



**STARTING A **CLEANING BUSINESS:****

# **CHECKL✓STS**

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**TO GET YOU**

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# **ORGANIZED**

When you're starting a cleaning business, a checklist can help you get organized long before you ever pick up a duster.

We designed eight different checklists to help you start your cleaning business—and they're all rolled into one handy "Starting a Cleaning Business Checklist" PDF.

## 1. Decide which types of cleaning services to offer

- Decide if you'll offer residential or commercial cleaning (or both)
- List the services these clients want that you can provide
- Organize these services into categories
- List equipment and supplies needed to complete each service
- Estimate how much time each service will take to complete
- Decide how much to charge for services
- Create cleaning service packages

## 2. Set up your licensing and accounting

- Choose a company name
- Learn about any local legal requirements
- Register your business in your city or state
- Get an employment identification number
- Get any required certificates or training
- Get cleaning business insurance
- Decide on your business structure
- Open a small business bank account
- Create a budget for business expenses and overhead
- Set up salary auto-withdrawal from your business bank account

## 3. Work out your day-to-day logistics

- Decide if you're working part-time or full-time
- Choose your work schedule (days and times)
- Decide on your work location (city, radius, etc.)
- Figure out transportation, including equipment
- Decide on cleaning business software like Jobber

## 4. Get cleaning supplies and equipment

- Set a budget for startup equipment
- List the supplies and quantities needed for your services
- Assign costs to each item
- Prioritize which items you need right now

### Equipment List

- Face mask
- Rubber or latex gloves
- Trash bags
- Paper towels
- Sponges
- Cleaning towels
- Microfiber towels
- Scrubbing brushes
- Duster
- Extendable pole
- Vacuum cleaner
- Broom and dustpan
- Mop and bucket
- Bleach or disinfectant
- All-purpose cleaners
- Soap scum removal cleaner
- Toilet cleaner
- Glass cleaner
- Spray bottle
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## 5. Create standard operating procedures

- Define client onboarding process
- Create quoting and invoice templates
- Define quoting process
- Define service process
- Create house cleaning checklist
- Decide how to address on-the-job property damage
- Define payment process

## 6. Build your brand

- Identify your value proposition
- Pick company colours and font
- Design your logo
- Choose a uniform
- Get a dedicated business phone number and email address
- Make business cards and vehicle decals

## 7. Get your first cleaning business clients

- Recruit family and friends as clients
- Print and distribute tear-away flyers and door hangers
- Network with friendly people in your community
- Create a referral program with an incentive
- Connect with potential partner businesses

## 8. Market your cleaning business

- Set up social media accounts
- Post regularly on social media
- Create a website
- Create a Google My Business listing
- Run Facebook, Instagram, or Google Local Services Ads
- Apply a wrap or decals to your company vehicle