



**Provided & Written By:**  
**[House Cleaning University](#)**

**Congratulations, you're about to learn how over 90% of my house-cleaning clients find me.**

By implementing these strategies, your phone will start ringing off the hook, and your email dinging with new cleaning leads.

**Ready? Here we go...**

## **1.) Having a Website for Your Cleaning Business**

I can't tell you how often a client has told me they chose my cleaning company over my competitors because I had such a professional and informative website. If you don't have a website, you're losing clients to your competitors.

Today more than ever, having a website for your business is crucial. A website not only establishes your online presence but also helps you reach a wider audience, build credibility, and increase sales.

So, let's dive in and explore why every cleaning business needs a website for a strong online presence.

**Professionalism:** A website gives your cleaning business a professional image and shows that you take your business seriously. A well-designed website can help you stand out from your competitors and make a strong first impression on potential customers.

**Increased visibility:** A website can help your cleaning business be more visible online. By using search engine optimization (SEO) techniques, you can increase your website's ranking on search engines like Google, making it easier for potential customers to find you.

**Essential information:** Your website can provide essential information about your cleaning business, such as your services, prices, service area, and contact information. This information can help potential customers make informed decisions about whether to choose your business over your competitors.

**Credibility:** A website can help establish credibility for your cleaning business. By including testimonials, reviews, and case studies on your website, you can demonstrate your experience and expertise in the industry.

**Convenience:** A website can make it more convenient for customers to learn about your cleaning business and book your services. By providing online booking and payment options, you can make it easier for customers to schedule and pay for your services.

**Cost-effective:** A website is a cost-effective way to promote your cleaning business. Compared to traditional

advertising methods, such as print ads or billboards, a website can reach a larger audience at a lower cost.

A website is essential for any cleaning business because it helps establish professionalism, increase visibility, provide essential information, establish credibility, offer convenience, and be a cost-effective way to promote your cleaning business.



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**Here are Some Website Design Tips to Help You Design a Website That Generates Leads 24/7**

**Keep it clean and simple:** A house cleaning website should be clean and simple, with a clear and easy-to-

navigate design. Use a minimalist color scheme and avoid cluttered layouts, which can distract from your message.

**Use high-quality images:** Use high-quality images of clean homes, sparkling surfaces, and satisfied customers to showcase your work and build credibility. Avoid using stock photos or low-quality images, which can make your website look unprofessional.

**Use clear, easy-to-read fonts:** Use clear and easy-to-read fonts, such as Arial or Helvetica, to ensure that your website is legible and easy to read. Avoid using fancy or difficult-to-read fonts, which can be distracting and hard to read.

**Include customer testimonials:** Include customer testimonials on your website to build credibility and demonstrate your experience and expertise in the industry. Use honest testimonials from satisfied customers, their names, and photos if possible.

**Highlight your services:** Use clear and concise descriptions of your services, along with pricing and service area information. Make it easy for potential customers to understand what you offer and how much it costs.

**Use calls-to-action:** Use clear calls-to-action throughout your website, such as "Book Now" or "Get a Free Quote," to encourage potential customers to take action and book your services.

**Make it mobile-friendly:** Make sure your website is mobile-friendly, with a responsive design that adapts to

different screen sizes. This will ensure that your website is easy to navigate and read on mobile devices.

**Use SEO best practices:** Use search engine optimization (SEO) best practices to ensure that your website is optimized for search engines. This includes using relevant keywords, meta descriptions, and title tags to improve your website's ranking on search engines like Google.

By following these website design tips, you can create a clean, professional, and effective website for your house cleaning business.

## **How To Get an Affordable Website Designed When You're Just Starting Out**

Here are some tips for getting an affordable website for your cleaning business:

**Use website builders:** There are many website builders available that can help you create a website at an affordable cost. Some popular website builders include Wix, Squarespace, and Weebly. These platforms offer a variety of templates and features to create a website without the need for extensive technical skills.

**Outsourcing to freelancers:** You can hire a freelancer or a small agency to create a website for your cleaning business. Platforms like Upwork, Fiverr, or Freelancer can help you find affordable web designers or developers who can create a website tailored to your needs and budget.

