

13 STEPS TO STARTING YOUR OWN CLEANING BUSINESS

WWW.JAMESHOMESERVICES.COM.AU





CONTENTS

Making the Decision to Start your own cleaning business

05

Why start a cleaning business?

07

Deciding on your business structure

09

Choosing a name for your business

11



Register for an ABN

12

Registering your business name

13

Researching your Market

14

Establishing your online presence

16

Website

18

Social Media

19

Google Business Profile

21



Manage your risk

22

Insure your business

24

Workplace Health & Safety

25

Take care of yourself, and your mental health

27

Designing your brand

30

Example of the importance of branding

32

Marketing your business

33



Setting up your Equipment

34

Set up your business bank accounts

37

Implement Technology

38

Collecting Payment

40

Secure repeat work

41



MAKING THE DECISION TO START YOUR OWN CLEANING BUSINESS



The first step is the hardest... deciding to take the plunge into business ownership and start your own business.

Clearly, you're thinking about it,

There are many factors that can contribute to someone wanting to start their own business. Here are a few common reasons why people decide to become entrepreneurs:



Freedom and flexibility: Many people are drawn to the idea of running their own business because it gives them the freedom and flexibility to work on their own terms. They can set their own hours, choose their own projects, and work from anywhere.

Pursuing a passion: Starting a business can be a way to pursue a passion and turn it into a career. Whether it's starting a bakery, a tech start-up, or a cleaning business, entrepreneurship allows people to turn their hobbies or interests into a viable business.

Financial independence: For some, starting a business is a way to achieve financial independence and build wealth. By running their own business, they can control their earning potential and build equity in their company.

Making a difference: Many entrepreneurs start businesses with the goal of making a difference in the world. Whether it's by creating a product that solves a problem or by building a socially responsible business, entrepreneurship can be a way to create positive change.



WHY START A CLEANING BUSINESS?

There are several reasons why someone might choose to start a cleaning business. Here are a few:

Low start-up costs

Starting a cleaning business requires relatively low start-up costs compared to other businesses. This makes it an attractive option for entrepreneurs who want to start a business without a lot of capital.

Flexibility

Cleaning businesses can offer a lot of flexibility in terms of scheduling and work arrangements. For example, you could choose to work during the day or at night, and you could work alone or with a team.

High demand

Cleaning services are always in high demand, as people and businesses need clean spaces to live and work in. This means that there is a steady stream of potential customers for a cleaning business.

Scalability

A cleaning business can be easily scaled up or down depending on the size of the market and the amount of demand.



In terms of opportunities in the cleaning industry in Australia, there are several factors driving growth in the sector. The COVID-19 pandemic has increased demand for cleaning services, particularly in the healthcare and hospitality industries.

Additionally, there is a growing trend towards outsourcing cleaning services among businesses, as it allows them to focus on their core activities.

The rise of short-term rentals and the sharing economy has also created opportunities for cleaning businesses that specialise in cleaning and maintaining these types of properties.

Finally, there is an increasing awareness of the importance of sustainability and eco-friendliness in cleaning, which has created opportunities for businesses that specialise in green cleaning.

The cleaning industry in Australia is an exciting sector for entrepreneurs looking to start a business.





DECIDING ON YOUR BUSINESS STRUCTURE

Choosing a business structure is super important.

The business structure you choose for your cleaning business can have various impacts on different aspects of your operations. One significant area is taxes. Depending on whether you operate as a sole proprietorship, partnership, or a corporation, your tax obligations and potential deductions may differ. It's crucial to consult with an accountant or tax professional to understand the specific tax implications of each business structure.

Another consideration is spousal relationships. If you're running your cleaning business with your spouse, the chosen business structure can determine how you both are legally involved, share profits, and assume liabilities. This can have implications for personal finances and joint assets.

Therefore, choosing a business structure that works for you, is critical.

- 

A sole proprietorship is the most common business structure, where an individual owns and operates the business on their own. The owner is personally liable for all debts and obligations of the business.

SOLE PROPRIETORSHIP
- 

A partnership is a business structure where two or more individuals share ownership of the business. Each partner is personally liable for the debts and obligations of the business.

PARTNERSHIP



3 An LLC is a business structure that combines the benefits of a partnership and a corporation. It provides personal liability protection for its owners, known as members, while allowing them to retain control over the business's management.

LIMITED LIABILITY COMPANY (LLC)

4 A corporation is a separate legal entity from its owners, known as shareholders. It provides personal liability protection for its shareholders and allows them to raise capital by selling shares.

CORPORATION

5 A cooperative is a business structure owned and operated by its members, who share the profits and benefits of the business equally.

COOPERATIVE

Business Structures	Pros	Cons
Sole Proprietorship	The pros of this structure include that it's easy to set up, requires less paperwork, and provides complete control over the business.	The cons of this structure include the owner's personal liability and the difficulty of raising capital.
Partnership	The pros of this structure include that it's easy to set up and requires less paperwork than a corporation. It also allows partners to share the risks and rewards of the business.	The cons of this structure include the potential for conflicts between partners and personal liability for the business's debts.
Limited Liability Company (LLC)	The pros of this structure include that it provides personal liability protection, allows for flexible management, and requires less paperwork than a corporation.	The cons of this structure include the potential for conflicts between members and the requirement to pay self-employment taxes.
Corporation	The pros of this structure include personal liability protection, the ability to raise capital through the sale of shares, and the ability to exist indefinitely.	The cons of this structure include the requirement for extensive paperwork and formalities, double taxation, and the loss of control over the business.
Cooperative	The pros of this structure include that it provides personal liability protection, allows for shared ownership and control, and provides members with a democratic say in the business's operations.	The cons of this structure include the potential for conflicts between members and the requirement for extensive paperwork and formalities.



