

STEPS TO START A RESIDENTIAL CLEANING BUSINESS

IDENTIFY YOUR “WHY”



<input type="checkbox"/>	Why do You Want to Start a House Cleaning Business?
<input type="checkbox"/>	What Type of Cleaning Services Would You Like to Offer?
<input type="checkbox"/>	Research Your City to Determine if This is a Viable Business Model
<input type="checkbox"/>	Be Realistic About Your Physical Abilities – Cleaning is Hard Work – Can You be on Your Feet All Day?
<input type="checkbox"/>	Residential Cleaning is Customer Intensive – Do You Have the Patience to Deal With Customer Issues?
<input type="checkbox"/>	Are You Prepared to Work Long Hours and Put Family and Friends on the Back Burner?
<input type="checkbox"/>	Decide if You Can Quite Your Job to Start the Business or Start Part-Time

RESEARCH NEIGHBORHOODS YOU WANT TO SERVICE



<input type="checkbox"/>	Why do You Want to Clean These Neighborhoods?
<input type="checkbox"/>	Who are the Primary Residents? What is Their Lifestyle?
<input type="checkbox"/>	What do They Need?
<input type="checkbox"/>	How Will You Provide What They Need?
<input type="checkbox"/>	What Will be the Major Issues for You to Address?

IDENTIFY TYPE OF SERVICE TO OFFER



<input type="checkbox"/>	Research the Competition in Your City
<input type="checkbox"/>	Identify the Successful Residential Cleaning Companies
<input type="checkbox"/>	How Will You Compete?
<input type="checkbox"/>	Identify Your Brand and the USP You Will Use to Attract Your Target Market
<input type="checkbox"/>	Design Cleaning Resources Configuration – Number of People You Will Send on Each Appointment

TAKE CARE OF THE LEGAL STUFF



<input type="checkbox"/>	Define Your Business Structure
<input type="checkbox"/>	Create Your Business Name
<input type="checkbox"/>	Obtain Your Business License, DBA, Bond, Insurance and Other Requirements in Your City
<input type="checkbox"/>	Open a Business Bank Account
<input type="checkbox"/>	Obtain a Business Phone Number

DESIGN YOUR BUSINESS



<input type="checkbox"/>	Create a Business Plan
<input type="checkbox"/>	Complete Your Goal Setting to Identify How You Will Meet Your Goals
<input type="checkbox"/>	Locate Products and Equipment That Fulfill Your USP and That Your Clients Will Appreciate
<input type="checkbox"/>	Create Your Marketing Plan and Design Your Ads
<input type="checkbox"/>	Set Your Hourly Rate
<input type="checkbox"/>	Order and Customize Business Forms and Cards