**Look for pre-made templates:** Many website builders and online marketplaces offer templates you can customize to fit your cleaning business's needs. This option can save you time and money and give you a professional-looking website without needing custom design work.

**Opt for basic features:** When creating a website for your cleaning business, focus on essential features like services, pricing, and contact information. Avoid adding expensive or unnecessary features such as online booking when just getting started to avoid driving up the design costs.



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## **2.) Setting up a Free GMB Listing**

Every cleaning business needs a Google My Business (GMB) listing. GMB is free and works similarly to online local business directories. The difference is that Google owns this platform and showcases the business listings in local search results.

Combining a website with a free GMB listing is a powerful combo. I highly recommend that these are the first two marketing steps you take when starting your cleaning business on a budget.

### **The Benefits of having a GMB listing for your cleaning business:**

**Increased visibility:** Having a GMB listing can increase your cleaning business's visibility on Google, making it easier for potential customers to find you. When someone searches for "cleaning services" in your area, your GMB listing can appear at the top of the search results, giving your business a competitive advantage.

**Better online reputation:** GMB allows customers to leave reviews of your cleaning business, which can help build your online reputation and attract new customers. Positive reviews can also help increase your ranking on Google search results and increase the trustworthiness of your business.

**Essential information:** With GMB, you can provide essential information about your cleaning business, such

as your address, phone number, website, and business hours. This information can help potential customers make informed decisions about whether to choose your business over your competitors.

**Analytics:** GMB provides data and analytics on how your listing is performing, including the number of clicks, calls, and directions requests. This information can help you identify areas for improvement and optimize your GMB listing for better results.

**Cost-effective:** GMB is a free platform, which means that it's a cost-effective way to promote your cleaning business online. You can also take advantage of GMB's advertising features, such as Local Services ads, to further boost your visibility on Google.

The truth is a GMB listing is essential for every cleaning business because it will increase your visibility, build your online reputation, provide essential information, offer analytics, and be a cost-effective way to promote your business online.

By optimizing your GMB listing, you can attract more customers and grow your business quickly right from the start.

## **How to Setup Your GMB Listing**

Setting up a Google My Business (GMB) listing for a house cleaning business is a straightforward process that involves the following steps:



1. **Sign up for GMB:** Visit the Google My Business website and click the "Manage now" button. You will need to sign in to your Google account or create one if you don't already have one.
2. **Enter your business information:** You will need to enter your business name, address, phone number, website URL, and business category. Make sure to use accurate and consistent information that matches your other online listings.
3. **Verify your business:** Google will send you a postcard to the address you entered during the previous step. Once you receive the postcard, follow the instructions to verify your business.
4. **Complete your profile:** Once your business is verified, you can complete your GMB profile by adding photos, business hours, services offered, and other relevant information.
5. **Manage your reviews:** Encourage your customers to leave reviews on your GMB listing. Respond to reviews, both positive and negative, to show that you value customer feedback and are committed to providing excellent service.
6. **Optimize your GMB listing:** Make sure to optimize your GMB listing by adding relevant keywords, updating your business information, and regularly posting updates about your business.

By following these steps, you can set up a GMB listing for your house cleaning business and improve your online visibility, reputation, and customer engagement.



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### **3.) Cold Outreach Emails: Contacting Realtors**

Real estate agents can be great at promoting your house cleaning business because they often work with clients who need cleaning services when buying or listing a home for sale.

Here are some ways that real estate agents can promote your house cleaning business:

**Referrals:** Real estate agents may refer clients to your house cleaning business for cleaning services before or after a home sale. By providing excellent service, you can build a relationship with the real estate agent and earn repeat business.

**Business partnerships:** Real estate agents may be willing to partner with your house cleaning business and promote your services to their clients in exchange for a commission or referral fee. This can be a mutually beneficial relationship that helps both businesses grow.

**Online reviews:** Real estate agents may leave reviews of your house cleaning business on your website or social media pages, which can help attract new customers and improve your online reputation.

**Networking events:** Real estate agents often attend networking events, such as local business groups or real estate industry conferences. By attending these events and connecting with real estate agents, you can promote your house-cleaning business and build valuable relationships.

**Social media:** Real estate agents often have a strong social media presence, which they can use to promote your house cleaning business to their followers. By collaborating with real estate agents on social media, you can reach a wider audience and generate more leads.

