



Learn How To Start & Manage A Highly Profitable

Home Apartment & Office

Cleaning Service

By Millie Louise

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Introduction

Hello, my name is Millie Louise, and to tell you the truth I never thought I'd find time to write this book! The concept of my "Little Miss Mopp-It" cleaning service began some twenty years ago and every moment since has been a mixture of drudgery, a lot of fun, and profit!

I must confess to you that when I first dreamed up the idea, I never realized just how much personal satisfaction can be tied in with the financial rewards of owning your own business.

This writing is a compilation of my hard earned experiences and the tips I have benefited from over the years.

This book can help you learn from some of the most successful men and women in this interesting and lucrative business. I have included many of their proven suggestions that I adopted and used over the years.

One thing is for sure, you don't need to start out with a lot of money to create and be successful with a cleaning company. Follow these clear, step-by-step instructions and you will discover how to start a successful cleaning business of your own. You can and should start small and grow as big as your dreams!

While we do provide many tips on home & office cleaning, this ebook fully assumes that you already know how to properly clean a facility, conscientiously. The tips included in these pages can inform you how to do so in a timely manner.

House, Office and Apartment Cleaning is definitely a high profit business, requiring for the most part an investment of time and organization to get started.

If you allow your new cleaning business to grow, it will soon become clear that you will need help. The method you use to gain that additional help may very well decide the success or failure of your venture.

Read carefully the section on staffing.

With a low investment, little overhead requirement and no experience needed cleaning offers an ideal business opportunity with a growth curve that has been accelerating at an unprecedented rate. Think about it.

Yet, you must consider whether this business is right for you, only you can decide this. Some people may think the occupation menial, however, if you apply yourself with smart tactics your bank account will never be thought of as menial!

Whatever your decision, may I wish you the fun, success, and wealth that has come from owning my own business.

Good Luck;



Millie Louise

Do You Really Want To Start Your Own Business?

So you want to be your own boss! Maybe you're tired of taking orders from someone who doesn't know as much as you do about your job . . . or tired of fighting rush hour traffic . . . or disgusted with office politics.

Perhaps you are convinced you can make more on your own than you can working for someone else -- or you just want to bring in a little extra money to pay for a few luxuries in life -- or your family really needs two incomes and you don't want your kids to be latchkey kids.

Whatever your reason, being your own boss can be personally and financially rewarding--that is, if you come up with the right business idea.

What kind of business idea is **RIGHT** for you ? Virtually any idea that meets these criteria:

Consider:

It is something you know how to do and can do well.

It is something you LIKE to do and wouldn't mind doing day after day.

It is something with a broad enough appeal to sell on a steady basis.

It can be sold at a price that will cover all of your expenses and overhead plus return a healthy profit.

It can be started with a small investment.

Do you have or can you raise sufficient funds to get the business started and keep it running until it becomes a profitable venture.

Before starting out, list your reasons for wanting to go into business. Some of the most common reasons for starting a business are these:

The RIGHT Reasons:

You want to be your own boss.

You want financial independence.

You want creative freedom and independence.

You want to fully use your skills and knowledge.

I have a really good idea and I think it's a moneymaker.

The WRONG Reasons:

I just want to make lots of money.

I want to make lots of money with little effort.

I can't get a job.

I want an the easy life of an entrepreneur.

To start a business, any business, you must be passionate about two things; controlling your own future, and have a firm belief in yourself.

Then you must believe also that the home cleaning business is right for you and you are right for it.

Ask Yourself,

Is The Cleaning Business Right For You?

Starting a home cleaning business may appear an attractive idea to you, but before you begin you should carefully consider whether you have the proper skills and attitude.

Having your own business, setting your own hours sounds great but when things go wrong, you, not someone else, are fully responsible for making things right.

You must be aware that the early stages of a business venture always require long hours from the boss. Depending on your financial goals for your business, other personal goals may never be realized because you may have to give so much time to running the business.

You don't have to love housework and cleaning to open a cleaning business, but if you do, that's an additional benefit. What you do need are excellent cleaning skills and the resolve to do the job well.

The ability to be a resourceful organizer is also a plus. You don't have to be a "neat freak," but you do have to have the energy and the desire to make order out of other people's disarray.

It's a hard job, but it is one that people appreciate and will pay you very good money for, and more importantly want you back again and again.

If you're going to be successful at providing a cleaning service for people's homes, offices or apartments - you've got to be able to deal with each client.

This is a demanding service that depends on developing repeat customers. If your customers don't like what you do, they'll soon let you know by dropping your service.

In the early stages be prepared to wear all hats. Sometimes, wearing more than one hat in a business is extremely difficult, especially when you're starting out.

Honestly ask yourself - "Can I be the person who cleans and the person who handles customers' complaints and concerns, as well as the one who keeps the books and makes sure the bills get paid?"

Being your own boss is great, but your cleaning skills and experience can only carry you so far.

If you're really determined to go ahead, it's a wise idea to consider receiving added schooling in these areas to help beef up your entrepreneurial skills, or find a partner who can handle the customer-relations side of things.

