



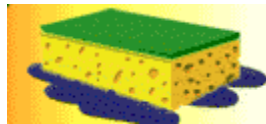
Make A Fortune By Starting Your Very Own Office Cleaning Service

By Daniel 'Dusty' Florez

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Introduction

Hello, my name is Daniel Florez, please think of me as just '*Dusty*,' a handle I acquired from boyhood friends and which today seems to fit my nature and occupation.

In the coming pages we are going to discuss the office cleaning business which can provide an unlimited opportunity for wealth and satisfaction to anybody, as it has for me, who is willing to learn, work hard, and is not afraid to get their hands a little dirty, at times.

While there are many different facets to this business we'll talk mainly about the office cleaning end of the business, but not exclusively.

The cleaning trade in general, produces over 40 billion dollars every year in the United States alone. Of all the different types of cleaning services out there, office cleaning is to my way of thinking, the cream of the crop.

Office cleaning, or if you prefer *janitorial service*, is a profitable commercial cleaning service. It is an authentic recession proof service

The service of cleaning offices and preserving their appearance is a business like none other. I know of no other business where single customers will pay you hundreds of dollars every month for what amounts to just a few hours of your time and effort.

Now, you may ask the routine pun, can you really clean up in the cleaning business? *Yes*, and in more ways than one, but don't expect it to be a "*get rich quick*" scheme. Success in this field depends on a lot of hard work and staying power, with no guarantee that you will be one of the winners.

The purpose of this book is to help you consider whether or not you are suited to a cleaning business of your own, in addition to helping you sidestep some of its pitfalls.

If you're right for the cleaning business, it could be one of the most gratifying things you'll ever do, but the business is not for everyone.

There are thousands of small business start-ups, each year, and over 90% of them fold in their first or second year.

So, if you think you're smart enough, tough enough, and devoted enough to start your own cleaning business, you'll find that the rewards are there. And what's more, if you do hold those qualities you'll become informed and capable in many ways.

That is, you'll be learning all the skills and abilities essential to be successful in this business, while becoming capable of doing almost anything you want to do.

This ebook describes practical, proven methods. Its purpose is to provide you with the necessary guidance and materials that will help you to obtain your own office cleaning accounts and the financial gain that comes from doing so.

As for the actual work of cleaning, carpets, desks, windows, etc., these are skills you can easily learn or already possess. In the resource section there are reference books that can aid you in this matter. Your success in the cleaning business will largely depend on the speed and conscientious application of these skills, by you and your helpers.

The material you receive in this book is trimmed down, direct, and calculated to go straight to the heart of how to succeed in the cleaning field. I won't inform you of every specific move you need to make, just the central core of information and leave you to draw your own conclusions.

In fact, many people have used the information included herein to get their own cleaning service started and increase their income. You can too!

I wish you good fortune;

Daniel. "Dusty" Florez

(NOTE: In the resource section I have included illustrative work sheets, and other sample forms to give you adaptable ideas to customize.)

Reasons To Consider

Undoubtedly, one of the strongest reasons why so many people get into the cleaning business is because it calls for very little start-up funds.

Cleaning is a very *labor-intensive* business, because you don't have to make a substantial investment in equipment just to start up, as you would in manufacturing or some other business. Also, it doesn't demand a huge warehouse full of expensive products, or trucks, or anything like that.

If you start small, doing most or all of the labor yourself, all you need is a phone and a make-shift desk in your home, along with a few pieces of inexpensive equipment, and you're in business.

Many people start out using their existing family car and an office in their home, thus keeping their startup investment well under \$1,000, and when you consider this low beginning investment you can see why janitorial work has one of the best return on investment ratios of any kind of business.

As I've stated, this book describes practical, proven methods to present you with the necessary guidance and materials that will help you to obtain your own office cleaning accounts and the financial gain that comes from doing so.

The service of cleaning offices, is without doubt here to stay and it *really* is a recession proof business.

Prospects for cleaning are everywhere. Each area is full of buildings that require cleaning every day, and there is plenty of work out there for a sharp operator who knows how to hustle.

Another great advantage in this business is that you can come and go on your own schedule. You never have to fight traffic or stand in line for lunch as most of your work is done at off-peak times. Therefore, you can often schedule yourself to work and play at times that are convenient for you, and that fit your own needs.

