



# BOOT CAMP: FOR THE ABSOLUTE BEGINNER CLEANING PROFESSIONAL

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PREPARED BY

Cleaning Up!  
Lucinda (Cindy) Wolford

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# THE RIGHT SUPPORT MEANS EVERYTHING

## OUR STORY

Lucinda (Cindy) Wolford began her journey into cleaning professionally probably the same way as many others: out of necessity. She had been a stay at home mom for over 9 years, and after a divorce struggled to find good-paying employment. Even though she had both an undergraduate degree and a Masters in Business Administration, taking that much time off seriously cuts into anyone's ability to find meaningful work.

Never one to sit and wait for life to come to her, Cindy decided to make her own path and make her own income by any means possible. Cleaning houses professionally seemed like the best avenue to moving forward that would pay well and still allow her time with children and off nights and weekends.

Within only 12 weeks, Cindy's client list grew to capacity and the decision to hire was made. Since January of 2015, Cindy has grown her business to encompass 12 employees, a full-time office manager, and over \$25,000 per month in regular revenues. While still not the largest player on the streets, in little

over 3 years the growth is steady and comfortable. Part of what makes anyone successful is that they look outside themselves for advice, pointers, suggestions all the way to mentoring and coaching. There's no real need to reinvent the wheel - if someone else has already been successful at something, chances are if you do what they did, you'll get similar results.

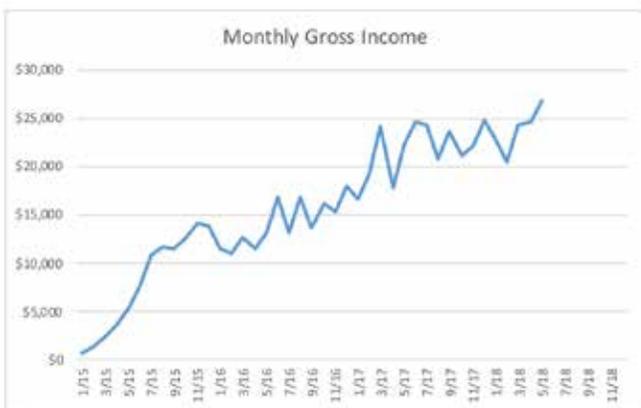
While doing lots of research and reading about other cleaning company owners' experiences on Facebook and in other groups, Cindy noticed there was a real need for coaching and mentoring for the beginner who was just scratching the surface at starting their own business.

## SOMETHING DIFFERENT

There are countless number of business coaches and programs to choose from that are aimed at providing one-size-fits-all approach to the cleaning business. If you are prepared to shell out a lot of money for a system, there are lots of options.

But if you want a more personalized approach, one that takes into account where you are, the type of income you want to make and the clientele you have to work with, then that's a little harder to find.

That's why Cindy wrote the Cleaning Up! Workbook in the first place. To address the questions almost every beginner seemed to have, but were not finding answers to in Facebook or other online support groups.



Supporting fresh new beginner cleaners in their quest to create income from cleaning professionally is the goal of the whole Cleaning Up program. Answering common questions is key, but so is providing a stable foundation on which to build a promising future - no matter if you want to stay solo and never hire any help, or grow to a boss of 50 employees. The principles laid out in the Cleaning Up workbook and bootcamp programs will guide you to a prosperous future no matter what.

The main components to the Cleaning Up program are:

1. Cleaning Up! Workbook. Over 100 pages of jam-packed information rich content to help anyone anywhere get started the right way. You can use by itself to walk yourself through creating full time income in less than 6 months, often faster.
2. Cleaning Up Beginner Bootcamp. An intense 6 week program designed to get the beginner up and running their own business properly.
3. Cleaning Up Advanced Bootcamp. An intense 6 week program designed to get someone already successfully cleaning professionally to the hiring stage and into growth mode for the long-haul.

