opinion I wouldn't accept them unless it's someone who you really trust and they've been your client for a while. But I've had a couple of checks that bounced on me which was unfortunate and upsetting because I'd thought about all the work I've just done for free, this was a learning lesson. You can use a cash app, Venmo, Chime, or Zelle, as forms to accept payments until you set up a website where your clients can pay. Go into these homes and businesses and clean like it's your own. No matter what you're cleaning whether it's house cleaning or janitorial work or a specific cleaning service clean like you're cleaning your own home or office. This shows the clients that you really take pride in what you do. It shows that you are dedicated. Make sure you're taking before and after pictures to create content for your social media page, but ask the clients first. But be careful. Even though time is your most valuable commodity, don't rush so much that you make mistakes. Clients understand when accidents happen, but don't have to fall back on that. The out of pocket cost, time lost, and damages are way more than the time you might save by being careless. Try not to undersell yourself. When we start out we're tempted to try to undercut the competition's prices. But in reality a better strategy is to simply outperform them by providing quality work.

You also have to learn that you don't have to take every job. Once again I know in the beginning we want to try and take on every job so that we can get our name out there and gain more clients and be able to create content for our social media pages. But if you can't make money on a job or if the job is undesirable for any reason, turn it down. And this is ok because you'll be understanding your value and your worth. Focus your time and energy on profitable work that you enjoy. This is why finding your niche is important as well. When you're your own boss and you're focused, you can be motivated and inspired everyday because you'll be following your dreams. And you don't have to focus on building another company up but build your own company up, plus you can be flexible with hours and days you want to work. Cleaning is a dirty job and as i stated before people will have a lot to say as to why you chose this profession or why you want to clean toilets, even sometimes those who have the same business and feel as if you'll exceed them will try to discourage you instead of guiding you. Pay no attention to because if we give up just on what someone doesn't like, don't understand, or get jealous about why we chose to live in our purpose, that means we never believed in ourselves. Don't be that person who follows, be the person who leads. Start your business, believe in yourself and stay focused.

Mission and vision

It's always good to have a mission and a vision for your business. Your mission explains in detail what your business does and the goals you want your business to reach and how you will reach them. Your vision is where you see your company in the future based on your goals and values. Having a mission and a vision will keep you from heading in the wrong direction and helps keep structure within your business. Your mission and vision can explain your intentions in a powerful way. They help communicate the purpose of your company, strategies you've developed for your company, and how you'll put those strategies to use. Organization is key when running a business and both vision and mission can help you step by step to reach your goals correctly.

Find your niche

Before you find your niche make sure you know how to clean. People think it's easy to clean and it might be to some and it may come naturally but to others it might not. This is when you can do your research to find out how to clean whatever you don't know how to clean, especially things like the inside of ovens. If you're a good cleaner then you know. The good cleaners always make it look easy. Your niche can also be paying attention to detail which means paying close attention to almost every little spot, crumb, copwell, and knowing how to remove stains. Figure out your strengths, weaknesses,

and preferences as a cleaning business owner. Remember when you're cleaning someone else's house or business it's not the same as cleaning your own. You will need certain materials and tools for different jobs. You may even have a special skill set for something like cleaning high-rise buildings. Look at what you're good at. Some could be restroom cleaning, ceiling and wall cleaning, move in/ out cleaning, or deep appliance cleaning. Whatever it is that you're best at when it comes to cleaning this is a bonus because it helps to get repeat customers and you can beat the competition. Also Think bigger: when we think bigger it gives us the motivation to want to do our best and bring value to the clients we already have because this may lead to referrals for cleaning bigger buildings such as arenas, stadiums, schools, company offices, etc.

Remember like attracts like and thoughts turn into things. Always think bigger and better for your business. Running a cleaning business or any business isn't easy, and at some point it will test you. If you are working in an area that you don't care about, your odds of quitting will greatly increase. When it comes to competition it isn't necessarily a bad thing. It may actually be showing you that you've found a profitable niche. Figure out whether there's still an opportunity to stand out in the crowd. Can you still rank for your keywords? Is there a way to differentiate yourself and create a unique offer? My niche is deep cleaning appliances. I do a good job at it and this is what brings in most of my revenue when it comes to residential move in or out cleanings. As far as commercial cleaning my niche is really paying close attention to detail, cleaning in areas that no other cleaning service will clean. I've come across so many business owners who let their previous cleaning service go because they never paid attention to important areas of the building and continuously missed things so when I won those accounts I made sure I put in all my effort to bring value to the company by getting what the previous cleaning service missed and offered additional services to perfect the look of the environment. That's why I created a thorough team. For my office contracts. This took a few years of trial and error but it came together. I had to find reliable, trusting, dedicated, and loyal individuals to work with me through good and bad times in my business and building a good team is a way to help your business grow. After finding your niche this is now what you specialize in and it can be added to your website and something that can be increased in price, and never stop learning. There's always something to learn such as technology growth which affects equipment you have to use and safety issues affect the chemicals you clean with. Make sure you keep up with what's new so that you can add to your business. Cleaning business can be very profitable if you take the time out to learn all there is to know about the business and how to properly price cleanings. Owning a cleaning business is very worth it because of its job security. People or companies always need someone to clean when they can't. It's not glamorous but it's a money maker. And since Covid the cleaning industry has not been greatly affected and has grown.