CHOOSING A NAME FOR YOUR BUSINESS

When choosing a name for your cleaning business, it's important to consider a few key factors.

1

Choose a name that is easy to remember and easy to pronounce. This will make it easier for potential customers to find you and recommend your services to others.

2

You should choose a name that is related to cleaning or the services you offer, as this will help potential customers understand what your business does. This is also really important to ensuring your customers can find your business, when they are searching for your services online. We'll talk more about this later!

3

You'll also want to ensure the name isn't already taken or trademarked, as you don't want to run into legal issues down the line.

4

Finally, it's a good idea to choose a name that is unique and stands out from competitors in the market.

By considering these factors, you can choose a name that is both memorable and effective for your cleaning business.





REGISTER FOR AN ABN

(AUSTRALIAN BUSINESS NUMBER)

An Australian Business Number (ABN) is a unique 11-digit identifier issued by the Australian government to businesses operating in Australia.

Obtaining an ABN is essential for anyone running a business, including cleaning businesses.

It provides a way to identify and interact with your business when dealing with other businesses, government agencies, and customers. Having an ABN allows you to claim Goods and Services Tax (GST) credits, register a business name and an Australian domain name, and access certain government services and benefits.

It also adds credibility to your business and demonstrates that you are a legitimate and registered entity.

Obtaining an ABN is a straightforward process which can be completed online in minutes here:

<https://www.abr.gov.au/business-super-funds-charities/applying-abn>





REGISTERING YOUR BUSINESS NAME

Registering a business name in Australia is a crucial step in starting a business. Here's a brief guide on how to do it:

1. Check if the name is available: Before registering a business name, you must ensure that the name is not already registered by another business. You can check the availability of your proposed business name through the Australian Securities & Investments Commission (ASIC) website; <https://asic.gov.au/for-business/registering-a-business-name/before-you-register-a-business-name/business-name-availability/>
2. Choose a name structure: When registering a business name, you can choose to register it as an individual or as a partnership. You can also choose to register it as a company if you plan to incorporate your business.
3. Register the name: Once you have confirmed the availability of the name and chosen a name structure, you can register your business name with ASIC. You can do this online through the ASIC Connect website or by mail.
4. Pay the fee: You will need to pay a registration fee when registering your business name. The fee varies depending on the length of registration and the registration period.
5. Renew your registration: Business names in Australia must be renewed every one or three years, depending on the registration period you choose. You will receive a renewal notice from ASIC when it's time to renew your registration.

It's important to note that registering a business name is not the same as registering a company. If you plan to run your business as a company, you will need to register your company with ASIC separately.



RESEARCHING YOUR MARKET



Researching your target market is crucial when starting a business. It allows you to understand your customers' needs and preferences, as well as the competitive landscape in your industry. This information is essential for developing a successful business strategy and creating products or services that will resonate with your target audience.

Here are some practical ways you can undertake market research at a low cost:



Online surveys: Conducting online surveys is a cost-effective way to gather data from your target market. There are many free and low-cost survey tools available, such as Google Forms and SurveyMonkey.

Friends and family: Ask your friends and family for their ideas, thoughts, what they would want from a cleaner, their appetite to pay etc. Be careful, as often your friends and family will support you whatever you do, so sometimes their feedback can be 'too kind'; so ask them to be honest and realistic and answer your questions not as a friend or family member, but as if you were a stranger to them.

Social media: Social media platforms can be a valuable source of information about your target market. You can use social media to gather feedback from your followers, monitor industry trends, and analyse competitor activity.

Focus groups: Focus groups allow you to gather feedback from a small group of people in a structured setting. You can conduct focus groups in-person or online, and they can provide valuable insights into your customers' opinions and preferences.

Customer feedback: Listening to customer feedback is one of the most important ways to understand your target market. Encourage customers to provide feedback through surveys, reviews, and social media interactions. Analyse this feedback to identify trends and areas for improvement.

Industry reports: Industry reports can provide valuable insights into your target market, including market size, trends, and competitive analysis. Many industry reports are available online for free or at a low cost.



Researching your target market is critical when starting a business. By understanding your customers' needs and preferences, you can create products and services that meet their expectations and differentiate your business from the competition. There are many practical ways to undertake market research at a low cost, and the intelligence you gain will help you make savvy business decisions.

05

ESTABLISHING YOUR ONLINE PRESENCE



1

Establishing an online presence allows your cleaning business to be visible to a wider audience. Through search engines (Google!), social media platforms, and online directories, potential customers can easily find and learn about your services, increasing your reach beyond traditional local marketing methods.

INCREASED VISIBILITY**2**

Having a strong online presence helps in building brand awareness for your cleaning business. Consistent branding across your website, social media profiles, and online listings helps people recognise and remember your business. By showcasing your unique selling points, values, and testimonials, you can differentiate yourself from competitors and build a recognisable brand.