Do not go by what others say or think, only you can determine if you got what it takes to get your cleaning business up and running?

This business is truly one of the few honest trades where you can figuratively - start on a shoestring as I have done and become independently wealthy.

Filling An Ever Expanding Need

Cleaning services come in all sizes and varieties.

There are independents, agencies, franchises, and corporations.

There are those who merely dabble in business and those who give over their entire lives to this field.

How far you want to go depends on your ambition.

Keep in mind that these days demand for a cleaning service is high due to present day facts like: the increasing numbers of double-income couples, homes being put up, and an aging population in search of less work and more leisure time.

There can never be too many cleaning services, in particular quality services.

You can focus on one area of service at the beginning and expand into others that you feel knowledgeable in. Such as:

- .General house cleaning**
- .Office cleaning**
- .Spring cleaning**
- .Window cleaning**
- .Blind cleaning**
- .Chimney cleaning**
- .Wall and ceiling washing .Post-disaster cleaning (fires, floods)**
- .Post-construction cleaning**
- .Post-and pre-party preparation . House watching**
- .Pet watch**
- .Garden and outside patio maintenance**
- .Laundry and valet service**
- .Party hosting, reception**
- .Estate sale preparation**
- .Boat and yacht cleaning**
- .Property management, etc..**

As shown above, your business can offer many special services besides general cleaning.

Use these services above as an initial starting point. Some may be immediately attractive because they fit your vision of the business and what you see yourself providing.

While you can develop a staff of workers down the road, a good exercise in the beginning is to question yourself, thus:

1. First consider the type of situation in which you want to work.

Do you candidly, see yourself:

I can picture my business providing cleaning services for:

(a) working in people's homes?

(b) working in a corporate or office setting?

(c) working in a variety of settings, corporate and private?

2. Then consider which services you can best offer:

General house cleaning

Spring cleaning

Window cleaning

Blind cleaning

Chimney cleaning

Wall and ceiling washing

Post-disaster cleaning (fires, floods) Post-construction cleaning

Post- and pre-party preparation

House watch

Pet-watching

Garden and outside patio maintenance

Laundry and valet service

Party hosting, reception

Office cleaning

Estate sale preparation

Boat and yacht cleaning

Property management

This is an excellent way to format your initial business plan. More on that next.

The Financial Plan

The correct way to pre-plan any business venture is set-out your business projections in a tangible collection of acceptable forms. Such as the following.

The Financial Plan

Clearly the most critical aspect of your business plans is your 'Financial Plan.' In formulating this you will establish vital schedules that will guide the economic health of your cleaning business through the troubled waters.

Before going into the details of building a financial plan, it is important to realize that some basic knowledge of accounting is essential to the productive management of your business.

If you are like most business owners, you probably have a deep and abiding interest in the services that you intend to sell. You like to do what you do, and it is even more fulfilling that you are making money doing it. There is positively nothing wrong with that.

Your conviction that what you are doing is worthwhile is vitally important to your success. Nonetheless, the income of a coach who takes the greatest pride in producing a winning team still largely depend on someone keeping score of the wins and losses.

The business owner is no different, you will fail if you don't make a profit. If you don't know what's going on in your business, you are not in a very good position to assure its profitability.

Most cleaning service businesses use the "cash" method of accounting with a system of record keeping that may be little more than a carefully annotated checkbook in which is recorded all receipts and all expenditures, backed up by a few forms of original entry (invoices, receipts, cash tickets).

If your business is, or will be, larger than just a small supplement to family income, you will need something more sophisticated. Stationery stores can provide you with several packaged small business account systems complete with simple journals and ledgers and detailed instructions in understandable language.

Should you feel that your accounting knowledge is so rudimentary that you will need professional assistance to establish your accounting system, the classified section of your telephone directory can lead you to a number of small business services that offer a complete range of accounting services.

You can buy as much as you need, from a simple "pegboard" system all the way to computerized accounting, tax return service and monthly profitability consultation.

Let's start by looking at the makeup of the financial plan for the business.

The Financial plan includes the following:

1. **Financial Planning Assumptions** - these are short statements of the conditions under which you plan to operate.

- Date of Start-up
- Market health
- Sales build-up
- gross profit margin
- Equipment
- Misc...

2. **Operations Plan -Profit and Loss Projection** - this is prepared for the first year's Budget.

3. **Source of Funds Schedule** - this shows the source(s) of your funds to capitalize the business and how they will be distributed among your FIXED (firm) assets and working capital.

4. **Pro Forma Balance Sheet** - "Pro forma" refers to the fact that the balance sheet is before the fact, not actual. This form displays Assets, Liabilities and Equity of the business. This will indicate how much Investment will be required by the business and how much of it will be used as Working Capital in its operation.

There are a number of variations of this form and you may find it prudent to ask your banker for the form that the bank uses for small business. It will make it easier for them to evaluate the health of your business. Use this to get started and transfer the data to your preferred form later. Accompanying Appendix A-12 which describes line by line how to develop the Balance Sheet.