Get professional

Get professional. Within your business everything revolves around you evolving and your business is depending on you to make it grow. In the beginning you will be the one working and learning the ends and outs of your business which means you'll be working all areas of your business. You are an employee HR, the marketer, CFO, OP etc. Start looking professional, and speaking professional. Get you a couple of shirts with your logo and the name of your business on it. Wear it when you go on walkthroughs and even when cleaning this is one way of promoting your business. You as the business owner always have to give and perform your best for your business. You have to commit beyond yourself and give respect to others. You have to take responsibility for yourself and the work you do. Always consider the consequences your actions would have on others. You have to deal with people on a daily basis and first impressions are everything. Even over the phone, make sure to be punctual and professional when responding to clients. Every person you meet could potentially be a door to a new opportunity. Build good relationships even if the job is not long term because you'll never know how someone might play a major role within your business in the future. When at walk-throughs don't go into conversations about politics or religion; these conversations can go left quickly. Keep it solely about cleaning. And watch what you post on social media because if clients see anything unprofessional then this may result in you losing potential clients. That's why it's good to have a personal page and a business page. Never be late for walk-throughs because clients look at this as well and can determine your reliability from this. When being late without contacting the client says a lot. I always try to make it to walkthroughs ten minutes early. Unless something happens where you really can't make it. You should call the client and reschedule. Make sure you have good hygiene when meeting clients in person. This is something we learn as children. Be Presentable when leaving the house. Make sure hair is done, breath is fresh, and you have nobody odor. Believe it or not this is something that can turn clients away as well. I know as adults this is something we all should know but surprisingly most adults don't pay close attention to how important hygiene is especially when you have to interact with the people on a daily basis and cleaning at that. Cleaning can be a sweaty job and when your hygiene is off this kind of makes you look like you didn't care about being presentable which might make the clients think you don't take pride in what you do. We don't want to come to a walk-through smelling like we've been in a bar all night or like we just rolled out of bed. We also don't want to go to a walkthrough unfocused. When at walk-throughs make sure you come prepared with a pen, paper, or a cleaning checklist to mark off or write down the scope of cleaning the client wants completed. Also make sure to ask as many questions as possible and take pictures. The bottom line is always stay in professional mode.

CAUTION: REMEMBER TO ALWAYS TAKE PRECAUTIONS WHEN DOING WALKTHROUGHS. USE YOUR INTUITION OR BRING SOMEONE WITH YOU. IF IT FEELS OFF THEN MOST LIKELY IT PROBABLY IS. ALWAYS CARRY PEPPER SPRAY OR A FIREARM, MAKE SURE YOUR PHONE IS FULLY CHARGED, NEVER DO WALKTHROUGHS AT NIGHT, LET SOMEONE KNOW YOUR LOCATION, AND TRY TO PARK WHERE YOU CAN BE SEEN.

IF YOU'RE NOT FOCUSED ON YOUR BUSINESS GROWING THROUGH CLEANING, USE THIS AS A VEHICLE TO EITHER ADD PRODUCTS TO YOUR BUSINESS OR TO FOCUS ON ANYTHING ELSE CREATIVE THAT YOU'D WANT TO TURN INTO A BUSINESS

Get your business setup

Step 1:

Business license

When you get ready to set up your business you will need to get your business license, preferably an LLC. In some states you will need a business License and an LLC. An LLC protects anyone from coming after your personal assets if you're being sued. There's a limit to where they can go if they sue you. You can choose an LLC for partnership or sole proprietorship which means either you're going into business by yourself or with a partner but you're still considered a small business and not a corporation. Depending on where you live will determine how much your license will cost. You can also apply for one on legalzoom.com, tailorbrands.com, or the Secretary Of State website. The NAICS code for janitorial in Missouri is 561720. This code is important to know in order to be considered a small business and it helps you qualify for small business programs.

Step 2:

EIN

After you've gotten your LLC the next step is getting your EIN. This is pretty simple all you have to do is go to irs.gov to apply and it's also free. irs.gov

Step 3:

Business bank account

After getting your business license and your EIN you'll need to get you a business bank account. Having a business bank account is very important to have so that you can keep business funds separate from personal funds. It makes it easier to manage your business and It looks more professional. It also looks good on your end whenever you're trying to get funded for your business and it simplifies tax preparation because everything is separate.

Step 4:

Setup your business phone number

Setup your business phone number. You can obtain a business phone number from several different companies. You can add a business line through your cell phone carrier, whichever website builder you're going through, or different places such as Freedom Voice or Grasshopper. But you can not use Google Voice.

Step 5:

Obtain a DUNS number

Obtain a UEI Unique Entity Identifier and a DUNS number which are basically for similar uses. Both UEI and DUNS numbers are used for business credit purposes, you can apply for your UEI at SAM.gov and apply for your DUNS number at dnb.com

You can get funding using your business credit

purchase a vehicle using your business credit

Purchase investment property using your business credit

Check out Rose Credit Repair on Youtube to find out more

Step 6:

Marketing and branding

When marketing your business, market your business on a daily basis especially if you're using social media. If you're on Instagram make sure your profile is switched to business when it's switched to business you will be able to check your insights as you put out content. Insight shows the engagement from your followers and how many people you've reached. Putting out content changes the algorithm so that more people can see your page. It is very important to engage with your followers. Promoting is key as well as good content and engaging with your followers. Content can be making videos, going live, showing before and after pics, giving cleaning tips, being inspirational etc just be creative. Invest in a good phone with good camera quality or a good camera so that pictures and videos can be clear. A lot of small businesses can get looked over if they're not providing good content or not providing content

on a daily basis. And when you do provide content make sure it represents your business. It's good to get out here and pass out business cards as well. People feel like foot work is too much. If you want your business known, get out here and put in necessary steps to help your business be known so that it can grow. Go to shopping plazas and pass out your flyers or put them on windshields. Leave flyers or cards with your clients after you provide cleaning so they can remember your business or pass it along to others, it's also good to attend pop up shops.

Do what you have to do if you're serious about your business. Also set your business up on Google or Yelp. You can do this on any website builder you chose to use or download the Yelp business app and complete your profile. Also when creating your social media handle please use something simple and something that coincides with your business. As you get more clients ask them to leave reviews on Google and Yelp or repost your work on Instagram and tag you in it. When it comes to branding, branding basically shows what your business provides by using a memorable name, a good website, logo, slogans, business cards, car magnets, flyers etc. Branding is good to generate awareness about your business. Always apply your brand across your business which means to make this your business identity especially your website and market it to the fullest. A good straightforward website is important because people tend to stray away from websites that look uncertain so keep it simple when explaining what you provide and how to book with your business. Your brand is your reputation and you should be strategic about it. One way of branding is by using social media. Nowadays social media is basically your business card because in this time most people ask what social media platform are you on which helps you to target your audience and figuring out your demographics and it helps to attract an audience to your website since this will be in your bio. It also helps to gain more followers which in result can get you more clients.

