

**PART 1**

**How to set up  
and run your own  
cleaning business**

**THE CLEANING BUSINESS  
SURVIVAL  
GUIDE**

*Part of the*

**GO!**  
*Series*

# The Cleaning Business Survival Guide

## Part 1

2nd edition

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Cover and layout by: Rafael Cobos

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# Introduction

**W**e call this the cleaning business survival guide in the hope that you will take the contents to heart before you start your cleaning business. Starting a cleaning business may look easy but it isn't. It takes thought and consideration to absolutely get it right. There are so many cowboys around who give the cleaning industry a bad name yet there are a huge range of skills needed and people who don't bother to learn them or think they don't need to know anything – each one supports the bad reputation the industry already has.

The aim of Futureclean Assured Systems is to get people to run businesses or work in the cleaning industry as properly trained experts – note carefully the word “experts”. As many people say “anyone can clean” but as we say “no, they can't and the results will always speak for themselves” So really what we are trying to do is to get people as expert cleaners so that customers know that what they want – expert cleaning – is what they will get. To that end, we offer a whole series of manuals for the cleaning business and its cleaners so that using these, written entirely and uniquely for the cleaning industry, you can know exactly what to do. This makes it all much clearer and can solve all problems you may have on difficult cleans or even with difficult customers. So lets go!

## **Read this first**

Many people want their own business and out of them all, a large quantity of them decide that they want a cleaning business. It just seems so easy doesn't it!

Do you really want a cleaning business – or is it just a dream?

1. You perhaps know of someone who has their own cleaning business and who boast that they are making a lot of money. Right, so they are and you think you can do the same. Well are they going to help you start up? In competition with them? We don't think so! So no help there then.

2. You think that since you've cleaned your house for years and years, that it can't be difficult to do it for someone else. Just you try it and see the harsh reality of that at around the time you find your first customer or two
3. You are stuck for a business idea and you think that cleaning is easy and cheap to get into, that you'll be able to do the nice cosy office – work thingy while others do the work? Er – wait and see what happens when things go wrong, which they do generally within the first few months of taking on your first cleaners (only part time from the job centre)

### **Now read on...**

Lets start with some more hard facts just to put you off:

Do you really want to know how many new cleaning businesses fail? OK, even if you didn't want to know, here's the answer – well over 95% in the first year, after that well over another 95% in the following years. Goodness! failure is almost written into the idea of a cleaning business.

### **And...**

You very quickly realise that:

- It can be tiring, demanding, dirty, boring work
- The work demands a level of expertise that you will not have (we guarantee this!) Any professional cleaning work is not remotely the same as cleaning your own house and most people, including cleaning staff, do not have these skills.
- You have to be nice to a lot of people you may not want to be nice to
- Cash flow will be difficult, especially in the first year or so, and banks may not want to know about loans, etc (see above for failure rates. They also know about these!)
- Contracts are difficult to get unless you know how to get them (once you do you will have more than you know what to do with)
- Your friends will look down their noses at you!

**Let us look at the above points in detail.**

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**1. Tiring, demanding, dirty, boring work**

Yes it is: very tiring if you have to work through the night. Very tiring if you have more work than you can handle. Contracts are hard work and hard won and have to be attended to like a small baby. Sometimes the work is boring, sometimes its quite educational. Since you are cleaning dirt off a surface – yes, you will get dirty. However it's all bearable.

**2. The work demands a level of expertise that you will not have**

It surprises many people when you tell them just how much knowledge you have to have when cleaning. Everybody can clean can't they! Well no, they can't! You will find from the very first contract that you too don't know anything about the work either. You will find that many of the experts in the industry don't know either. Don't worry – we'll get you there!

**3. You have to be nice to a lot of people you may not want to be nice to**

Otherwise, known as your customers (and/or their customers. All part of customer relations as well as employee relations) There are ways round this. See further on.

