



Start Your Own *Highly Profitable* Home-Based Mobile Detail Auto Detailing Business

By Billy And Betty Bumpers

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Introduction

From the start, we're going to assume you love automobiles as much as we do, although, you may not be as *fickle* as Betty and I., for we love all makes and models.

Betty and I have poured our years of knowledge into the following pages to help you, if you wish, enter this profitable and fun business, a venture along with an adventure that has given us great financial rewards, great satisfaction, and at times plenty of sore muscles we didn't even know we had!

Detailing is a tremendous work from home opportunity, with the emphasis on 'work!'. You see, you've got to love to work, as we do, to be successful in your own detailing business.

So, if you have been wanting more than you are earning in your current job, or if you need immediate employment, this money making opportunity may be for you! We will show you everything you need to know to start fast and succeed from the very beginning.

Starting a car detailing business is easy and can be inexpensive. There are really two keys to starting a successful mobile auto detailing or car wash business, simply; *getting customers and doing the job quickly*.

As for customers, in the beginning, what Betty and I did to kick things off was to create a few fliers and we passed them out door to door, also we took another group of circulars with our phone number on tabs at the bottom and placed them on grocery store bulletin boards.

The term *auto detailing* is perhaps a little too strong, what you're really doing is cleaning the inside and outside of a vehicle with a dry cleaning product. While, a good number of your customers will be more than glad to let you use their water hose you should prepare for all jobs to be cleaned without water.

There are scores of car cleaning products on the market and most of the ones we've tried worked quite well. Also, we will discuss various pieces of mobile cleaning equipment available, naturally for a price.

Starting out on a budget, *basically* all you really need to create an auto detailing business, are:

A portable wet-dry vacuum,

A dry wash cleaner,

Plenty of 'rags' (you can never have too many!)

An item for cleaning the windows,

A small can of effective carpet cleaner,

SOS pads or *scotch brite* to clean those wheels,

Armour all, to add the finishing touches,

As well as, something to clean the interior, leather, vinyl.

A great thing about our business, is that everything will revolve around your desire to grow your business, along with your willingness to invest in those services. In other words, *how much money do you have, and how much do you want to make.*

There is no shortage of potential customers, as there are literally millions of cars, trucks, and sport utility vehicles that travel the streets every day. Add to that, the thousands of; boats, recreational vehicles, motorcycles, jet skis, and snowmobiles owned by individuals.

Then again, besides privately owned vehicles, millions of vehicles are owned by corporations, car rental agencies, truck leasing agencies, small businesses, utilities, and governmental agencies. And, all are subject to the effects of weathering by the sun, rain, heat, cold, and chemicals.

To be successful in detailing you have to be *passionate* and *consistent* in developing your detailing patterns. What this means is that you must focus on the area that you are detailing and *do not* jump from section to section. Staying consistent will result in less work and areas will less likely be *overlooked* or missed.

What it comes down to is, the real secret to detailing is *patience, time, and a good supply of elbow grease.*

Overall, keep your detailing as simple as possible. Don't be afraid to take apart areas as necessary in order to get to dirt around parts, such as; the grille, emblems, moldings, seats, knobs, etc.. If you question the use of certain chemicals, always bear in mind that you won't go wrong using mild soap, water, and a soft touch.

There is a lot to be said for starting an auto detailing business. Above all, there's the *pride and satisfaction* of being your own boss and owning your own business. It's a feeling of being in control and succeeding under *your* terms.

Detailing cars as a profession is certainly a lot of hard work, yet if that appeals to you, as it did to Betty and I, then you'll quickly discover auto detailing can be very, very rewarding.

Of course, there is a lot of elbow grease required and the work is at times demanding, however the rewards include the opportunity to demonstrate your skill, pride and craftsmanship in your daily routine, and the hard work has a side benefit:, it keeps you physically in shape.

May you enjoy great success in your new venture, and may all your dreams come true!

Best of good fortune;

Billy and Betty Bumpers

Just What is Detailing, Anyway?

The term auto detailing has a lot of different meanings. To some, it means having their car washed and waxed. To others, it's a full cleaning and protection service, including having the interior shampooed and the engine steam cleaned. On the other hand, to the real car enthusiast, a fully detailed car is a work of art to be put on view.