BRAND AWARENESS**3**

Online platforms provide an avenue for direct interaction with your customers. Through social media, email marketing, and website features like chatbots or contact forms, you can engage with customers, answer their inquiries, and provide personalised support. Building a strong rapport with customers fosters loyalty and positive word-of-mouth recommendations.

CUSTOMER ENGAGEMENT**4**

An online presence enables customers to leave reviews and feedback about your cleaning services. Positive reviews can significantly impact your reputation and attract new customers, while negative reviews provide an opportunity for you to address issues and showcase your commitment to customer satisfaction. Actively managing and responding to online reviews helps build trust and credibility.

ONLINE REVIEWS AND REPUTATION MANAGEMENT**5**

Online platforms offer various tools to target specific audiences. Through social media advertising, search engine optimisation, and targeted content marketing, you can reach your ideal customers based on demographics, interests, and location. This targeted approach ensures that your marketing efforts are focused and yield better results.

TARGETED MARKETING**6**

Compared to traditional advertising methods, developing an online presence can be more cost-effective. Setting up a website, creating social media profiles, and utilising online marketing strategies often requires lower investments than traditional print or broadcast advertising. Additionally, online platforms offer analytics and insights that allow you to track the performance of your campaigns and make data-driven decisions.

COST-EFFECTIVENESS

By developing a strong online presence, your cleaning business can benefit from increased visibility, enhanced brand awareness, improved customer engagement, effective marketing strategies, and cost savings. It is a powerful tool that can propel your business forward in the digital age.

So, now you know just how important it is... here's three areas to focus on, to get you started!





Claiming your website domain and choosing a hosting service are essential steps in establishing an online presence for your business.

Here's a brief guide on how to do it:

Choose a domain name: A domain name is the address of your website, such as www.yourbusinessname.com. You should choose a domain name that is relevant to your business and easy to remember. Your domain name would ideally be your business name, and would include the service you offer; for example, you might choose a business name 'We Clean Melbourne'; ideally, your domain name should be 'www.wecleanmelbourne.com.au' You can register your domain name through a domain registrar, such as GoDaddy or Crazy Domains.

Choose a hosting service: A web hosting service allows you to store your website files on a server and make your website accessible on the internet. There are many hosting services available, ranging from shared hosting to dedicated hosting. You should choose a hosting service that is reliable, offers good customer support, and fits within your budget. The hosting service you choose will also play a significant part in your site's performance. For example, a site with large volumes of traffic will require a more sophisticated hosting platform than a small-scale local business.

Connect your domain and hosting: Once you have registered your domain and chosen a hosting service, you will need to connect them. You can do this by updating your domain's DNS (Domain Name System) settings to point to your hosting provider's servers. Your hosting provider should provide you with instructions on how to do this.

Design your website: With your domain and hosting set up, you can now start designing your website. You can either design your website yourself using a website builder or hire a web designer to do it for you.

Launch your website: Once you have designed your website, you can publish it online by uploading your website files to your hosting server. Your hosting provider should provide you with instructions on how to do this.

Once your website is launched, you can use your other online platforms to help drive traffic to it.

It's also important to remember that constantly updating your website is critical to maintaining its relevance, and offering your visitors helpful and timely information about your business and your services.



SOCIAL MEDIA

Choosing the right social media channels for your cleaning business is critical!

When it comes to promoting your cleaning business, social media can be your best friend! It's a great way to connect with potential customers and showcase your services. But with so many social media platforms out there, which ones should you use? Let's take a look at some popular options and why they might work for you:

FACEBOOK: Facebook is like a virtual community where people share all kinds of stuff, from cute cat pictures to local business recommendations. Creating a Facebook page for your cleaning business allows you to engage with your audience, post updates about your services, and even run targeted ads to reach potential customers in your area. It's a reliable choice for building brand awareness and establishing credibility.

INSTAGRAM: If a picture is worth a thousand words, Instagram is the place to be. This visually-focused platform lets you share eye-catching images and videos of your sparkling clean spaces. You can showcase before-and-after transformations, feature satisfied customers, and even share cleaning tips and tricks.

LINKEDIN: While LinkedIn may not be the first platform that comes to mind for a cleaning business, it can be surprisingly effective, especially if you're targeting commercial clients. LinkedIn is all about professional networking and B2B connections. By maintaining an active presence on the platform, you can establish yourself as an industry expert, connect with facility managers, and gain valuable referrals.





YouTube: If you enjoy creating videos or have a knack for teaching cleaning techniques, YouTube can be an excellent channel for you. You can create tutorial videos, share cleaning hacks, and demonstrate the effectiveness of your services. YouTube has a vast audience, and if your videos gain traction, they can attract a significant number of subscribers and potential customers.

TikTok: TikTok has taken the social media world by storm, and its popularity continues to rise. While primarily known for its entertaining dance challenges and viral trends, TikTok has also become a hub for cleaning enthusiasts. The platform's short video format and creative editing features make it perfect for showcasing satisfying cleaning transformations and quick cleaning tips.

One of the reasons why people are drawn to cleaning videos on TikTok is the sense of satisfaction and relaxation they provide. There's something oddly gratifying about watching dirt and grime disappear before your eyes or witnessing an organised space emerge from chaos. These videos often feature captivating before-and-after shots, time-lapse cleaning sessions, and mesmerising cleaning hacks that keep viewers hooked.