Remember to make your brand captivating and descriptive so that you can attract attention to your business. And whatever website builder you use to create your website make sure you add on a professional email and phone number because this will be beneficial as your business grows. Most website builders give you the option to do so or not. It wouldn't hurt to pay the extra so that your website and business can be more appealing then you'll be taken more seriously. Also if you're a small black owned business, woman owned small business just a minority owned business there are a lot of networking platforms that will promote your business on bigger platforms and also help you find funding for your business as well as cleaning contracts such as Chamber of Commerce. Check in your city to find one near you. There is a monthly fee but it's worth it because they provide you with a lot of information that will help your business prosper. You can also use the Chamber of Commerce to post jobs once you are ready to hire. SBA is also a great website that will assist you with growing your business as well. Set up your business on listyourself.com and Google use the google my business app.

Step 7:**Trademarking**

Trademarking your business is very important. Getting a trademark protects your business name, product, logo, slogan, and all aspects of your business from anyone else trying to use it. If another company does use anything similar or the same as your company they can be sued. When registering a trademark for your company you may do so by applying on your city or state registration website or you can also apply on legalzoom.com after you've registered for your trademark it normally takes 4-6 months to review your application reason being the trademark office is looking for mistakes or if you applied for a trademark that's the same or similar to another company. You can also check the status of your application on whatever website you used. Typically the full process takes 8- 10 months. Only use your trademark after it's registered. Some people ask if they can use a trademark before registration is complete. You can but it won't be protected. If you use it after registration is complete then you'll be fully protected. You must renew your trademark every 10 years. The cost of the trademark depends on wherever you're from or whatever website you applied on. You can either apply for a trademark or trade name. The trade name is just securing the name of your business and the trademark is securing everything in your business. Typically the trademark is the best way to go. There are several other types of trademarks but those are used for different types of companies.

Step 8:**Business insurance**

Business insurance is very imperative to have for any business but mainly for small businesses. Having business insurance protects your business from any types of damages and any injuries. If you go without business insurance you will be paying out of pocket for any damages that may occur if you're in someone's home or business and this itself can wipe a small business out. When you first start your business make sure to start with liability insurance and once you begin to get more contracts and begin having employees then add workers compensation insurance on to the liability. Worker's compensation insurance protects your employees if they get injured or sick at work. It basically provides medical benefits for employees. You have to carry worker's compensation insurance if you have five or more employees. The amount of coverage you carry should be more than enough to protect your assets if an accident does occur. Typical to begin coverage to carry should be at least \$100,000- \$300,000 for liability insurance and worker's compensation insurance.

Step 9:**Business plan**

A business plan is very important for entrepreneurs to have. A business plan helps businesses focus on the next steps necessary to help a business prosper. It helps achieve long and short term objectives. Business plans are also helpful to have when you're looking to get funded for your business, make sound decisions, and identify potential weaknesses in your business.

Residential cleanings VS Commercial cleanings

Residential cleanings are done during the day commercial cleanings are done at night. A lot of people are able to just clean during the day. That's why they choose residential cleanings unless a company needs a commercial cleaner for a day porter. Commercial cleanings start at night and may even have weekend work. You can also choose to do both; it's all up to you. Residential cleanings are done in the clients personal space and commercial is done in a work space. Residential clients can be very picky; they are more demanding when it comes to small details and being careful with their belongings. Commercial cleanings are more concerned about you completing the cleaning that was agreed to in the contract. Residential cleaning clients watch every move you make and want to interact more with the cleaners, they also want you to be on time which is why you or whoever you hire must have good communication skills, professional, personable, punctual, and well groomed. Commercial clients just want you to arrive on time and get the work done and they are most likely gone home for the night, however commercial clients might leave traps to see if you're doing your job. Residential clients pay the same day, commercial cleanings require you to send in an invoice in order for them to release your payment. You are under contract and payment terms with commercial cleaning clients. You can choose to use contracts with residential clients meaning they're just permanent clients. There's a difference in marketing. Residential cleanings are business to consumer and commercial cleanings are business to business and there are more potential cleaning opportunities than commercial so there will be more competition for commercial cleanings. Make sure your name fits what service you're providing. If it doesn't you may have to change it. Make sure you're certain about which one you prefer to provide cleaning for. It's your choice to do one or the other or both.

Advantages and Disadvantages of having a cleaning service

Pros:

Quick Start up

You can start a cleaning business without having all of the credentials. All you have to do is advertise on whatever platform you have or however you prefer to promote your business, gain clients and get started, but as you grow make sure to get everything you need such as business registration, business license etc.

Doesn't take much to start

When starting a cleaning business you don't need much money to start and you can buy basic cleaning products and equipment. When I started I went to the closest dollar store to buy supplies and went to Walmart and got me a \$50 vacuum, towels, paper towels, a broom, dust pan, a regular mop and a regular mop bucket. As I grew I bought more and better supplies and equipment. A list of what you might want to get to start is stated below.

Flexibility

You can set your own work hours in the beginning if it's just you cleaning. You can set your goal on how much you want to make for a week or the month and you don't need an office. As you continue to grow and are not able to clean everything yourself anymore, then set hours for your employees and think about getting an office if this is what you prefer. Don't hire to market your business nowadays there's so many different platforms where you can market your business a lot of them are listed below. There's so many free lead generating websites and apps that will help you find clients. You just have to do your research and figure out which one fits you. But you don't have to pay a ton of money for marketing.

Steady income

Having a cleaning business can be very lucrative. After gaining clients that are weekly office cleanings and house cleaning contracts, you can easily build up a regular income stream. The best thing about these regular contracts is that they require the cleaning service every week or a few times a week which means that it would be a regular stream of income for you. And when you manage to get more of the regular cleaning contracts, you can build up a regular income stream which will bring in great cash flow.

Cons:**Competitors**

In the cleaning industry we have to remember that there's a lot of competitors And you have to up your game and sell yourself so that your competitor is not chosen over you. There are so many new cleaning companies starting every week you have to make sure that you offer the best service, show clients your specialties, keep good reviews, price within reason without shorting yourself, and just stay punctual and professional, and keep up with the times, what's new in the industry. All of this will get you far in your business.