Every now and then, as in any worthwhile profession or endeavor of life, it is desirable to take a few steps back and to view the whole picture along with reminding ourselves of just who we are, what we are doing, and why.

It also helps us to put emphasis on our goals and make clear where we are going. This is important because, if you do not have a vision of where you want to be in five, ten, twenty years, frankly your business might not be around in five, ten, twenty years!

Detailing is separate from simply washing and waxing, though some offer these services together. In general, a wash and wax job is just that – the exterior of the vehicle is cleaned and waxed. Auto detailing goes much further, while concentrating on the interior of the car, of course auto detailing also involves exterior work.

The magic of auto detailing is in taking the time to clean and restore the vehicle to as close to new condition as possible.

At the outset, it is necessary to identify "detailing." Every seminar that you'll attend and each book, article, or detailing manual that you'll read will have, to some extent, a little different dictionary-style definition of detailing.

Just which definition that you'll use is really not important, just so you have a definite narrative in your head that both defines and guides your day-to-day operations and at the same time also helps you explain to your customer what you do.

More importantly, the definition you use should also validate to the customer that you are a professional who has a clear understanding of your business.

The explanation that I offer here and the one that I use on a day-to-day basis that helps me answer the nearly daily customer inquiry of; "Hey, what is detailing, anyway?" Goes like this: *Detailing* is the efficient and systematic rejuvenation and *protection* of the different surfaces of a vehicle.

Let's break this explanation down into its components:

"Systematic" refers to the fact that, when we detail a vehicle, we use *precise* procedures and place those measures in an order that allows us to do the work in the most efficient and effective manner.

"*Efficiency*" is a measure of the speed of the procedure whereas "*effectiveness*" is a calculation of how well the procedure actually works.

For example, anybody can wash and wax a car. Most home detailers, however, would spend an entire Saturday doing so.

Because we are *systematic* in what we do, we can; complete the same activity in two hours or less while yielding a product that is far cleaner and better protected than the average do-it-yourselfer would have ever dreamed!

"*Rejuvenation*" refers to the actions that we use to return the vehicle at or close to top condition.

"*Protection*" refers to the procedures that we use that will help to keep the vehicle looking new after we leave. That is, when the rejuvenatory activities are complete, we apply protectants that, for example, keep the paint from oxidizing, keep the leather from drying, and keep the tires black.

"Various surfaces of the vehicle," is in reference to the fact that a vehicle is made up of dozens of surfaces, such as; paint, exterior trim, wheels, carpet, seating, interior trim, etc.), each of which has any of a number of possible makeup's.

It is the responsibility of the professional detailer to understand how to *rejuvenate* and protect each of these surfaces, regardless of the specific surface's composition.

For example, leather seating is rejuvenated and protected in a completely different manner than upholstered seating.

With this definition, you'll have a way of sharing your thoughts while educating your potential customers as to what you can do for them.

To put it briefly, whether or not you use this characterization or create your own, please have one that will allow you to both think clearly and also project to your prospective customer a professional understanding about what you do.

Starting A Business

Advantages

You've grown tired of going to a job where you sit in a cubicle and do someone else's bidding. You've got a better idea, you can build a better mousetrap, you know you have the knack for being in the right place at the right time, and so you're thinking of self-employment.

But just how do you determine if your own idea is merely a pipe dream, or an inspiration worth pursuing?

Frankly, can you handle it? Whether you're running your own business or working as an independent contractor, you'll soon realize that working for yourself isn't just another job, *it's a way of life*.

Are you someone who likes a nine-to-five routine and collecting a regular paycheck? When you're self-employed, you must be willing to make sacrifices for the sake of your job.

Up front ,you realize your going to work long hours, which means that you won't have as much time as you used to for family or spare time activities. And if the cash flow becomes a trickle, you're going to be the *last one* to get paid.

Be truthful with yourself;

Can you get along well with all types of people?

Being self-employed is all about managing relationships with your customers, your suppliers, perhaps with your employees, certainly with your family, and probably with your banker, lawyer, and accountant, too.