Both bootcamps provide weekly step-by-step guides and instructions to precisely implement the foundation necessary for your success. Bi-weekly calls with Cindy are also helpful in answering specific situational questions. A closed Facebook group for others in the bootcamp will further provides even more answers to common questions.

Learning from each other's successes and milestones is essential in a good program.

## ABOUT CINDY

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Cindy grew up in the Midwest (Ohio, Missouri, Illinois) and eventually settled in Cincinnati, Ohio when she attained her undergraduate degree in cello performance from the nationally ranked and internationally renowned University of Cincinnati College-Conservatory of Music (CCM), a preeminent institution for the performing and media arts.

She married, returned to graduate school for a Masters in Business Administration, and eventually had 2 beautiful daughters.

Today Cindy's life is full with relationships, rich with laughter and she enjoys spending the most time with her mentoring clients in the Cleaning Up program.



# 6-WEEK PLAN

The following is an outline of what you'll accomplish in this very intensive 6-week training course. You will be paired up with an appropriate partner student towards the latter half.

1

**WEEK 1: LICENSES, REGISTRATIONS, LIABILITY INSURANCE, SALES TAX**

This first week of bootcamp will be all about getting set up correctly from a business standpoint within your state and county. Together we will:

1. Research all business filing requirements
2. Submit all applications necessary to do business in your state
3. Create a clear tracking systems to stay on top of renewals.

3

**WEEK 3: CREATE WRITTEN CLEANING MANUAL & GET ONLINE REVIEWS**

The third week is all about actually cleaning and expanding your online presence through reviews:

1. Work out all the details of having thoroughly detailed instructions on how to properly clean homes.
2. Go about getting experience with 5-10 clients and 15-20 online reviews up as quickly as possible, further kicking your business into high gear.

5

**WEEK 5: FULLY IMPLEMENT ACCOUNTING SYSTEMS AND REPORTING PROCEDURES**

The fifth week is where the nitty gritty details of your business gets properly documented so it can grow:

1. Learn about the four major ways businesses track data.
2. Implement systems and procedures for keeping data up to date on a weekly basis, making bills and finances streamlined.

2

**WEEK 2: CREATE A WEBSITE & BUSINESS SOCIAL MEDIA PRESENCE.**

The second week of bootcamp is all about creating and learning to maintain your online presence. This is important even if you want to stay solo and never grow to have employees. We will:

1. Pick name (if different than your personal name) and color scheme for your online presence
2. Create a full 4-5 page website that is professional and draws clients to hiring you
3. Create matching social media accounts for the business so you reach across boundaries to meet more new clients.

4

**WEEK 4: PRICING YOUR SERVICES AND PROVIDING ESTIMATES**

The fourth week is all about learning how to properly price your cleanings and how to do a walk-through estimate with a new client:

1. Refine your own timings and hone your skills to be consistent.
2. Create a walk-through form to properly do an estimate on any home in any condition.
3. Learn how to set client expectations correctly so that you are set up for success from the beginning of your relationship.

6

**WEEK 6: MARKETING, SCHEDULING, AND HANDLING CLIENTS IN ALL PHASES**

This last week we review how to keep a sane schedule, do further marketing to grow your business, and handle clients:

1. Discuss further marketing activities to get you clients on a consistent basis.
2. Implement a scheduling system.
3. Implement a payment system that is scalable in case you grow to need employees in the future.
4. Outline how to determine if it's time to hire or decide to stay a solo enterprise, weighing pros and cons of each.

# SCHEDULE

In order to make the bootcamp work, maximum of 6 clients at a time are working each bootcamp. This ensures proper attention and instruction is given to every participant.