Doing all of the work

In the beginning you might be overwhelmed and stressed because you're doing all of the work yourself. You might get burnt out, even when doing everything in the back end, but this is a part of learning the business. It might get hard and difficult at times but you'll benefit from it in the end. And this is why we hire and delegate tasks as your business grows.

Reasons that your company may fail

Cleaning businesses don't fail because they lack cleaning supplies or employees, they fail because they don't learn enough about the business. As I stated above in the starting your business section. It's very important that you attend seminars, read books, attend webinars, watch YouTube and learn more about the CDC to understand more about germs and the difference between cleaning the surface and cleaning germs. This can help you learn the ends and outs of your business which can potentially help you avoid huge mistakes that can bring your business under because you now know the dos and don'ts. Learning more about your business can help you create systems that'll help make things easier and how to manage money correctly this keeps you on the right path. In order to have a good system you have to have a good foundation you have to have a solid plan that will attract your customers. Good Systems consists of a good website, content, email marketing, ways your clients can book etc. You have to make sure you have everything that will help make your business run smoothly. Always expand new horizons. Don't stop going because you're scared and over thinking about what can possibly happen and you haven't started anything yet and you can't be scared to spend money that's what makes your business grow and become successful, take risks and don't have a scarcity mindset. Also things don't happen overnight. You can't want things to happen overnight. Everything takes time you don't want too much too quick and because this doesn't happen a lot of people give up. You have to keep trying and try harder, do more than what you've been normally doing and try new ways of doing whatever it is you're doing. Everyday you have to grind and hustle and relax. It'll happen. A reason why your

business might fail is because you don't know how to sell. You have to sell your personality and your business to let the clients know why they should pick you and what value your business can bring to this company just like a job interview and a lot of people just don't know how to sell. You have to draw the clients in and never partner with the wrong person because this can cause your business to fail as well. You have to partner with someone who you are aligned with and you both are working on the same page and one is not doing more than the other.

One person can't hold all of the weight because this causes big problems when it comes to money. Your business may also fail because you don't budget your money correctly. Not budgeting your money correctly can put you in the whole and can cause you to shut your business down. Make to save your money as you make it only invest back into your business when you need supplies, advertising or paying an employee. Misusing your money means you're misusing your business so make sure you don't spend your money on frivolous things as soon as you get it. Another reason why your business may fail is because you don't follow up. Follow up with your existing clients to make sure cleanings are going well and your employees are following the scope of cleaning if not another cleaning service can take your contract so make sure you're following up with all of your clients. Make sure you keep your drive and motivation so that you're still able to get up everyday to keep going and doing the work in your business, you also have to have tenacity to put the time and energy to get your business heard and seen while keeping up your good name. Your business has to be your baby and never stop learning. You can't stop learning. Learn everything and more when it comes to your business so that it can stay successful. Learning is what gets you to the next level and never being scared to fail. Failing is a part of the process, failing is a part of learning you're gonna make a lot of bad decisions that you might not even know there bad but never stop, never make the same mistake again just keep going and always bounce back from your failures and come back even stronger and harder and never give up.

Your business may fail because you depend on friends and family. How is your business gonna grow if you just depend on family and friends. It won't. Family and friends want discounts, family and friends might not help promote your business, and family and friends get jealous. It's good to branch out away from family and friends so that more people can know about your business and so that you can make a profit.

Another reason businesses fail is you don't delegate tasks after your business has grown. At some point you're not gonna be able to do all of the cleaning yourself or you might want to start spending more time with your family so it's always good to hire professional help so that you can free up some of your time and so that you'll know all of your accounts are in good hands but still follow up with your employees and your clients. Also try not to hire out of desperation because it can backfire and that

employee can potentially make you lose your contract. Make sure you take your time and hire someone who has experience and be sure to do background checks on all of your employees.

MAKE SURE THAT YOU ARE PUTTING GOOD SYSTEMS IN PLAY AND HAVE GOOD EMPLOYEES, BECAUSE HAVING A GOOD TEAM IS WHAT HELPS YOUR BUSINESS GROW AS WELL.

Picking ideal clients

Picking ideal clients is important. When picking your ideal client make sure the client wants you to provide services that are within your standards and morals and what you offer for your business. A lot of potential clients reach out to cleaning services to see if you would go out of your way to do things that you don't normally provide, basically "shoveling shit" if you say yes. These are the clients you want to back away from because nine times out of ten they want you to do too much for too little. Ideal clients are considered loyal clients that can potentially help your business grow by referring you to others. Ideal clients are those who your business is aimed for. They can be led to you by referral, your website, or other platforms you are on. Ideal clients represent 90% of your business growing. You just have to make sure your business is what they're looking for by having the specific needs clients want. This is why finding your niche is very important because you might do a particular thing different and better than the next cleaning service, or provide something that another cleaning service doesn't. There can be multiple reasons why your ideal client was drawn to your business and it's your job to keep them as a client. This is why website presence, service and products offered or used, content plan direction, basically marketing is important. You can also create your ideal client profile by doing surveys and interviews which is why setting your business up on google, yelp, and other Marketing platforms are important because clients can leave reviews. Also something that is normal and sometimes not good is if a client refers you to someone you don't have to clean for this person for nothing or for free. This is still a business and you still have to profit and if they want a discount and politely let them know that you're unable to. If they don't agree and it goes left let them go because it's not gonna be a good fit anymore, stay professional and back out. We should never give away too much for free.

Different types of clients

Problematic clients:

Problematic clients play games, mess with your head, impossible to please, not easy to deal with. These are the clients you want to avoid if possible. Rescheduling your walkthroughs, consistently canceling appointments more than once, asking how fast you can clean and compare you to other house cleaners. You can't let them trick you, let them hire the next cleaning service. If they start asking for help unrelated to cleaning (stay in the scope of cleaning). If they tell you they're price shopping (stick with your price) and if they don't accept it let them go to the next cleaning service. If they ask for price matching (don't do it) you have no idea what you're price matching. It can be a number of things not included in the scope of cleaning.

