



The Four Essential Pillars Every Cleaning Industry Coaching Program Teaches

There are lots of different ways to run your cleaning business, and as many answers to the age old question, "What do I need to do to start my own cleaning business?"

And there are probably a dozen different cleaning business "programs" out there all with their own proprietary systems and processes, costing between \$3,000 and \$9,000.

I'm going to let you in on a little industry secret: all of them boil down to four things, four what I call pillars. These four pillars are deceptively simple. They are simple and straightforward, yet clearly not easy to implement or else everyone would have already and there would be no need for courses or programs, right?!

Let's look at the four pillars that all programs can be watered down to:

1. **LEGITIMACY.** All successful cleaning businesses (whether solo cleaner or a company with 50 employees) are legitimate businesses. Clients can't be too careful anymore with whom they let into their homes. Being a legitimate business helps open doors especially when you're brand spanking new! This means registering your business with your state, having license if your state/county/city requires it, having a bank account in the business name so people can write a check to the business, having liability insurance. This is the minimum required to be a legitimate business.
2. **TRUST.** Unless it's a personal friend or neighbor that already knows and trusts you, clients find it hard to just give someone trust - they'd prefer it if we *earned* their trust. But how do you do that? One of the best ways is by already having some online reviews of your work. These further back your position as a legitimate, trustworthy person who can be trusted to clean in their home.
3. **QUALITY.** Being able to provide a thorough, high-quality cleaning is essential to being a good house cleaner. This is pretty obvious. Having a written method of how you will approach and clean each room in every home will help you keep the clients you've worked hard to get.
4. **CONSISTENCY.** This final pillar will differentiate you from other new cleaners who are surprisingly inconsistent. Having those written cleaning methods and using them every time, with each cleaning appointment will both help clients know what to expect, and also help you to get faster and more efficient at your job, and less likely to miss or forget a task in a home.



Course Promise

In this course, you will go from feeling overwhelmed and unsure of how to start a cleaning business, to having an easy-to-implement framework of detailed steps that will transform you into a confident cleaning business owner with stable income that you can control.