If you're the type who wants to be alone to do the few things that you're good at, then you should do that--for someone else.

Are you a disciplined self-starter?

Being self-employed means that you're your own boss. There may be days when you'll have to work through a job instead of going for a long lunch, or just reading the newspaper.

Finally, do you enjoy wearing many hats?

Depending on your line of work, you may be involved in handling marketing and sales duties, financial planning and accounting responsibilities, administrative and personnel management chores, and maybe all of the these.

If your dream comes true think about how great it will feel to get paid to do what you'd love to do anyway. If you're working for yourself, chances are you'll be doing work that you enjoy.

Then again, you'll get to pick who you'll work for or with, and in most cases you'll work with your customers or clients directly--no go-betweens muddying up the waters.

As a result, you may have days when it hardly feels as if you're working at all. Such harmony between your working life and the rest of your life is what attracted you to self-employment in the first place.

Of course, being your own boss means that you'll be in control of all of the decisions that influence your working life.

You'll decide on your business plan, your quality assurance procedures, your pricing and marketing strategies--everything. You'll have job security; you can't be fired for doing things your way. As you perform a variety of tasks related to your work, you'll learn new skills and broaden your abilities.

You'll even have the flexibility to decide your own hours of operation, working conditions, and business location. And say, where you're working out of your home, your start-up costs may be reduced. You'll also experience lower operating costs; after all, you'll be paying for the rent and utilities anyway.

Meanwhile, if the location of your work isn't important, you can live wherever you want. At any rate, if you work at home, you'll greatly reduce your daily commuting time and expense.

If all goes well and you're making lots of money, chances are you can make more than you did working for someone else. And since you're working for yourself, you may not have to share the proceeds with anyone else. The fruits of your labor will be all yours, because you own the vineyard.

Disadvantages

On the other hand, when you're self-employed, particularly if you're starting your own business, you may have to take on a substantial financial risk. If you need to raise additional money to get started, you may need a cosigner or collateral (such as your home) for a loan.

At start up, depending on how much or little work you can line up, you may find your cash flow going from a flood to a trickle. So, you'll need a cash backup so you can pay your bills while you're waiting for business to kick in or waiting to be paid for completed work. Since you'll have to pay your own creditors first, this means that sometimes you may eat cereal instead of steak.

Remember that you're not making any money if you're not working. You don't have any employer benefit package, which means that it's going to be hard for you to go on vacation, take a day off, or even stay home sick without losing income.

Also, all this means, that you'll have to provide your own health insurance and retirement plan. Remember, too, that while you can choose your clients or customers, you can't control their expectations or actions. If you don't come through for them, or if you do something that offends them, you might not get paid for your work.

In addition, as you're working for yourself, you're going to have to take care of everything yourself, from figuring your taxes to finding suppliers.

You'll probably need some new skills, such as bookkeeping and filing quarterly taxes. You can learn to do these things yourself and many software programs are designed just for that, or you can hire others (e.g., an accountant) to take care of them for you.

If you're not careful, however, you may find that you're spending more time on the business of being in business for yourself than you are on the work that attracted you to self-employment in the first place.

The bottom line

If you can work long and hard, tolerate risk and stress, cope well with potential disaster and failure, and work well alone as well as with others, then perhaps self-employment is right for you.

If not, then perhaps you should keep that job in the cubicle.

What About Auto Detailing (A Few General Thoughts)

It should go without saying, that starting a detail business is not for everybody. It takes a great deal of enthusiasm, dedication, vision and business smarts to get any enterprise off the ground, let alone auto detailing.

In addition to possessing these necessary qualities, there are several other ingredients you need in order to *successfully* launch and build a detailing business.

The list includes:

Enough money to cover start-up and operational costs;

An aggressive approach to marketing the business; complete knowledge of market conditions and your competition;

A general idea, of what resources you will need to run your detail business efficiently with integrity and mental toughness.

So, is starting a detail business right for you?

Money

Money is the most important ingredient for starting your own detail business, whether it be a mobile venture, or fixed location.. Money is needed to make your initial investment and pay rent or for a trailer (if mobile), advertising, and other associated start-up costs, such as licenses and permits.

