

Profiting From A House Cleaning Business

You will be surprised to learn how easy it is to make money from your very own house cleaning business. Not sure where to start? Let me show you how to set up and profit from a home-based house cleaning business.

Home cleaning is becoming an exceptionally popular service today. Why? Because more and more people's lifestyles have changed. In general people are much busier than what they were a few years ago and people are seeking help from services to help them out with house-hold chores.

Why not get in on the act now, take advantage of this demand, and start profiting from your own home-based house cleaning business!

Below are the main points you need to know to start-up as an Independent Cleaner.

Your Business Name:

For advertising purposes you really should give your cleaning service a name. It could just be your own name, i.e. 'Joan Walter's House Cleaning' or you could give it a more generic name i.e. 'Your Sparkly House'. Well, you get the idea anyway!

No matter how small your business is, even sole-traders, you should take your business serious from the beginning. By giving your business a good name is a great start by giving you your identity within the industry.

Identifying Your Customers and Territory:

Understanding who you want as your customers and where they live is important. If you do not have your own vehicle, then please take this into consideration for travelling times between clients. However, if you do own your own vehicle, then you will be able to squeeze more cleans in per day.

If you don't have your own transport, then you should try and target people near where you live. But you will also need to identify if the people in your area have the money to pay for a cleaner.

So basically you need to know who can afford to pay for a cleaner. You also need to know if there are enough of these premium customers within a certain proximity of each other? Ideally you would want as many customers as close to each other as possible. This way you can do more cleans per day and not lose too much time travelling from one customer to another.

Costs for Set-Up:

Being a sole-trader within your own small business will require very little overheads and start-up costs. For example, most independent cleaners will usually use the clients' cleaning equipment and products. So in effect, you should not really need to buy any at all. For this reason, this is how you can make a great profit from the beginning!

Let's take a look at what you can spend a few dollars on to set-up shop:

o An apron and tabard

o Advertising

o Travelling costs

Setting The Price:

You need to set yourself a price structure. The best way to do this is to ring around the local cleaners in your Yellow Pages and find out what they are charging. Get into 'acting mode' and pretend that you are finding out rates for yourself.

Since you have completed your price research you can decide if you want to set your rates lower, higher or in-line with your competitors. Tip: don't charge too low, cheap sometimes reflects shoddy work!

Marketing:

Let everyone know about your new service. Target your target customer and put flyers through their mailbox. This is by far the quickest and cheapest method of advertising. You want to put hundreds of these flyers out.

Produce your flyer by typing it up in a word file. If you can't do this then find somebody who can. Ideally you will want two flyers on a page. Go to your local printers or library and have them copied as many times as you can handle or can afford (hopefully a few hundred copies).

Get your flyers distributed by the bucket-load. This doesn't take as long as you think. You never know, when you return home you might have a message on your answer machine!

If your budget allows, it is worth putting an ad in your local Yellow Pages. If not next year will do.

Expansion:

Seriously think about hiring cleaners when your diary gets too full. You can start to make double, triple, then quadruple the money. It's worth thinking about for the future.

To hire a cleaner, simply place an ad in your local paper. The successful candidate will then go with you for a few weeks on your cleaning routine. They will soon learn to work to your standards using your techniques.

Once you are happy and confident that he/she can go and clean on their own, you can then either have some free time to yourself or double your customer base.

Who says to stop at one cleaner, once you are in control, take on more cleaners.

About the Author

Author Toni Chainbridge can show you how to set up and successfully manage your own [house cleaning business](#). Also, why not visit Toni's site to find out some of the top [house cleaning tips](#). Grab a totally unique version of this article from the Uber [Article Directory](#)

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