Moreover, TikTok's algorithm is designed to personalise content based on users' interests. As a result, cleaning-related videos tend to appear on the "For You" page of users who have shown an affinity for cleaning content in the past. This built-in discoverability feature allows cleaning businesses to reach a wider audience and attract potential customers who are genuinely interested in their services.

Creating cleaning videos on TikTok can help you establish a unique and relatable brand personality. You can share behind-the-scenes glimpses of your cleaning process, showcase your attention to detail, and provide valuable cleaning advice. By engaging with the TikTok community, you can build a loyal following, gain exposure for your cleaning business, and even collaborate with other cleaning influencers to expand your reach.

Remember, TikTok thrives on authenticity and creativity. Don't be afraid to let your personality shine through your videos. Find your own style, experiment with trending challenges, and keep up with the latest cleaning hacks to captivate TikTok's enthusiastic cleaning community.

It's not necessary to be present on every social media platform. Focus on the ones that align with your target audience and the type of clients you want to attract. Quality over quantity is the key to success on social media. So, choose wisely, create engaging content, and interact with your followers to build a strong online presence for your cleaning business!





GOOGLE BUSINESS PROFILE

A Google Business Profile, formerly known as a Google My Business listing, is a free tool provided by Google that allows business owners to manage their online presence across Google, including search results and maps. Here are a few reasons why every business owner should have a Google Business Profile:

01

Boost your online visibility:

Having a Google Business Profile makes it easier for potential customers to find your business when searching on Google. Your profile can show up in local search results, maps, and other Google services.

02

Provide key information to customers:

With a Google Business Profile, you can provide important information about your business, such as your address, phone number, hours of operation, and website. This makes it easier for customers to find and contact you.

03

Engage with customers:

Your Google Business Profile allows customers to leave reviews, ask questions, and even book appointments. This provides an opportunity for you to engage with customers and build relationships.

04

Gain insights into your customers:

With a Google Business Profile, you can access insights about how customers are finding and interacting with your business. This includes data on how many people are viewing your profile, how they are finding you, and what actions they are taking.

05

It's free and easy to set up:

Setting up a Google Business Profile is free and easy to do. All you need to do is create an account, verify your business information, and optimise your profile.

Overall, a Google Business Profile is a valuable tool for any business owner who wants to increase their online presence, engage with customers, and gain insights into their customers' behaviour.



MANAGE YOUR RISK



Starting your own cleaning business can be a rewarding experience, but it does come with risks. Here are some of the core risks in starting your own cleaning business and how a business owner can manage them:

Financial Risk
Liability Risk
Reputation Risk
Employee Risk
Market Risk



Financial Risk: Starting a cleaning business can be expensive, and there is always a risk that the business will not generate enough revenue to cover expenses. To manage this risk, a business owner should create a budget and stick to it, only invest in necessary equipment, and build up a cash reserve for unexpected expenses.

Liability Risk: There is a risk of liability if a cleaner damages a client's property or if a client is injured on the job. To manage this risk, a business owner should invest in comprehensive liability insurance, ensure that employees are trained in safe work practices, and have a clear contract in place that outlines the terms and conditions of the job.

Reputation Risk: A cleaning business's reputation is crucial to its success, and negative reviews or word of mouth can be damaging. To manage this risk, a business owner should invest in building a strong brand, provide high-quality service, and address any customer complaints promptly and professionally.

Employee Risk: Hiring and managing employees can be challenging, and there is always a risk that an employee may be unreliable or untrustworthy. To manage this risk, a business owner should conduct thorough background checks, provide clear expectations and training, and have a solid system in place for managing and tracking employee performance.

Market Risk: The cleaning industry is competitive, and there is a risk that a business will struggle to attract and retain clients. To manage this risk, a business owner should conduct thorough market research, identify a unique selling proposition, and invest in effective marketing strategies.

BY IDENTIFYING AND
MANAGING THESE CORE
RISKS, A CLEANING BUSINESS
OWNER CAN MINIMISE THE
POTENTIAL NEGATIVE
IMPACTS ON THE BUSINESS
AND INCREASE THE CHANCES
OF LONG-TERM SUCCESS.



INSURE YOUR BUSINESS

Cleaning businesses in Australia should consider having several types of business insurance to protect their business, employees, and customers. Some common types of insurance that cleaning businesses should consider include:

1

Public liability insurance: This type of insurance covers the business if someone is injured or their property is damaged as a result of the business's operations.

2

Workers' compensation insurance: If the business has employees, it is required by law to have workers' compensation insurance to cover medical expenses and lost wages if an employee is injured on the job.

3

Professional indemnity insurance: This type of insurance covers the business if a customer suffers financial loss due to advice or services provided by the business.

4

Business equipment insurance: This covers the business's equipment, such as cleaning supplies and machinery, in case they are damaged or stolen.

5

Motor vehicle insurance: If the business owns or operates vehicles, it is required by law to have motor vehicle insurance to cover accidents and damage to other people's property.

If your cleaning business is the main or a significant portion of your family's income, then you may need to consider insurance such as Income Protection or Business Interruption.

It's important for cleaning businesses to carefully assess their needs and risks, and consult with an insurance professional to ensure they have the right coverage for their specific business.



WORKPLACE HEALTH & SAFETY

Workplace Health & Safety (WHS) legislation in Australia requires employers to provide a safe working environment for their employees and take all reasonable steps to prevent injury and illness.

For a cleaning business, this means identifying potential hazards and risks in the workplace, and implementing strategies to manage and control them.