High maintenance clients:

High maintenance clients are the best because they tell you what's wrong and tell you what they need and might watch you clean so that they can know that everything is perfect or have you correct something you missed or didn't do right and they'll give you feedback. These clients are the best because most times if you follow their lead they can possibly send you clients because they begin to brag about how nice you were and how you paid attention and because their friends know how picky they are and see that you've pleased this person and now they want to become a client as well. But if a high maintenance client gets too out of hand it's ok to let them go.

Difficult clients:

Difficult clients don't know how to communicate they'll act like everything is fine they don't know what they need or want or don't want to say thank you are be appreciative they never like to communicate they keep canceling and just makes your job and life miserable trying to figure out If they like your work or not I would try to avoid this type of client if possible. Sometimes you can tell the client is one or the other by speaking with them over the phone and other times you just don't find out until you're actually cleaning for them.

Why clients aren't paying

Always have a payment system setup. Always let the clients know when and how they are supposed to pay. Give grace periods on how long your clients have to pay. I give at least a week for my clients to pay. Believe it or not a lot of cleaners don't discuss payment to clients until after cleaning is complete which

is a big no no. This gives the client the right to pay extra late or not pay at all. It's also good to do deposits just in case the client cancels. Always send invoices before and after cleaning is complete showing how to pay. You can also have a credit card on file or accept checks that should be handed to your cleaners or handed to you. A lot of clients try to show they're in charge by paying late and saying they'll pay you on a certain day and not following the guidelines. In this case if this happens too many times terminate that contract with this client. Also another reason why clients don't pay is because you might not have gotten everything that was on the cleaning checklist; they'll either pay a portion or not pay at all. Some clients will ask you to come back and complete everything then they'll pay. The best thing to do is go back and complete the task. Sometimes clients may want you to do something extra which might spill over into how long you're supposed to clean. If this happens make sure you explain to the client it took longer than expected and if you can get what you missed next time keep in mind that extra cleaning outside of the scope of cleaning is an extra charge. if this is not the case and you did a crappy job then the client might not want to pay their full price or not pay at all if you damaged something. Always make sure you get all or at least most of the cleaning complete. Other reasons clients might not pay is that they might have lost their job or other personal reasons that are understandable and sometimes they just simply forgot, but make sure you communicate and have good relationships with your clients so that you can know reasons why a payment is not available or has been processed. This is why implementing strict agreements and policies are important and also make sure you're doing your part so that things won't fall back on you.

AT THE END OF THE DAY MAKE SURE YOU ALWAYS PUT YOUR CLIENTS FIRST AND KEEP THEM HAPPY

The importance of terms and conditions

Terms and conditions are very important to have for any business. Terms and conditions protect your business. When creating your terms and conditions make sure they're clear and precise. This will help if any issues come about when it comes to cleaning agreements, payments, business hours, clients will know when and how to pay, late fees, deposits, invoicing, if you provide cleaning supplies, equipment, rules when rescheduling, rules of your employees, what to do if any of your residential clients or employees are sick, damages etc. Terms and conditions come in handy if a client tries to sue your company. Always make sure to go over your terms and conditions and policies with your clients, have them sign and give them a copy as well.

The importance of cleaning contracts and service agreements

The Most important thing to do when it comes to the scope of work is to have everything in writing. The importance of a cleaning contract or service agreement is so that you and your client understands the scope of cleaning, days cleaning has to be done, time cleaning will start, agreement price, pay schedule, the length of the contract, your contact info, and their contact info, and Access rights stating the days and times that you are allowed on the premises. Cleaning contracts and service agreements helps to keep the client satisfied and helps you gain a professional relationship. It's very important to make sure you and the client sign your contracts or service agreements so that both parties will have a start and end date to their business relationship and it gives the client options if they want to keep you long term or terminate the contract or service agreement for whatever reason and before they begin working with another service. Always sit and go over contracts or service agreements with the client and have them sign if they decide to move forward with your cleaning service. Always have them sign before you provide cleaning.

Subcontracting

First off let me say that the goal in cleaning business is always to find cleaning accounts and clients on your own so that you can fully profit from your accounts and learn how to do walkthroughs and create bids, but you can always lean towards subcontracting if that's what you want to do. In my opinion subcontracting is for beginners. It helps you to get your foot in the door. Subcontracting is when you land accounts that are under another cleaning service. This requires you to do less work as far as creating bids because you're either accepting or not accepting the account. Subcontracting is basically when another cleaning service hands a building over to you but only giving you a percentage of the profit. The thing with this is the cleaning service that you are subcontracting under may or may not have found the account on their own. They might be going through a subcontracting company or subcontracting from another cleaning service which automatically keeps you from really profiting from the account because they're already getting paid a percentage from the subcontracting company and not the full pay which means they can only give you a small percentage. Only way you'll find out is if you ask and they are honest. If they found the account themselves make sure you're getting at least 40% and if they can't provide that then pass, never be afraid to pass up any accounts or clients that are not going to help your business grow. There's a lot of pros and cons when it comes to subcontracting. In the end it's all up to you and how you prefer your business to operate but always think smarter, not harder in all that you do.

Subcontractors vs employees

Subcontractors or those who work with companies on a contract basis. Subcontractors are self employed. They have to have their own business insurance and hire their own employees. Most of the time you'll be paying them monthly at a flat rate instead of weekly or biweekly and it would be a percentage of what you earn. Make sure when you do hire subcontractors you have them sign a non-compete disclosure so that the subcontractors won't try and take your client. When hiring independent contractors it's easier because you're hiring another business to provide all of the work and they basically already know what to do. This can be a bad thing as well because some subcontractors can provide poor work so if you decide to hire subcontractors be sure to constantly check the quality of work they're providing because you can lose your contract. When it comes to employees you're paying them weekly or biweekly you have to make sure you have liability and workers compensation insurance in case anything goes wrong and you also have to keep up with the quality of work so that you won't lose your contract. Always set rules for both subcontractors and employees so that there's no complaints for anything whatsoever. The goal is to keep good relationships with all of your clients, while keeping your subcontractors and employees happy. Make sure to find qualified professionals.