Some experts say you should have enough money on hand to cover three to six months of operating expenses. This means you should have enough money to pay yourself and cover expenses for six months after you launch your business, should business start out slow and they usually do.

What do you do if after launching your business you have few customers? How will you weather the dry spells of the new launch? The answer is simple: *MONEY*.

And do not forget about an advertising budget. You need enough money to see yourself through the first three to six months of operation. Not enough capital is the reason for almost all business failures.

An Aggressive Approach

Be aggressive in your approach to marketing your new detail business. You'll may need to use guerrilla tactics in the first few months. Get the word out any way you can.

But you need to know your best target market.

Why they would use your service.

Where they are.

How to reach them and what to say.

Never miss an opportunity to leave your business card or flyer anywhere. When dining out, leave one on your table at the restaurant, and leave a few more at the other tables. Send a press release to every newspaper and automotive specialty magazine covering your business area.

Pass out cards at body shops; auto repair shops, especially those that cater to luxury cars like Mercedes Benz and BMW and Porsche. You need sufficient capital to cover three to six months of operating expenses, especially marketing and advertising.

The aggressive approach should also extend to any employees. They must be as enthusiastic as you are. After all, they will benefit should your business be a success.

When it comes to marketing your new business, there is almost no wrong way, to get the word out. Just be aggressive, but pointed at your target market.

Knowledge

It is important to know the detail business, inside and out, not just how to detail. For example, there are laws that can affect your business. EPA laws, OSHA, etc.

What are the current market trends in the detail business? Are there any problems with supply or demand for the detail service in your area? If so, you need to consider this in your business plan.

Basically, you need to know the detail business better than your competition. You'll also need to know your competition, and keep abreast of everything they do. Are they raising or lowering prices? Know your customers, what services do they buy (or just as important, what don't they buy), where they come from, and how they found out about you.

Education

Before you start your business, do your homework. What supplies, equipment, chemicals and employees do you need to begin, or successfully operate your detail business? It's equally important to know what you don't need. Don't waste money on something that is unnecessary?

Are you better off buying small or buying in bulk? Here you may have to speak with other detailers, or seek out advice from an expert.

In the short term and in the long run, educating yourself on the business you are starting will save you money and may mean the difference between success and failure. Work to know what you don't know.

Integrity

You should constantly demonstrate integrity with your customers, suppliers and advertisers. Your customers should be able to count on you to always do the right thing and deal with them fairly.

Honor your guarantees or your "return policy." It will pay off for you in the long run to have truly satisfied customers. This is also true for your suppliers also. Pay your bills on time and make a good name for yourself. Your suppliers will become valuable assets to your detail business.

After all, you may need them as a reference on a future loan or for dealing with another supplier.

Most importantly, never let yourself down. Follow the rules. Get the required permits or licenses you need. Don't think you're saving money by not having them; the penalties are always higher than the original fee.

And, of course, never let the idea of earning a quick buck cloud your judgment. You'll know what is right and what is wrong because you'll feel it.

Toughness

Be tough. Take the mental approach that you will succeed no matter what obstacle is blocking your path, and no matter how difficult it seems, at times.

You need to stay tough and fight through the hard times. There will be hurdles to jump over and gaps to build bridges across. Only the tough survive. Sometimes you'll feel like taking the day off. Don't. There may be others who can't wait to see you fail. Don't give them the satisfaction.

Hang in there. Others may also be ready to throw in the towel and you'll need to be tough for them. Starting a detail business is a huge task. There is so much to learn and so much to do, and much of what happens to you won't be known until it happens. But with careful preparation and the right mindset, you can increase your chances of succeeding in the long run.

Your Step By Step Guide

To A *Professional* Detail



Thanks for reading these brief few pages, of one of the most successful and original career course manuals available on building your own home-based *auto detailing business*. Learning from an established professional is the best way to starting your own profitable home business.

If you'd like to consider the complete course, [click here..](#)

For information on our other career courses go to either anezbizz.com or ahow2.com

Note: To read another *sample edition* of our famous home study courses follow this link... [Learn](#)

Whatever, your decision may I talk this opportunity to wish you the best of good fortune, and remember, don't leave your future to *the whim of others*.

Your friend;

Joe Myna