Here are 7 vital steps to take in your business, to ensure you are adequately managing Workplace Health & Safety for you and your staff.

1. **Develop a Workplace Health & Safety Policy:** This policy should outline the business's commitment to workplace health and safety, the responsibilities of employees and management, and the procedures to follow in case of an emergency.
2. **Conduct a Workplace Health & Safety Risk Assessment:** This involves identifying potential hazards and risks in the workplace, such as slips, trips and falls, exposure to chemicals, and manual handling tasks. Once identified, the business should implement strategies to control and manage these risks.
3. **Provide Adequate Training:** Ensure that employees receive adequate training on WHS policies and procedures, including the correct use of personal protective equipment (PPE), safe manual handling techniques, and the proper handling and disposal of chemicals.





4.Regularly Review and Update WHS Policies and Procedures: It's important to regularly review and update WHS policies and procedures to ensure they remain effective and up-to-date with any changes to legislation or workplace practices.

5.Maintain a Clean and Safe Workplace: Keep the workplace clean and well-maintained to reduce the risk of slips, trips and falls. Ensure that all equipment is regularly serviced and maintained to prevent malfunctions that could lead to injury.

6.Consult with Employees: Consult with employees on WHS issues and encourage them to report any hazards or risks they identify.

7.Seek Professional Advice: Consider seeking professional advice from a WHS consultant or lawyer to ensure that the business is meeting its obligations under the legislation.

By following these steps, a cleaning business can ensure that it is meeting its obligations under Workplace Health & Safety legislation in Australia and providing a safe working environment for its employees.



TAKE CARE OF YOURSELF, AND YOUR MENTAL HEALTH

Starting and running a business can be mentally taxing, and it's important for business owners to prioritise their mental health to prevent burnout. Here are some tips:



SET REALISTIC GOALS: SETTING ACHIEVABLE GOALS AND BREAKING THEM DOWN INTO SMALLER, MANAGEABLE TASKS CAN HELP PREVENT FEELING OVERWHELMED.

TAKE BREAKS: IT'S IMPORTANT TO TAKE REGULAR BREAKS TO REST AND RECHARGE. THIS COULD BE A SHORT WALK, A WORKOUT, OR A MEDITATION SESSION.

PRACTICE SELF-CARE: TAKING CARE OF YOUR PHYSICAL HEALTH CAN ALSO IMPROVE MENTAL HEALTH. EAT WELL, GET ENOUGH SLEEP, AND ENGAGE IN ACTIVITIES THAT BRING YOU JOY.

SEEK SUPPORT: IT'S IMPORTANT TO HAVE A SUPPORT SYSTEM. THIS COULD BE FAMILY, FRIENDS, OR A BUSINESS MENTOR. DON'T BE AFRAID TO REACH OUT FOR HELP WHEN NEEDED.

MANAGE STRESS: RUNNING A BUSINESS CAN BE STRESSFUL, AND IT'S IMPORTANT TO FIND HEALTHY WAYS TO MANAGE STRESS. THIS COULD BE THROUGH EXERCISE, MEDITATION, OR TALKING TO A THERAPIST.

DELEGATE TASKS: TRYING TO DO EVERYTHING YOURSELF CAN LEAD TO BURNOUT. DELEGATE TASKS TO EMPLOYEES OR OUTSOURCE WHEN POSSIBLE TO LIGHTEN THE WORKLOAD.

PRIORITISE WORK-LIFE BALANCE: IT'S IMPORTANT TO HAVE A HEALTHY BALANCE BETWEEN WORK AND PERSONAL LIFE. SET BOUNDARIES AND TRY TO STICK TO A SCHEDULE TO ENSURE THAT WORK DOESN'T TAKE OVER.

It's important for business owners to prioritise their mental health and make it a priority just as they would any other aspect of their business.

There are many helpful resources that can be found online to assist you in managing this aspect of business ownership, and there are organisations that you can contact if you are struggling and need some support. There is never any shame in reaching out, if you need a little help.





DESIGNING YOUR BRAND

So far, we've covered lots of the basic to-do's that you have to tick off in starting your own business. Now, you can start to have a little more fun, and get creative in creating your brand!

Your brand is a crucial element of your business and can play a significant role in its success. Your brand encompasses everything from your logo, colours, fonts, and overall look and feel. Here are a few reasons why your brand is important and how to choose your look and feel:

1

Your brand is the face of your business, and it's what customers will use to recognise and remember your business. A well-designed and consistent brand can help build trust with your customers, making them more likely to choose your business over your competitors.

BUILDS RECOGNITION AND TRUST

2

Your brand should reflect your business's values and personality, communicating to customers what your business is all about. This can help attract customers who share similar values and create a stronger connection between your business and your customers.

COMMUNICATES YOUR VALUES AND PERSONALITY

3

A strong brand can help you stand out from your competitors and make your business more memorable. This can be especially important in crowded or competitive markets.

DIFFERENTIATES YOU FROM COMPETITORS



4

Your brand is the face of your business, and it's what customers will use to recognise and remember your business. A well-designed and consistent brand can help build trust with your customers, making them more likely to choose your business over your competitors.

IT CAN MAKE YOU LOOK PROFESSIONAL!