How to hire employees

After you've got your business up and running. You now have clients and your business has grown to the point that you can't do all of the work yourself now it's time to start hiring. The thing is that you don't know how or what to do. You don't know what to look for, you don't know if you can trust someone else to do the work, or how can you advertise that you're hiring? When hiring employees for your cleaning company you have to figure out what kind of employee you want so that you can hire the right people. You need to make sure you're hiring those who are friendly just in case they come across your clients, you need to know that they are not being rude. They also need to be trustworthy in case they come across any of the clients valuable items, you need to know that they are not thieves. This is why a background check is always good. You have to find out if your employees have previous cleaning experience to ensure that the quality of work is to the clients liking. Employees have to have the ability to solve problems. If working in a group or independently each employee should be able to solve minor issues without having to have someone else to help or solve it for them. Problem solving skills are a big must. Dedication is also important because you want a team who are not always calling off. When advertising your cleaning job you can connect your applications to your website and guide potential

employees there or hiring websites such as Indeed, Ziprecruiter, Monster, Simply Hired etc. You can attract potential employees by posting on LinkedIn, Facebook, Craigslist, Instagram, Youtube, Twitter, Pinterest, any social media website. After applicants begin to apply, start reviewing applicants, set up interviews, complete background checks, check references, then offer those who qualify a position. Make sure you keep good relationships with your employees and pay them enough so that it can be worth them coming to work, make sure their work environment stays positive. Being an amazing boss and making your employees feel appreciated is key to keeping employees.

Pricing residential cleanings

Pricing cleanings can be tricky. One way to price residential cleanings is to charge by the hour which is the unpopular way because cleaners feel that there's not really a profit in it but in my opinion it's good when starting out then as you get used to pricing cleanings then you can charge a flat rate for how much work you have to do. If you decide to charge hourly residential cleanings should start between \$25- \$50 an hour if you don't know how to price cleanings. As you continue to do cleanings and when you start setting your prices at a flat rate, whatever you came up with when you were charging hourly rates plus more depending on how much cleaning has to be done that will be your rate. So if you charge \$50 an hour and you know a job will take four hours, that's \$200 plus anything for a standard cleaning. Standard cleanings normally run from \$125- \$300 it depends on how many bedrooms and bathrooms and if it's an apartment or home one level or multi level.

Deep clean normally runs \$200- 400 and if it's a huge home of course you have to charge more. This is why walk-throughs are very crucial so that you can understand the scope of work that has to be completed and so that you can give a proper estimate. Never give prices over the phone because your competition may be calling you to compare prices or figure out how you do things so that they can implement them in their business. Please always set up walkthroughs.

Also never give a quote after a walkthrough. Get used to getting emails from clients so that you can send quotes through email. When it comes to pricing you also have to think about your gas supplies, if the cleaning needs one cleaner or two. When it comes to pricing Airbnb's of course you and the owner have to make a profit so it's best to price according to what they're pricing their visitors. So if an Airbnb stay is \$200 a night and the visitor stays two nights that'll be \$400 the client made so for the cleaning you should charge \$200 or you can do an hourly rate. Also keep in mind that Airbnbs also wants you to do laundry as well. Think of Airbnb work as being housekeeping work because you do

have to wash towels and sheets and if you have to be there for hours to clean then charge to where you can make a profit. Make sure you give your clients a breakdown of your prices however you decide to price. A lot of people don't like doing hourly rates which is understandable because they feel like they don't make much of a profit and if this is the case do flat rate its all up to you. Some charge an hourly rate per team member which means if you have a cleaning crew for residential cleanings you might charge \$145 an hour for a team of 4 people which breaks down to 36.25 an hour per person. Which would be 181.25 each person if it's a 5 hour job. There's a lot to consider when pricing residential cleanings. After cleaning for a while and going through trial and error you'll eventually know how much to charge that will bring in profit that will be worth running your business.

Pricing commercial cleanings

When pricing commercial cleanings there's different ways to price cleanings. One way is pricing them by the cleanable square footage of the building. When doing this you're calculating the cents or dollars you charge by the square footage of the building you have to clean. Which normally starts at \$0.1-\$0.50 per square foot. For example if the cleanable square footage of a building is 2000 sq ft and you charge .50 per square foot then you would multiply $\$0.50 \times 2000 = \1000 . Another way is hourly. When charging this way you're charging however long it'll take you to clean the building. These rates normally start between \$30- \$50 per hour. For example after you've done a walkthrough and you realize the building will take five hours then multiply $\$50 \times 5 =$ which is \$250. You also have to calculate how much you'll be paying your employees as well. There's also daily pay. Rates for daily pay normally start at \$50-\$90 a day. For example if you have a 5 day a week job and you charge \$50 a day and you have to work 30 days you will multiply $\$50 \times 30 = \1500 for the month. When putting in bids which will only be for state and government contracts. There is RFQ which stands for Request For Quotation and this is when clients post on your state or government website that they need janitorial cleaning for their building. This will show you all contract opportunities after you register your business on the proper websites. There is also an RFP which stands for Request for Proposal. These are also used when a client is going through the government or the state to find janitorial cleaning and the cleaning will be a little more difficult than just standard or deep cleaning. They might need outside work done as well. There are automatic walk-throughs you have to attend or you will not be able to send in your bid. Dates and times for the walk-throughs will be shown on the websites. Also when putting in these types of bids paperwork can be very tedious and if you don't know what you're doing you will not get the contract. Good news is that there are professionals out here who can assist you with completing the forms. Also when winning Government buildings pay is considered Net pay

which means the state can send out your payment 30 or 45 days after cleaning, You will find this info in your contract. Either way you decide to price your cleanings for residential or commercial, or put in a bid. Keep in mind that you have to also think about how many workers you'll need, how much you're paying them an hour, how long it'll take to clean, your mileage, and reimbursement for supplies and equipment. After cleaning for a while and going through trial and error, only you will know what will bring profits that make it worth running your business. You also have to think about your tax obligations, overhead, employee payout, etc.