**4. Cash flow will be difficult**

It's always going to be the case regardless of which business you run. You get used to it. Saving your money helps and keeping it in the business is essential but life is always hard at the beginning. You need multiple streams of income if at all possible before you start up, or at least enough to see you through the first six months after you have stocked up the business. If you go down the franchising route, then you will never have enough money. If you don't like the idea of going without expensive holidays and clothes, etc. and you can't hack the idea of being responsible for your own welfare and being, then possibly you need to reconsider the idea of your own business. Its no great loss. Not everyone can handle freedom so consider your next job (just- over- broke) and don't you worry about the ins- and outs of your own business.

**5. Contracts are difficult to get unless you know how to get them**

What do you expect as a complete beginner? See later on exactly why no marketing course will teach you how to market a cleaning business and on the right way of going about things so you will be the only game in town.

**6. Your friends will look down their noses at you!**

Well of course they will. Right up to the point when you show them your take home pay, or contract value.

*Isn't it exciting! Boring dirty difficult work, extreme difficulties, disliked and disliking people?*



On the other hand...Is it still your dream?

The ones which survive do very nicely indeed and more than match work rates for most jobs including graduate jobs. In fact they comfortably exceed it. You also get:

- Independence
- Freedom
- Immense job satisfaction

So what's the problem with that? Have we convinced you yet that your own business is not such a bad idea?

It will be your own business if you still want to go ahead with the idea. The following chapters will get you up and running if you take the effort to study them. They are based on solid practical experience of starting up and running a profitable cleaning business using just two people, and getting through up to 100,000sq.ft per week. Very profitable it was too. Not much boredom either.

Just think, it could be you and you could do even better than that. Probably you will. We did exactly what we wanted to do and exactly what contracts we wanted. We worked at times we wanted and took time out when we wanted. You could do the same. Or you could turn it into a multi – million pound business of your very own.

*Let us turn to the first area: that of actually setting up your business*

**PART 2**

**The Three Pillars  
that WILL ensure  
your success**

# **THE CLEANING BUSINESS SURVIVAL GUIDE**

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**GO!**  
*Series*

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## Part 2

2nd edition

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# Introduction

**W**ell, you've got your business going and you've got some contracts under your belt but things aren't quite what you expect. Guess what? They never are. This follow-on from Part One is not really about personal improvement, or about re-engineering the business or even getting over being depressed about the lack of growth or doing what the professionals say you should be doing, it's about all the little things which when added up, either make or break your business.

There are many of these. However there are only three things (the Three Pillars) you need to look at to change your business into that streamlined money-making outfit you've always wanted. They either cost very little or cost nothing at all to put into place but can get you a "first-choice" reputation second to none, if you follow them through. If you haven't yet started your business then implementing the processes as you grow means that some of the potential disasters that you may meet will not happen.

## **How to use this manual**

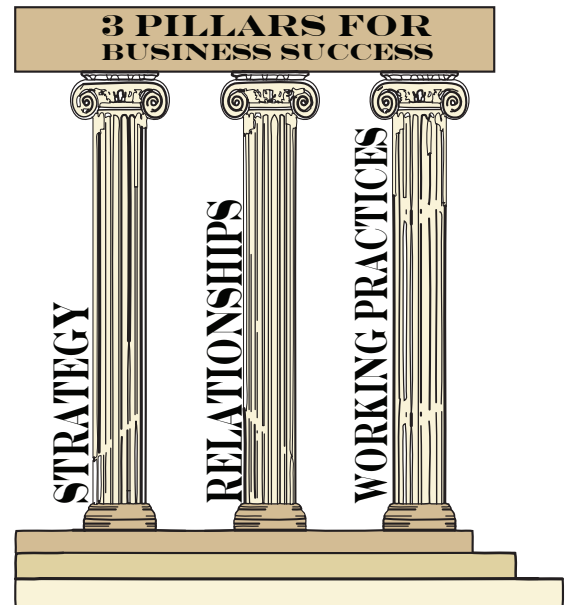
There is a lot of information in this manual and it isn't readily understood, or at least in 5 minutes. Some of it you can put in practice straight away, some needs time and some will be on-going over the weeks or months even. So take your time. Read and study in short bursts. Go away and do something else then come back to it and so on. What you are after is the perfect working system, one which suits you. We only give you the ideas and the ways. You have to put it into practice