DESCRIPTION	TIMELINE
<b>WEEK 1:</b> <ul style="list-style-type: none"> <li>- All course materials are emailed. Print out Week 1.</li> <li>- Two 1-on-1 phone calls scheduled (Monday/Thursday or Tuesday/Friday)</li> <li>- Homework and journaling assignments made</li> </ul>	DATE
<b>WEEK 2:</b> <ul style="list-style-type: none"> <li>- Print out Week 2 materials.</li> <li>- Two 1-on-1 phone calls scheduled (Monday/Thursday or Tuesday/Friday)</li> <li>- Homework and journaling assignments made</li> </ul>	DATE
<b>WEEK 3:</b> <ul style="list-style-type: none"> <li>- Print out Week 3 materials.</li> <li>- Two 1-on-1 phone calls scheduled (Monday/Thursday or Tuesday/Friday)</li> <li>- Homework and journaling assignments made</li> </ul>	DATE
<b>WEEK 4:</b> <ul style="list-style-type: none"> <li>- Print out Week 4 materials.</li> <li>- Two 1-on-2 phone calls scheduled (Monday/Thursday or Tuesday/Friday)</li> <li>- Homework and journaling assignments made</li> </ul>	DATE
<b>WEEK 5:</b> <ul style="list-style-type: none"> <li>- Print out Week 5 materials.</li> <li>- Two 1-on-1 phone calls scheduled (Monday/Thursday or Tuesday/Friday)</li> <li>- Homework and journaling assignments made</li> </ul>	DATE
<b>WEEK 6:</b> <ul style="list-style-type: none"> <li>- Print out Week 6 materials.</li> <li>- Two 1-on-2 phone calls scheduled (Monday/Thursday or Tuesday/Friday)</li> <li>- Homework and journaling assignments made</li> </ul>	DATE

# BOOTCAMP DETAILS

The overall cost for the Cleaning Up Beginner Bootcamp program is well under what similar programs cost, but offers twice as much one-on-one mentoring time and personalized program details.

## DETAILS

6 Weekly written step-by-step instructional action plan

2 Weekly 1-hour calls (Monday & Thursday, or Tuesday & Friday)

Daily follow-up emails and support

Daily support in Facebook closed group

PAYMENT METHOD	AMOUNT	DUE BY
Paid in full by Check	\$2,000	Before 1st day
Financed through *PayPal Credit	\$2,000	Before 1st day
Charged on Credit Card over 6 months	\$2,000	\$333.33 per month

## MAILING ADDRESS

Checks can be mailed to:

Cleaning Up  
6568 Glenway Ave  
Cincinnati, OH 45211

## \*PAYPAL CREDIT

PayPal Credit makes it easy to afford larger ticket items. Minimum payments required, see their website for program details.

## CREDIT CARD

Your credit card is charged each month on the same day for \$333.33 for 6 months. You will receive an emailed receipt from our credit card processor.

# PROJECT AGREEMENT

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Name: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Phone Number: \_\_\_\_\_

Proposal Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

## AGREEMENT DETAILS

The nature of any intensive program requires all parties to take their responsibilities seriously. Lucinda Wolford and her staff work very hard to make the 6 week bootcamp experience as filling and complete in the time-frame as possible, and need participants to set aside personal distractions to focus fully on the program.

All conference calls will last no more than 60 minutes in length and need to start and end on time to accomodate other clients. During the second half of the bootcamp the twice weekly calls will be conference calls with yourself, Cindy, and a second business owner in a similar market as yours so that you can have a partner to work with as you face similar issues. Assignments and homework to be done in between also need to be kept up on as getting behind will quickly escalate and snowball.

Because of the proprietary nature of this program, there are no refunds given because nothing can be returned. However, Cindy agrees to work closely with each bootcamp participant to ensure their success.

I agree to the following payment method for the 6-week Beginner Bootcamp Program:

- Pay in full by check (\$2,000)
- Financed through PayPal Credit (Amount financed \$2,000)
- \$333.33 charged on my credit card for 6 months (Total of payments \$2,000)

## PROJECT ACCEPTANCE

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 Client Signature

Sign Date

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 Provider Signature

Sign Date



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