The business of cleaning offices and maintaining their appearance is a service business like none other. I know of no other business where individual customers will pay you hundreds of dollars every month, and in many cases, thousands of dollars every month for what amounts to just a few hours of your time and effort.

Cleaning up is big business! The cleaning industry in general, generates over 35 billion dollars every year in this country alone. Of all the different types of cleaning services out there, office cleaning is the cream of the crop.

Of course, if this all sounds too good to be true, don't forget that the cleaning industry also has some significant challenges, and not everyone will want to pay that price to succeed.

On the Other Hand

Naturally, while working at odd hours can be a real bonus, it can also turn out to be a pain, chiefly if you're the kind of person who has a hard time adjusting to different hours and for others who feel working nights is the worst thing that could happen.

Because of late-night work schedules, you usually end up doing your pastimes and socializing at times when others are working. As for me I enjoy having the use of services when they are not crowded.

Turnover is another pain you will have to face, this because the average turnover rate for employees of contract cleaners is around 300% per year. That means that your average employee will last only four to five months before you have to find a replacement.

High turnover makes for a lot of recruiting, screening and training costs, however you must realize that employee turnover is part of the cleaning game.

What chases many people out of the cleaning business is its image, for of all the drawbacks in the cleaning industry, the custodial image in American society has come to be known as a *deadend job*, as it is often low-paying, and regarded by many only as *something* to do until "something better comes along."

A real challenge to many is simply the responsibility of being self-employed. However, for me, working for myself is the *only way to go*, but I recognize that it's not for everyone.

When you work for yourself, there is no one there to take care of you when things get tough. There are no employee benefits, no health insurance, no sick-leave, no paid vacations, no job security, also no benefits of any kind that you don't produce for yourself.

As I said, the flexibility, freedom, and self-confidence are a breath of fresh air. But if you consider a business of your own, be sure that you understand the price you will have to pay, and be equipped to make the necessary sacrifices along the way.

What It Takes

To strike out on your own and be a successful contract cleaner, you must honestly feel that you're *confident* and *tough* enough to give up the *security* that comes with working for others, and risk everything on your own abilities. This is what will be required of you, therefore, you have got to:

- *Have An Enthusiasm for Work* - There is absolutely no way you can be successful in this business by relaxing and letting others do the work for you.

You will have to learn the *ins and outs* of the business and do a lot of the work yourself, in order to lead others as your business grows.

When you're starting up, you had better plan on giving up a great deal of your social and spare time activities for a period of time, while putting in some long days and longer nights.

In any rewarding endeavor, risk and hard work are always involved, and you have to be primed for both. Think about it, if it was easy, everyone would be doing it.

- *Possess Determination* - Virtually, anything can be realized by the relentless person.

In a field where customers have learned to expect the positive and report the slightest negative, I promise that you will get knocked off your feet a a number of times. All you have to do, is just get up every time and keep plugging away at it, in the end you will reach your goal.

Don't expect a lot of kudos, but be prepared for a few complaints. When you stumble, *no one* will be there to help pick you up but yourself. So, you have to remain tough.

Be Service Oriented - Bear in mind, this is a *service* business and if you aren't enthusiastic about performing good service, you don't have a product to sell.

No question about it, if you plan to make it in the cleaning business, you must be committed to service.

- *Have Public Relations Skills* - Half the battle in this cleaning game is public relations (PR) & marketing.

Public relations: PR is the ability to get people to like you *personally* and be on your side.

If you have a hard time getting along with people and getting others to like you, you'll have a difficult time in any service business. If you plan to make it in the cleaning business, you must be committed to service.

Types Of Cleaning Services

While this book is primarily about concentrating on office cleaning, yet, being a service contractor offers a world of diversity. Once you get started, you won't believe the number of potential "jobs" that will pop-up, linked to cleaning.

At the start, you'll undoubtedly be thinking of walls, floors, carpets, restrooms, and even a few structurally-related things. Nevertheless, as you work hundreds more will crop-up, along with thoughts of making a fortune.

Trust me, you'll never make it in the business if you chase every opportunity that comes your way. Truly, every new thing will look more interesting and attractive than what you're doing now.

This is the *old grass is greener* disease. To make the most money and be successful, you must target your efforts and focus your energies.

The following are solid guidelines to help you decide where to center your focus.

Setting Your Preferences

Ask yourself, do you;

Love it or hate it --- Do you honestly like to do it? Forget how profitable it may be, or how needed a certain type of job is; if you really hate it, or if it doesn't match your personal tastes and desires, then don't do it.