When designing your look and feel, it's important to consider your target audience, your business's values, and your industry. Here are a few tips:

Know your target audience:
Understanding your target audience is crucial in choosing a look and feel that will resonate with them. Consider their age, gender, interests, and values. Design something that will engage them, draw their attention, and make them take an interest in your business.

Reflect your business values:
Your brand should reflect your business's values and personality. Consider what makes your business unique and how you can communicate that through your brand.

Be consistent:
Consistency is key in building a strong brand. Make sure your logo, colours, fonts, and overall look and feel are consistent across all your marketing materials, including your website, social media, and print materials.

Your brand is an essential part of your business and can play a significant role in its success. By designing a look and feel that reflects your business's values and resonates with your target audience, you can build a strong and memorable brand that sets your business apart from the competition.



EXAMPLE OF THE IMPORTANCE OF BRANDING

The brands for McDonald's and Coca-Cola are examples of how a strong brand can be incredibly important for the success of a business. Both of these companies have built iconic brands that are recognised around the world. Here are a few examples of why their brands are so important:

Recognition and trust: The McDonald's golden arches and Coca-Cola's distinctive red and white logo are instantly recognisable to people around the world. This builds trust with customers and makes it easier for them to choose these brands over others.

Consistency: McDonald's and Coca-Cola have both maintained a consistent look and feel across all their marketing materials for many years. This consistency has helped build a strong and memorable brand that customers can easily recognise.

Emotional connection: Both of these brands have built an emotional connection with customers. McDonald's has become synonymous with family-friendly fast food, while Coca-Cola is associated with happiness and good times. These emotional connections can help build brand loyalty and keep customers coming back.

Differentiation: In the crowded fast food and soft drink markets, it can be challenging to stand out from the competition. However, McDonald's and Coca-Cola have both built strong brands that differentiate them from their competitors.

The brands for McDonald's and Coca-Cola are incredibly important for their success. In fact, the brands themselves, are hugely valuable, even the success of the companies and their products aside! These brands have helped build recognition, trust, consistency, emotional connections, and differentiation, all of which have contributed to the enduring popularity of these iconic companies.



brand



MARKETING

MARKETING YOUR BUSINESS

Marketing will become your full-time job for the first few months of your business! If you don't market, then how will customers know about you?

So, here's some low-cost and effective ways to market a new cleaning business in your local area:

01

WORD OF MOUTH:

One of the most effective ways to market a cleaning business is through word of mouth. Encourage satisfied customers to spread the word to their friends and family, and offer referral discounts or rewards to incentivise them to do so.

02

FLYERS AND BUSINESS CARDS:

Design and distribute flyers and business cards to local businesses, community centres, and residential areas. Be sure to include your contact information, services offered, and any promotions or discounts.

03

LOCAL NEWSPAPERS AND CLASSIFIEDS:

Place an advertisement in your local newspaper or classifieds section. This can be a cost-effective way to reach a large audience in your local area.

04

SOCIAL MEDIA:

Create social media accounts for your cleaning business and use them to share photos, testimonials, and promotions. Encourage satisfied customers to leave positive reviews on your social media pages.

05

LOCAL EVENTS:

Attend local events and fairs, and set up a booth to showcase your services. This can be a great way to connect with potential customers and build brand awareness.

06

PARTNERSHIPS WITH OTHER LOCAL BUSINESSES:

Build partnerships with other local businesses, such as real estate agencies, property management companies, and Airbnb hosts. Offer them discounts on your services in exchange for referrals or partnerships.

By using these low-cost and effective marketing strategies, you can promote your cleaning business in your local area to attract new customers.



09 SETTING UP YOUR EQUIPMENT

The equipment you'll need to start a cleaning business can vary depending on the specific services you plan to offer. Here are some basic equipment and supplies you might need.





Cleaning supplies: This includes cleaning solutions, detergents, disinfectants, degreasers, window cleaners, mops, brooms, sponges, and buckets.



Cleaning equipment: This includes vacuum cleaners, floor buffers, carpet cleaners, pressure washers, steam cleaners, and microfiber cloths.



Personal protective equipment (PPE): This includes gloves, masks, safety glasses, and protective clothing.



Transportation: Depending on the size of your business and the services you offer, you may need a vehicle to transport your equipment and supplies to job sites.



Administrative equipment: This includes items like a computer, printer, phone, and software to manage appointments, billing, and other administrative tasks.

When starting your cleaning business, it's important to consider your budget and the specific services you plan to offer. You may be able to purchase equipment and supplies second-hand or rent some equipment until you can afford to buy it outright.

By investing in the right equipment, you can provide high-quality cleaning services and build a successful business.



DEFINING HOW YOU WILL CHARGE FOR YOUR SERVICES

How you charge for your services will directly impact your ability to generate a profit in your business.

There are several ways a cleaner can structure how they charge clients for their services:

1. Hourly Rate: This is a common pricing structure where the cleaner charges a fixed rate per hour of service. The rate may vary depending on the type of cleaning required, the size of the property, and other factors.

2. Flat Fee: This pricing structure involves charging a fixed fee for a specific cleaning task or service. For example, a cleaner may charge a flat fee for a one-time deep cleaning or for cleaning a specific area of a property.

3. Per Room/Per Area: This pricing structure involves charging a fixed rate per room or area cleaned. For example, a cleaner may charge a specific rate for cleaning a bathroom or kitchen.

4. Square Footage: This pricing structure involves charging a fixed rate per square foot of the property being cleaned. The rate may vary depending on the type of cleaning required and other factors.

