

12 WAYS to Find New Business



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12 Quick and Easy Ways to Get New Cleaning Business

Get yourself a list of 500 to 1000 potential customers in your service area. And it works because it's founded on one simple truth that you always want to keep in mind -- that the single biggest asset in your business is YOUR LIST. That's because even if Facebook disappeared tomorrow ... or Google refused to show any of your pages in its search results, you could STILL make sales every single day by sending emails to your list. That's just a fact.

#1: Email

All right, so let's get into this. Let's get into exactly HOW you can double or triple your business with email.

The U.S. Military has an acronym called BLUF, which stands for Bottom Line Up Front. Here is my BLUF on all this -- the two greatest forces you can leverage to increase your revenue quickly are email and the power of story. So let's talk about this because there's a lot of misunderstanding about both of these levers.

With email, I'm talking about a system of daily emails that does the opposite of what a lot of people assume when you email people that often. Email is the most powerful form of selling you can do. When done right, it's very intimate and direct. And when you combine it with feedback, which is very important to solicit by the way, you can take it to another level, because you can then tailor your message for even greater results. I'll show you how to do that later.

Here's something I bet you didn't know:

People not only are not annoyed by you emailing them often but they WANT to hear from you that much ... and in fact, MISS hearing from you if you go dark on them. (I have gotten emails from people asking, "Hey is everything okay? I look forward to your emails and haven't heard from you in a while"). Separate you from the competition because you're talking to them in a real, authentic way that no one else does or can.

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Make you BULLET-PROOF from competitors because your individual YOU-ness can't be duplicated.

- Have everyone in your market paying attention to you (in a good way).
- You're now seen by everyone as a LEADER, even a celebrity perhaps.
- Joint venture opportunities come your way .
- You look like a content machine (and you WILL be because you can turn all these emails into blog posts, FB posts, tweets, etc) .
- You dominate the inbox and most importantly REPEL the people who aren't in your wheelhouse and also those who won't make good customers anyway.
- You build credibility
- You learn more about your audience because they'll give you feedback.

Proof Email Works

Now I'm not going to spend a lot of time on this because this information is not hard to verify, but it's just a fact that email continues to outperform other marketing channels by a long shot: According to Neil Patel (who you can Google if you doubt he's an authority), for every dollar that brands invest in email marketing, they receive about 40 dollars in return .

The first one is you actually have just that – a true unique mechanism. An example here could be that you have a special family recipe for your baked cookies that is so unbelievably good that people go crazy for them. You have something unique — a recipe — that no one else has.

The second one is what we call the unspoken mechanism. This is where there's a part or piece or aspect of your product or service that competitors also have in their product or service, but nobody else is talking about it. Nobody else is talking about it, and so just by YOU talking about it, it becomes perceived in the marketplace to be your unique mechanism. A famous example of this is how Schlitz beer in the early 1900s went from 8th in the marketplace all the way to No. 1 simply by describing how their beer was purified. The details were quite routine within the industry — ALL the other brands actually had the exact same brewing process. However, the public had never been told the nitty gritty details.

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A Great janitorial service delivers 1-2-3-4

1. Dusting all surfaces
2. Clean and shiny floors
3. Carpeting like new
4. Clean and sanitized bathrooms

It's that simple: Alpha Building Service Delivers 1-2-3-4

Problem. Solution.

I don't know if you caught this, but I just gave you another huge selling secret: When you can show someone that what they have been doing hasn't been all bad ... that they're only missing one tiny secret ... JUST MAYBE 1% OR 5% ... in other words, they have pushed the football all the way to the 5-yard line but haven't been able to get into the end zone ... when they're in that position and you tell them that YOU have that secret to finally achieving success when they've already done everything except this one missing piece ... well, then they're pulling out their credit card because they are encouraged, and they know they are SO close to getting the results they've always wanted. And you tell stories about ALL of that.

#2: Develop a Marketing Plan

Without marketing, no one is going to know about your business. Increase your business visibility, some clients may contact you earlier than you may think of.

- Print your cleaning business cards.
- Print fliers and small banner ads that explains your business and post them in different places in your business area. Make sure you print contact information on them.