## The Three Pillars

The three things that will ensure your success are:

- **Good overall strategy** for your business – knowing what you want and where you are going
- **Good relationships** – knowing how to handle the ones which make or break your business
- **Good working practices** – knowing how you control the work and the workers who can also make or break your business



Nothing else. Luck doesn't feature here; neither does wads and wads of cash to cover all angles (although it helps). The very core of your business depends on just these three things and they are simple to do. You just need to know how to do them.

Here we give you the basics of the system to put them in place. If you have taken the good cleaning practice course or any of the other courses you'll recognise one or other of these ideas appearing all the time. That's because we ourselves have always used them, and, in an industry which needs serious improvement in its practices and outlook, they will soon gain you respect (and plenty of work):

- We'll look at strategy first – what it is and how to implement a good strategy overall
- Then we'll look at the two things you need for good working practices
- Finally we'll consider what's best in customer relations. After that it's up to you.

**By the way...**

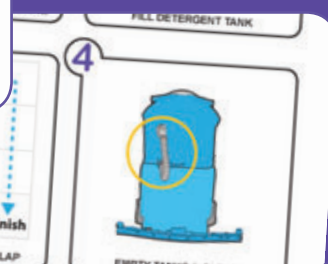
All the way through the manual we mention Genghis Khan and occasionally Sun Tzu in one or more categories. Don't give up on us here. Genghis Khan was reckoned to be the greatest leader the world has known (but not his relatives) and his story neatly encapsulates the qualities you need. This is not to say you jump on a pony and take over the world but he went ahead and did what he wanted having not considered opposition or problems.



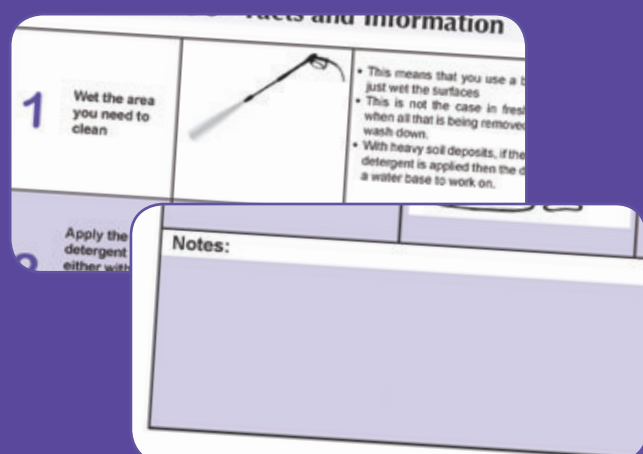
He just went and did it. It was a tremendous feat but it also demonstrated the power of the man, his charisma and his ability to weld all the little warring tribes into one great horde Here's to Genghis! And to Sun Tzu the strategy master, studied by business leaders all over Japan and China. Why go to war when you can win by peaceful means?

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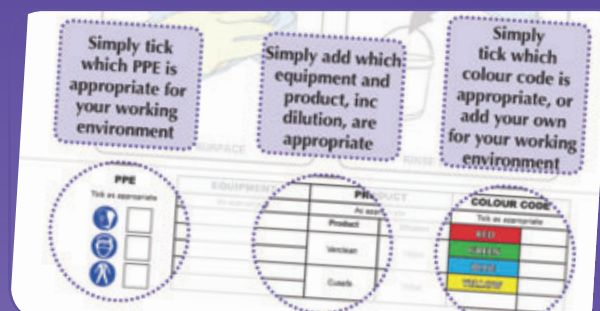
*Graphic Based*



*Integrated Instructions*



*Fully Customisable*



# Cleaning Masterclass

## Cleaning Information Cards