I NORMALLY GO OFF OF HOW MUCH WORK HAS TO BE DONE ONLY BECAUSE I'VE BEEN DOING THIS FOR A WHILE. I BASICALLY KNOW HOW TO PRICE CLEANINGS SO I JUST GIVE CUSTOMERS A FLAT RATE. ALSO REMEMBER TO CHARGE MORE FOR MOVE OUT CLEANINGS BECAUSE YOU'RE CLEANING EVERYTHING AND CALCULATE IN HOURLY WAGES SO THAT YOUR EMPLOYEES CAN BE PAID FAIRLY.

Pricing contract work

When Subcontracting you have to make sure everything is balanced out. You have to make sure that you're still making a profit at the end of the day, but underpaying your Subcontractors will not help you keep a sustainable partnership. Depending on the skills and the scope of work, subcontracting jobs can be set at around 40%- 60%. Say for instance if you win a contract for \$4000 a month and you hire a subcontractor and pay them 40% of that \$4000 they'll be receiving \$2400 monthly and you'll keep \$1600. If it's your first time subcontracting out work you'll probably make a mistake or two when it comes to giving a price which is ok but try not to make these mistakes too often so that you are able to make a reasonable profit. You can use Google, YouTube, or join Facebook groups to ask questions so that you can get a full understanding of how to properly price contract work then you'll know in the future to make your price higher or lower depending on the work and however much you're already getting from your client.

AFTER YOU BEGIN GENERATING CONTRACTS MAKE SURE YOU STAY COMMITTED TO THE WORK AND NEVER NEGLECT YOUR OLD CLIENTS MAKE SURE EVERYONE STAYS HAPPY AND CONTINUE TO ADD VALUE TO THE WORK YOU PUT OUT SO THAT YOU CAN KEEP YOUR CLIENTS.

A way to generate leads for free

Find businesses in your area that are new, or expanding. You can do this by looking in the newspapers, or Google. You might not get a contact number but you'll receive enough information to where you can reach out to the business. You can also check different municipalities to find cleaning leads for police departments.

Cleaning supplies:

Pumice stone

Vacuum (cordless or upright) a cordless vacuum would be good for residential cleanings. It's easier and quicker but remember to bring a broom and dustpan to get in corners the vacuum Couldn't get. Vacuums can be used on hardwood floors and carpets.

Broom

Dustpan

Mop heads (green and blue) this is to prevent cross contamination

Microfiber towels (green and blue) also to prevent cross contamination

Mop bucket

Gloves

Paper towels

Toilet brush

Long and short duster

Bag to carry clean rags

Bag for dirty bags

Toilet bowl cleaner

Neutral floor cleaner

Disinfectant cleaner

Wood cleaner

Cleaning bucket

Mini grout brush

Soft scrub product for sinks

Toothbrush

Soap scum remover

SOS pads

Wet floor signs

Shoe covers
Extension cards
All purpose cleaner
Oven cleaner
Stainless steel cleaner
Dawn dish soap
Vinegar
Clorox cleaning wipes
Bona floor cleaner
Environmentally friendly cleaning products:
Vinegar
Dawn dish soap
Meyer's
Method products
Safely products
Green products
All purpose clorox cleaning wipes
Bona floor cleaner
Lysol multi purpose cleaner

If you're unable to purchase everything just purchase the basics which are things you may use in your home but nothing too harsh that would damage anyone's property.

When cleaning office buildings most of the time the owners don't like anything with bleach in it so it's good to get an all purpose cleaner to use in bathrooms and break rooms but not on stainless steel or desk tops you will need stainless steel cleaner for appliances that are stainless steel and a wood spray for desk tops. You can also visit your nearest janitorial supply store to ask them about what products you may need that are effective, quick and also less toxic.

A VERY IMPORTANT CLEANING TIP: DO NOT MIX CLEANING PRODUCTS AND MAKE SURE IF YOU'RE NOT FAMILIAR WITH USING ANY PRODUCTS READ THE INSTRUCTIONS AND TRY THEM ON SMALL AREAS IN YOUR HOME FIRST.

Useful websites and apps:

SBA.gov- gives good insight on just about anything when it comes to your business. It also lets you set up email alerts with them so that you can stay updated on when they'll have business seminars and webinars.

www.fiverr.com- Fiverr is an amazing app you find someone to write your business plan for you also help with government and state bids, you can find someone to create B2B list which is a list of leads for companies in your area and you'll receive the phone numbers, emails, addresses, and a contact person. You can also find a spokesperson to hire that will create a short video or commercial for your business, social media managers, ebook publishers, website designers, thumbnails if you have a YouTube channel and more I strongly encourage you to take advantage of this website

www.bplans.com- teaches you how to write your business plan

www.envato.com- helps with graphics for your website, website themes, photos, video and audio

99designs.com- helps create logos, websites, and more

FormSwift.com- helps to create all different types of forms you need. Employee Handbooks, contracts and more

Nav.com- useful for when you're ready to fund your business. This app helps you keep up with your business credit

Canvas- helps create cleaning checklist or flyers if you want to create them yourself

Google my business- create your account so that your business can be on Google

Vistaprint.com- useful for flyers, creating websites, business T-shirts and more

Zazzle- basically the same as vista print but it has a little bit more items that you can add to your business as far as office supplies, banners etc.

LinkedIn- helps promote your business, find employees and find companies that can help you with whatever you need help in your business

Some Business phone providers:

Grasshopper

Freedom Voice

Website builders:

www.bluehost.com

Wix

Shopify

Godaddy

Bigcartel

Weebly

www.sweptworks.com

www.getcleanwork.com

www.cleaningbiznetwork.com

This is a good website/ app to find

Cleaning checklist templates

Cleaning bid templates

Cleaning agreements and contracts templates

Cleaning leads

Cleaning training

And calculations for bids

Some people to follow on IG:

Follow: @bscconnect

He has a lot of informative ways to get and keep clients.