5. Subscription Model: This pricing structure involves charging clients a fixed rate for regular cleaning services on a weekly, bi-weekly, or monthly basis. This can be a convenient and cost-effective option for clients who require regular cleaning services.

It's important for cleaners to consider the type of services they offer, their costs, and their target market when choosing a pricing structure. They should also make sure their pricing is competitive with other cleaners in their area.

Offering different pricing options can be a great way to attract a wider range of clients and increase the chances of success in the cleaning business.

However, whichever pricing structure you choose, it's critical you ensure you understand the level of profitability you can achieve through that model. It's a great idea to model out your forecast income as well as your forecast expenses to ensure you make enough money to pay yourself a wage, as well as generate a profit in the business.



Order Number:
Invoice Number:

0050
0012
31/10/



SET UP YOUR BUSINESS BANK ACCOUNTS

If you've never given any thought to how you manage your money in a business, then this next section is designed to set you in good stead.

It's important for a business owner to set up business bank accounts. Here's why:

[1. Separating Personal and Business Finances:](#) Setting up a separate business bank account helps to separate personal and business finances. This can make it easier to manage finances and track expenses for tax purposes.

[2. Professionalism:](#) A business bank account adds a level of professionalism to your business. It shows that you are serious about your business and committed to managing it in a professional manner.

[3. Record Keeping:](#) Having a separate business bank account makes record keeping much easier. It can help you keep track of your income and expenses, making it easier to prepare financial reports and file taxes.

[4. Easier Access to Financing:](#) A business bank account can help you build a relationship with your bank, making it easier to access financing when you need it.

When it comes to how many accounts a business owner should set up, it depends on the business structure and needs. For example, a sole proprietor may only need one business account, while a partnership or corporation may need multiple accounts to manage different aspects of the business.

It's important to consult with a financial advisor to determine the best approach for your business.



IMPLEMENT TECHNOLOGY

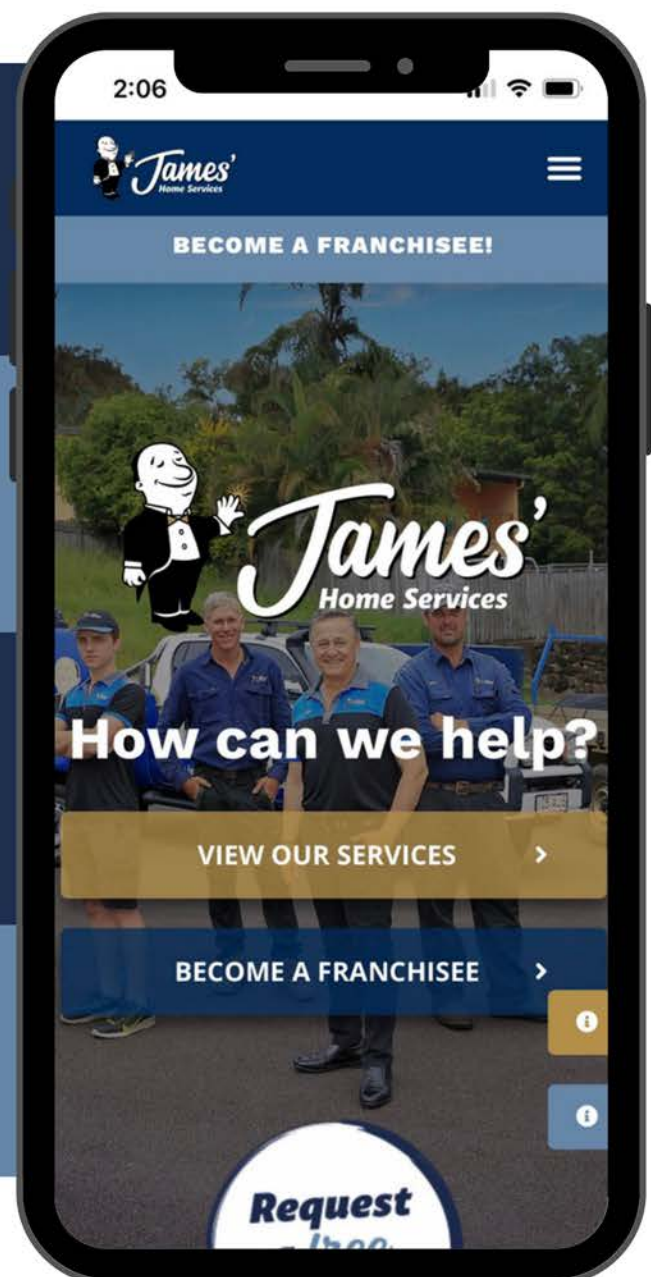
To run a cleaning business effectively, you may need a variety of software to manage tasks such as scheduling, invoicing, and customer relationship management. Here are some types of software that may be useful for a cleaning business:

Scheduling software: This type of software can help you manage your schedule, appointments, and job assignments. It can also help you track the time spent on each job and manage staff schedules.

Invoicing and payment software: This type of software can help you manage your invoicing and payment processes, including generating invoices, tracking payments, and sending payment reminders.

Customer relationship management (CRM) software: This type of software can help you manage your customer interactions, including tracking customer preferences, managing customer feedback, and maintaining customer records.

Accounting software: This type of software can help you manage your finances, including tracking income and expenses, generating financial reports, and managing taxes.



