



Get Legit



Get  
Equipped



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# Solo Cleaning Quickstart Guide



## Get Legit

- ✓ Register your sole proprietorship with your local county or state agency as a DBA “*Doing Business As*”. This costs between \$20 - \$50.
- ✓ [Register](#) your DBA for a Federal EIN. This is free. Some may choose to set up an S-Corp or LLC for tax and liability protection (which is recommended for new companies desiring to grow with employees verses solo).
- ✓ Register your DBA at your state sales tax (free) and business licensing (\$30 - \$60) offices (if your state requires these state compliances).
- ✓ Purchase General Liability (GL) insurance for \$2 million per year aggregate from a reputable local broker. Your annual policy should cost under \$1,000 per year.
- ✓ Open a business account at your bank or credit union with your DBA. Operate 100% of your business revenues & expenses through this account!



## Get Equipped

- ✓ Get your basic supplies together. You can either bootstrap with the cleaners and vacuum you already have or purchase a cleaning system between \$500 - \$1,000 (remember that these expenses are a tax write-off).
- ✓ These basic supplies include a vacuum cleaner & attachments, microfiber cloths for cleaning & dusting, tote bin, spray bottles, sponges and/or cleaning brushes & scouring pads, toilet brush, the basic cleaning supplies (all-purpose cleaner, glass cleaner, kitchen or degreaser, and disinfectant), and your PPE (mask, nitrile or latex gloves, and indoor shoes or booties)
- ✓ Get your COVID protocol in place and understand how to avoid the “[9 Mistakes in Disinfecting](#)”. Companies that would like to rise to the top and excel in a post-COVID world must be knowledgeable and implement a successful safety protocol. Visit my [company website](#) to view an example.



## Get Pricing

- ✓ Do NOT charge by the hour! That is the most critical first decision. You need to choose a starting rate for houses (or offices) at a price reasonable to your experience.
- ✓ As an example, charge \$100 - \$125 per visit for a house on a recurring biweekly schedule. Track your time to calculate your hourly rates. Strive to earn at least \$30/hour to start. If you are not at \$30/hour, it means you are undercharging or taking too long.
- ✓ Increase your per visit prices over time to achieve the \$40 - \$50/hour range. If you study the Solo Cleaning School ISO Model, you can potentially optimize to the \$80 - \$120/hour range.



# Get Cleaning

- ✓ Offer your cleaning service to those you already know. You can clean these initial clients for deep discounts as your initial goals are experience and testimonials. Strive for cleaning excellence and to impress every client!
- ✓ Start to identify what cleaning you like and don't like. Also identify the type of client you like to work for and the ones you don't like to work for. This process is called finding your niche.
- ✓ Adding clients:
  - ✓ Figure out where your ideal client (niche) hangs out (publicly & virtually).
  - ✓ Join the community or group and serve there. Help with anything you can help with including cleaning related education. You will develop trust in the group, add clients, and create word of mouth.
  - ✓ Add more channels including a FREE Facebook business page, Google My Business profile, and a paid website with SEO for lead generation.



## Get Educated

### ✓ Free Resources:

- ✓ [Solo Cleaning School Podcast](#) – Listen & learn while you clean.
- ✓ [SCS Recommended Reading List](#) – Read or listen to grow your skill in business and with people.
- ✓ Watch the “[How to Earn \\$100 Per Hour Cleaning Houses Masterclass](#)”
- ✓ Get the [Solo Cleaning School Newsletter](#) for tips & strategies.

### ✓ Paid Resources:

- ✓ [Solo Cleaning School Premium Membership](#) – Get access to the ISO Model Course, live Q&A’s, and a private community to help you along your journey.
- ✓ [SMART Cleaning Tribe Membership](#) – Lock arms with other cleaning company owners growing with employees with goals & accountability.
- ✓ SCS Products – These lower priced tools are available on the [resources](#) page.