Follow: @tenacityacademy

(Cleaning business coach)

Follow: @tequilajarrett

(million dollar cleaning coach)

Follow: @ajsimmmonsoline

(cleaning business network)

www.getjobber.com

Service scheduling software plus more

Nextdoor.com

Helps you find cleanings leads by connecting with people in your neighborhood

www.thumbtack.com/pro

(Lead generator) also helps you calculate cleanings

System 4- Subcontracting company

Bark- House cleaning app

The Verity Partners Group- (St Charles Mo) subcontracting company

Craigslist.org- helps find customers and employees

Chamber Of Commerce- You can become a member at a chamber of commerce in your city to promote your business and help find clients and also find employees when you're ready to hire. Also a lot of people don't like Facebook Ads but it also helps

Cold calling

Direct mailing (through post office) this is also EDDM- Every Door Direct Mailing

eddm.usps.com

Direct mailing is another way of promoting your business. This is when you have the post office mail out your flyers to any zip code, business or residence you want them to mail them to, but you have to take your flyers to the post office in whatever zip code(s) you chose when you're ready for them to be mailed out. You can also track them to see when they've been delivered. You can do this on the website. A lot of people don't know about direct mailing and it was something new to me but after a while it really helped me gain clients for both residential and commercial.

Once you start getting customers and start hiring employees, below are some good apps to use to stay organized.

clockshark.com- use for keeping up with your employee scheduling and make sure they're at their location or not

Asana.com- Useful to organize and assign task to your employees

Some helpful business insurance companies:

Hiscox

Next

Chubb

The Hartford

AmTrust Financial

<https://www.mem-ins.com> (for Missouri employers)

Helpful invoice apps and websites:

Waveapps.com

Bench.co

Quickbooks

www.Honeybook.com

www.Stripe.com

Invoice.2go.com

Squareup.com

Invoice bee

<https://invoice-generator.com/>

<http://www.atyourbusiness.com/contract/cleaning.php>

Helpful websites and ways to get prime government contracts, and subcontracts once your business starts growing, also some info for black owned businesses and women owned businesses:

Wosb certification- woman owned small business

Edwosb certification- economically disadvantaged woman owned small business

Mbe- minority business enterprise

Beta.certify.sba.gov

8a- certify.sba.gov- for small disadvantaged businesses

MBDA.gov- minority business development agency

Dbe- disadvantaged business enterprise

GSA.gov- has training videos and webinars for small businesses and more

Score.com- helps with finding funding for your business and and other business questions you may have

FPDS.gov- has a lot of info about different government websites and business training and webinars

eweb.sba.gov- Subnet You can use the website to post and find subcontracting opportunities

DSBS- dynamic small business search

Create an account on login.gov in order to register your business for government bids on the SAM.gov

SAM- System for Award Management

You'll need a CAGE number, and a Unique entity ID you can get instructions on the SAM.gov website

Cage code customer service- 1-866-606-8220 or 1-877-352-3355

Cage.dla.mil- apply for cage code

Cage codes are used when getting government contracts

Connect.sba.gov

www.Aston.org- helps with public health and safety

WebProcure.perfect.com

Register your business through this website for the state you live in which is Missouri missouribuy.gov/registration here in Missouri. This website is to find state janitorial contracts you can bid on. Also here in St. Louis you can visit oa.mo.gov. On either website there are step by step instructions on how to register or you can call 866-889-8533 if you need assistance.

For school contracts, call your local board of education in your city and state to get put on the waitlist to be contacted when you can put a bid in when school contracts open. Be prepared to submit all necessary paperwork that's needed after you won a school contract. Keep in mind when you get contracts on your own you have to provide all of the equipment and supplies, plus whatever the clients are asking that you provide.

When it comes to government bids and state bids you will most likely have to provide everything that's why a good bid is very important. You don't want to short yourself. Mostly everything can be found on SBA.gov

Some net 30, 40, or 60 companies that will help you establish business credit:

1. QUILL
2. GRAINGER
3. ULINE
4. SUPPLYWORKS
5. SUNBELT RENTALS
6. CROWN OFFICE SUPPLIES
7. SUMNA OFFICE SUPPLIES
8. STRATEGIS NETWORK SOLUTIONS
9. WISE BUSINESS PLANS

10. BUSINESS TSHIRT CLUB
11. MONOPOLIZE YOUR MARKETPLACE
12. CEO CREATIVE
13. CREATIVE ANALYTICS
14. PUFFER WEB
15. MSC DIRECT
16. SHIRTSY
17. PILOT AXLE FUEL CARD
18. BP BUSINESS SOLUTIONS
19. US PLASTICS
20. ATOB FUEL CARD
21. CIRCLE K FUEL CARD
22. OHANA OFFICE PRODUCTS
23. RED SPECTRUM
24. OFFICE GARNER
25. JJ GOLD
26. SYKES MARKETING GROUP
27. BIZ CREDIT CENTRAL
28. BURST BIZ
29. LINEAR SUPPLIES

Net 30, 40, or 60 is how long you have to pay an invoice back. Check out Credit Plug on YouTube. He guides you towards companies that help with business loans, how to build business credit, personal loans, fixing personal credit, lines of credit and more.

Takeaways

What you'll learn from this ebook is how to work on your personal development. You'll learn to work on yourself internally to grow from adversities and change your environment so that you can focus on starting and growing your business. You'll learn the necessary paperwork, supplies, equipment, apps, and software you'll need when starting your business. You'll learn how to figure out your mission and vision for your business, different ways to promote your business and more. When it comes down to it, set goals for your business and work hard to achieve them and never compare yourself to anyone else when it comes to others having a business and how far they've come. If anything, learn from them and go at your own pace but never procrastinate, get complacent, or comfortable at where you're at in your business. Get to work so your goals can start to manifest and become bigger than you ever expected. Set new rules and new goals as you go and keep pushing. Continue to reinvent yourself and your business as you learn. Also remember your WHY. What motivated you to start your business but understanding as well. There is a cost. It's gonna cost you many many sleepless nights, money spent, sweat and tears. But it comes down to how bad you really want it. Always surround yourself with like minded people who thrive on becoming successful entrepreneurs. Go to seminars, read ebooks, do whatever you have to do to learn more about your business. As they say, only the strong survive. Start the business and good luck! There's places to be cleaned and money to be made, let's get it!