5. **Cash Flow Projection** - this will forecast the flow of cash into and out of your business through the year. It helps you plan for staged purchasing, high volume months and slow periods.

A 'Cash Flow Projection' is an important schedule to your financial plan. Prudent business management practice is to keep no more cash in the business than is needed to operate it and to protect it from catastrophe.

In most small businesses, the problem is rarely one of having too much cash. A 'Cash Flow Projection' is made to advise management of the amount of cash that is going to be absorbed by the operation of the business and compares it against the amount that will be available.

Start-up --- Estimate

Once you have decided to give it a go. To bite the bullet, as it were, and start your own cleaning business, then: A good idea is to relax and sit down at your kitchen table. Pour a cup of coffee, or your favorite beverage.

Now, ask yourself some straightforward no-nonsense questions, like:

If I do this, how much money will I have on hand?

How much can I afford to lose, if I fail?

(This is not a negative question, just realistic. There may be outside factors that you can't control)

Can I raise more capital later, if needed?

Am I going to start the business alone?

Shall I try and solicit a partner(s)?

Will they be silent or active?

In the beginning will I do some or all the cleaning?

How big do I want the business to grow?

These are a few of the questions you'll need honest answers to.

To help you decide on the practicability of your venture, you should make a written estimate of your start-up costs. This, of course, will be dependent on your planned business size, in the beginning.

Item	Amount
Fixtures and Equipment	\$ _____
Supplies (Cleaning & Office)	\$ _____
Decorating (If any)	\$ _____
Deposits on Utilities (Not Home Office)	\$ _____
Insurance	\$ _____
Legal Fees	\$ _____
Any Professional Fees (Lawyer, etc.)	\$ _____
Telephone	\$ _____
Rental (Outside Office)	\$ _____
Salaries (If any)	\$ _____
Licenses, Permits (Where Needed)	\$ _____
Advertising/Promotion	\$ _____
Misc. & Back-up funds	\$ _____
Total	\$ _____

The above gives you a rough idea of start-up expenses.

Planning Your Cleaning Venture

Anyone preparing to run a Housecleaning Service business needs to learn deal to assure the best possible chance for success.

The dream of self-employment can be fulfilled. You certainly don't need to put money into the opening of an decorative office to start your own one-person operation either. You can start your own cleaning service business.

GETTING STARTED

Define Your Market

Your market is that segment of the population that will pay for a cleaning service. In the United States and Canada, there are approximately 110 million homes and a further 50 million offices, schools, hospitals, warehouses, retail locations, etc.

These are your prospective clients.

Since the plan of this ebook is to help you start a home cleaning business, here are some procedures needed to target this special market.

1. Evaluate your market potential.

Look at your area and assess its potential. You need to find the answers to the following questions:

- (a) Who needs your cleaning service?
- (b) Who can pay for your service?
- (c) How many of those people are in your area?
- (d) How do you find those people?
- (e) Is there competition?

(f) If so, can you offer something your competitor can't?

(g) Can you make a profit?

2. Identify your customers

Target homes, apartments with ample income. Two-income families are best because they generally have a high acceptance for home help.

Working couples are busy people for whom the idea of paying someone else to clean up is attractive and affordable.

There are undoubtedly families and couples in your neighborhood who would welcome a quality cleaning service especially if they also offer extras like garage and attic cleaning, pet watch, and window cleaning.

You want to know:

Who is your ideal customer and where does he or she live? Consider these reasons as you draw up the ideal outline:

- (1) Is your ideal customer a male or female?**
- (2) Between what age range does your ideal customer fall?**
- (3) What is his or her occupation?**
- (4) Does your ideal customer own or rent his or her home?**
- (5) What extent of income does your model customer have?**
- (6) What hobbies does your ideal customer have?**
- (7) What type of service does your customer need?**

Look into your objective areas in the evenings. Are there any homes with two vehicles parked in the driveway? Are driveways bare during the day? This normally point out that people are at work. New home buyers normally distribute their money first to purchasing the home, then landscaping, decorating, and furnishing.

For this reason newly developed neighborhoods may not be your best bet because these people can't afford to spend any extra income on cleaning services.

Over time people's priorities change.

Check out condominium developments in your area as well.

Consider Your Competition

Check and see exactly who is your competition? Are they well liked? How much do they charge? These are the questions that you need to answer.

Take notice of cleaning businesses that work your desired market. The Chamber of Commerce or Yellow Pages are both good sources.

Once you have your list, approach each as if a potential client, asking about their prices.

Take notes about what they tell you, as well as, your thoughts of each competitor and what they offer.

Don't fear competition. They would not be around if the market was not there.

In fact, when considering operating in an area which already boasts other services, you should take comfort in the fact that the consumer in that area has already been exposed to the maid service business.

There's always room for "a better service," The prospect likes to look around for the best rates, and for the best service possible.



Make Money

**Learn How To Start
& Manage A Highly Profitable
Cleaning Service**



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 *House Cleaning 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...

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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