#3: Ask for Referrals

Asking for referrals is one of the best ways of promoting your cleaning business. If your current clients are happy with your services, they'd recommend to others too. Even if they don't, you can ask them to talk about your services to others.

- Family, friends, and neighbors can also help you in getting cleaning clients fast this way.
- Once you get few commercial cleaning contracts, words of mouth would soon spread in the community, if your services are really reliable.

#4: Promote Your Cleaning Services with Coupons and Discounts.

- By offering discounts, you can get the attention of the potential customers. Limited time discounts and coupons work great. A local newspaper ad can also attract you some cleaning clients quickly.
- • Long-term discount cannot be given as these can be disadvantageous to yourself. So, it is better to give a discount for the first time only.
- It isn't a bad idea to give discounts to the clients who refer you to others. Incentives keep people happy, and thus their recommendation can get you cleaning clients.
- Rinse and Repeat Your Marketing Campaigns.

You had a series of marketing strategies, and perhaps they performed well. Great! But what about the people who didn't respond? Should you throw them out of your business plan? According to Dan Liebrecht, you do not necessarily need to remove them, instead just do "Rinse and Repeat". Well! Do not give up until you get them. You'd soon start realizing how amazing this tactic works.

#5: Engage Website Visitors with Live Chat

You already would have your website visitors, but they are of no use if they don't become your clients. With the advancement in technology, every offline business needs an online presence. People love quick and easy ways, thus they prefer ordering products online. This means it is important that you make yourself available online to answers the client's questions. In fact, Live Chat is good for the clients and your business both. Clients get answers to their questions, whereas you may attract them to become your cleaning clients.

#6: Optimize Your Website Content

Once you start live chatting with clients, you'll notice that your site requires Good content and its optimization. If someone asks specific questions about your cleaning services, this means he/she is probably about to make a buying decision. Some good ideas related to website contents are:

- Make a page with frequently asked questions.
- Do optimize your content for search engines.
- Check out your website thoroughly and discover the pages that need more information.
- Remember that getting clients for a cleaning business can be tough at the start, but with right tools and strategy, you will find many opportunities to engage clients.

#7: Make Yourself Accessible on Social Media

Social media impacts buying decisions. Along with the website, Facebook, Twitter, YouTube presence is also important. Being instantly available on social media will let people know about services, thus you're likely to get more clients for your cleaning business.

#8: Pay Attention to Your Professional Image

Try making a better impression to build your professional image in your area.

- Wear a uniform, and make it available to all your employees. If this cannot happen, clean clothes can also help in building a professional image.
- Keep your equipment's and vehicles clean and well maintained.

#9: Build a Professional Network

Like every other business, the more people you get to know your commercial cleaning business, the more likely you're to get clients. So, what you do is to try building a network of people who know for your business. But how is it possible?

- Attend local meetings in your area, and let your business be known.
- Build good relation with your business competitors.

#10: Become Bonded and Insured

Cleaning business license and insurance give extra credibility in getting cleaning clients, as people might not allow a stranger to work in their homes.

#11: Do a Good Job

If you're not any different from other cleaning business owners, why would you expect "Your cleaning business name out there"? Logical, right?

- Check on a regular basis if your clients are happy and satisfied.
- Try to address problems as soon as possible.
- You can leave survey for your clients to complete, it can give you an idea of what part of your business still needs to be improved.

#12: Get in Front of Clients Through a Number of Ways

Knock on doors of commercial properties and ask them if they need your cleaning services. Call residential clients and real estate agents, let know them know about the discount for the first time and the types of cleaning services you offer. Properties managers, and real estate agents, and office cleaning can open a number of ways to help you get cleaning clients fast.

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About the Author

Wayne Baxtrom, The Janitorial Coach, has over 52 years experience in the cleaning business. He has started 3 multi-million dollar Janitorial Businesses — the last being sold for over \$6,000,000. Recently retired, Wayne still feels the fire in his belly to stay active. He is motivated by his desire to help any and all folks making their living in the cleaning industry.

Wayne offers Janitorial Business Programs for startups and seasoned pros. To learn more about how Wayne can help your business grow, visit www.TheJanitorialCoach.com and schedule your free Discovery Call.