Take into account, you're going to spend a lot of emotional, mental and physical effort on the type of work you actually prefer doing, therefore selecting procedures, times, and places you do feel good about, is what's important.

For example, I can do sheet-rocking and taping, but I hate it; it psychologically rattles me, and even if I could make good money doing it, I'd still refuse. On the other hand, office cleaning is my favorite.

The jobs you enjoy and are enthused about are what you'll do better and work longer hours at, while being more productive. Sorry to say, but you can't have it all (all the money, all the food, all the sex in the world), nor can you have all of the cleaning skills in your operation.

Want to be a Jack of all trades --- In the early stages of operation my hired help were "*hands-on, do-it-all*" handyman types. We knew how to do most everything from cleaning carpets to putting up sheet-rock.

These days, we've reduced the number of services we offer and are staying strictly in the field we know best, *office* cleaning, as we know we can always do a first-class job. Yet lots of other companies are successful doing just the opposite.

What I am trying to say, is be careful that you don't attempt to offer so much that you're not good at anything. Over-diversifying can be an endless temptation in this business. Keep in mind, you don't have to take every job that comes along.

Some Cleaning Service Options

Just in case you are not satisfied with the field of office cleaning alone, you can pick from this menu of cleaning services.

Carpet Cleaning

There are at least 30,000 carpet cleaners, so that should tell you that it's a good field. It's very competitive, although if you become a real carpet specialist and know your stuff, you'll even be able to beat them out.

Ceiling Cleaning

Chemical cleaning of acoustic-type ceilings is a nice sideline for a janitorial service, or it can stand on its own as a specialty business.

You can set up your own set of equipment and chemicals, or even buy one of the many packages available from ceiling cleaning distributors.

Chimney "Sweeping" Cleaning

This specialty is oversaturated in some areas, but a lot of chimneys and stovepipes are still dirty. Reports say, a well-trained and certified sweep can do well.

Concrete Floor Sealing

This is a good one, requiring very little capital investment and achieves a very real service for the customer. Sealing makes a building or surface a lot easier to clean, and one or two people can do a gigantic job.

Construction Cleanup

This is a money maker. You go in behind a contractor as they complete a building or house, cleaning all the tubs, floors, bathrooms, windows, etc., making it ready for the new occupant.

Disaster Cleanup

These jobs are completed for insurance companies and they're good. You go in after a fire or flood cleaning and drying out, deodorizing, repairing, and bringing back the structure to its previous beauty.

There are complete manuals available for this sort of service, as this is a real science. However, the job requires tough hours and erratic availability, but it's very profitable and sure money.

Drapery Cleaning

Drape cleaning is the latest wrinkle: you show up and dry clean drapes without taking them down, right on location. This is somewhat of a new field and a good specialty for a small operator.

Floor Care

As luck would have it, there are very few good floor care people out there. Stripping and waxing, and all the care of hard surface floors is, and always will be, a good area.

Cleaning and Refurbishing Furniture

Here there are many specialties to choose from, in addition to general office furniture cleaning: Such as;

- Complete furniture refinishing
- Office furniture repair and touchup.
- Complete re-upholstering services
- Fabricating of Formica for desks, file cabinets, countertops, credenzas, etc..
- Shampoo and Scotchgard services for fabric furniture
- Cleaning of fabric or vinyl modular sheets
- Re-upholstering of fabric modular paneling
- Electrostatic painting of metal furniture
- Cleaning tape drives, disc packs, air handling units, keypunch machines, CRT terminals, etc..

Handyman Services and Home Repair

Senior citizens abound, and they need someone to haul or move things. This is a good area if you have knowledge and skill of repair.

Housecleaning

This entails arriving with a crew and cleaning the whole house, ceiling, windows, walls, carpets, upholstery, etc.. It's un and profitable, yet there are a lot of finicky homemakers.

Lawn Maintenance

This sort of work is generally seasonal.

A Maid Service

Business must be good, as there is so many. Maid services are everywhere and the national franchises still seem to be as strong as ever.

These days in most households both the man and woman work, which means more of a need for maid service. Do it faster and better and you'll get plenty of work.

Metal Cleaning

Another one that's getting to be more in demand. Brass, chrome and aluminum lobbies and building faces are all over the place these days. For the exterior, this calls for specialized equipment and training, but there's a demand here.



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 **Office 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... [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