Systems and automation are important in business because they can help you save time, reduce errors, and improve efficiency. By automating routine tasks and implementing systems for managing key business processes, you can free up more time to focus on growing your business and providing high-quality service to your customers.

Systems and automation can also help you reduce costs, improve customer satisfaction, and increase profitability over the long term. By investing in the right software and systems for your cleaning business, you can set yourself up for success and achieve your business goals more effectively.



COLLECTING PAYMENT

A mobile cleaning business can collect payment from customers in a variety of ways, depending on the preferences of the business owner and the customers. Here are some options to consider:

1
Cash: Customers can pay in cash at the time of service. This is a simple and immediate payment option, but it can be risky to carry large amounts of cash. It is also becoming increasingly rare that customers are carrying cash to pay for services such as these, so this may not always be a reliable payment option for receiving payment on the spot.

2
Credit/debit cards: Mobile cleaning businesses can accept credit or debit cards using mobile card readers that connect to a smartphone or tablet. This option provides customers with convenience and flexibility, but businesses may have to pay processing fees. It is an excellent way to improve your cashflow; by collecting payment at the time of service.

3
Online payment platforms: Mobile cleaning businesses can use online payment platforms such as PayPal, Square, or Stripe to accept payments from customers. This option provides flexibility and convenience for customers, but businesses may have to pay processing fees.

4
Electronic funds transfer (EFT): Mobile cleaning businesses can also use EFT to receive payments directly from customer bank accounts. This option provides convenience and security for both the business and the customer, but may require more setup time and verification processes. This may also result in a delay in receiving payments because it places the onus back on customers to ensure they have paid you, after receiving your invoice.

To ensure that customers pay at the time of service, mobile cleaning businesses can offer incentives for prompt payment, such as discounts or free services for customers who pay immediately.

It's also important to communicate payment expectations clearly before the service and provide customers with a variety of payment options to choose from. Using payment software that can process payments quickly and securely can also help ensure that payments are collected promptly and efficiently.





SECURE REPEAT WORK

One huge advantage of a cleaning business is the ability to build a level of certainty into your turnover by securing repeat work; customers who you service once a week, once a fortnight, etc.

Here are some effective strategies with examples that owners of cleaning businesses can use to secure repeat work:

01

PROVIDE HIGH-QUALITY SERVICE:

Consistently delivering exceptional service will help build trust and loyalty with customers, and encourage them to continue using your services. For example, if you are a house cleaning service, ensure that you clean every nook and corner of the house and leave it sparkling clean.

02

OFFER DISCOUNTS AND PROMOTIONS:

Offering discounts or promotions to customers who book regular or recurring cleaning services can help incentivise them to continue using your services. For example, you could offer a 10% discount to customers who book monthly cleaning services with you.

03

ASK FOR FEEDBACK:

Actively addressing any concerns or issues raised by customers can help build trust and encourage them to continue using your services. For example, after each cleaning service, you could send a follow-up email asking for feedback and addressing any concerns raised by the customer.

04

BUILD RELATIONSHIPS WITH CUSTOMERS:

Regular communication through email or social media can help keep your business top-of-mind for customers and provide opportunities to offer special promotions or discounts. For example, you could create a newsletter to send to your customers every month, highlighting any promotions or special offers that you have.

05

PROVIDE ADDITIONAL SERVICES:

Offering additional services can help provide value to customers and encourage them to continue using your services. For example, if you are a commercial cleaning service, you could offer carpet cleaning services to your customers as an additional service.

06

ASK FOR THE NEXT JOB:

When you complete a once-off service, why not simply ask your customer if you'd like you to come back in a fortnight to offer the service again. Sometimes, it really is as simple as asking for the work!

By implementing these strategies, cleaning business owners can increase the likelihood of securing repeat work and building long-term relationships with their customers.





DON'T FEEL LIKE GOING IT ALONE?

If you've made it this far, well done! We're sure your head is spinning from all the things you need to think about and organise when you start your own business.

If you're feeling overwhelmed and daunted by the idea of going it alone... then you don't have to!

Starting a business with a franchise network can offer many advantages and support that a business owner may not have when starting on their own. Some benefits of joining a franchise network include:

Established brand and business model: The franchise network has an established brand and proven business model, which can make it easier to attract customers and generate revenue.

Training and support: The franchise network provides training and ongoing support in areas such as marketing, operations, and management. This can help business owners feel more confident and prepared in running their business.

Marketing and advertising: The franchise network often provides marketing and advertising support, which can help generate leads and increase brand awareness.

Purchasing power: The franchise network often has greater purchasing power, which can result in lower costs for supplies and equipment.

Access to technology: The franchise network may have access to technology and software that can help streamline operations and increase efficiency.

Community: Business owners within the franchise network have the opportunity to connect with and learn from other franchisees, which can create a supportive and collaborative community.



Starting a business with a franchise network can offer a range of benefits and support that may not be available when starting on your own. It can provide a level of structure, guidance, and support that can help increase the chances of success for a new business owner.

If you'd like to learn more about starting your cleaning business with James then there are loads of ways you can reach out!



[Read more on our blog](#)



[Visit our website](#)



[View our services](#)



[Subscribe to your own business](#)



[BOOK A DISCOVERY CALL](#)



[SUBMIT AN ENQUIRY](#)



WWW.JAMESHOMESERVICES.COM.AU