Real estate agents can be great at promoting your house cleaning business by providing referrals, partnering with your business, leaving reviews, attending networking

events, and using social media. By building relationships with real estate agents, you can grow your business and reach new customers faster than your competitors.

## **The Cold Outreach Email I Personally Use with Great Results (yes, you are allowed to use it)**

*Email Subject: Hi (Real Estate Agents Name)*

*Hi [Real Estate Agents Name],*

*My name is (YOUR NAME), and I am the owner of (YOUR COMPANY NAME), a local cleaning company specializing in pre-sale, move-in and move-out cleanings.*

*If you've been looking to include a value-added service for your clients when they choose to list or buy with you, our pre-sale, move-in, or move-out cleaning services are the perfect solution.*

*By providing your clients with a pre-sale, move-in, or move-out deep cleaning, you will not only be helping take the stress away of having to clean their home, but you will also set yourself apart from other agents by providing this valuable service.*

*Moving doesn't have to be a stressful experience for your clients. Let us take the hassle out of their move and ensure their home is clean, fresh, and ready to settle in or is clean and ready to be put on the market.*

*I would love the opportunity to partner with you and provide our deep cleaning services to your clients. If*

*you're interested in learning more or have any questions, please don't hesitate to reach out.*

*Thank you for taking the time to read this email. I look forward to working with you and making your clients' homes sparkle clean.*

*Have a great day,*

*(YOUR NAME)*

*(YOUR PHONE)*

*(YOUR EMAIL)*

*(YOUR WEBSITE)*

## **How to Find Real Estate Agent's Email Addresses**

Finding local real estate agents' email addresses online can be a bit challenging, but here are some methods you can use:

**Check the agent's website:** Many real estate agents have a website, and you may be able to find their email addresses listed there. Look for a "Contact" or "About" page on their website to see if an email address is provided.

**Use LinkedIn:** LinkedIn is a professional networking site where many real estate agents have a profile. You can search for agents in your area, and if they have listed their email addresses on their profiles, you should be able to see them.

**Search online directories:** There are many online directories of real estate agents that you can search through to find contact information. Try searching for directories like Zillow or Realtor.com and see if they have contact information for the agents, you're interested in.

**Use email lookup tools:** There are many email lookup tools available online that can help you find email addresses associated with a particular domain or website. You can try using tools like Hunter or VoilaNorbert to search for real estate agents' email addresses.

**Ask for a referral:** If you know someone who has worked with a real estate agent in the past, you can ask them for a referral and ask the agent for their email address. This is a great way to get a reliable email address for an agent who has already been vetted by someone you trust.



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## 4.) Car Magnets

These worked incredibly well for me, especially when parked at a client's home cleaning. Often, a friendly neighbor would walk on over and converse with my team about the services we offer.

Since we were already cleaning for one of the neighbors, it was easy to land others and develop new business. All this from a cheap little car magnet. They worked so well!

### **More Reasons Why You Should Invest in Some Car Magnets:**

**High visibility:** Car magnets provide high visibility for your business as they are easy to notice when driving. They can be seen by people walking, driving, or standing on the side of the road, making them an effective way to promote your cleaning business.

**Low cost:** Car magnets are a cost-effective alternative to traditional advertising methods, such as billboards or print ads. They are affordable and can last for years if properly maintained, providing long-term exposure for your business.

**Easy to customize:** Car magnets are easy to customize and can be designed to fit your branding and messaging. You can include your business logo, name, phone number, website, and any other information you want to promote. They can be made in different sizes, colors, and

designs, allowing you to create a custom look that suits your business needs.

**Flexible advertising:** Car magnets provide a flexible advertising solution that can be easily removed or changed, making them ideal for seasonal promotions or special events. You can switch magnets as needed and use them on multiple vehicles, allowing you to reach a wider audience without additional costs.

**Local targeting:** Car magnets allow you to target your advertising to a specific area or region, allowing you to reach potential customers who are more likely to use your services. By driving in areas where your target market is located, you can increase brand awareness and generate more leads for your cleaning business.

Overall, car magnets are a great way to advertise your cleaning business, as they are affordable, customizable, and highly visible. They can be a great addition to your marketing strategy, helping you to reach potential customers and grow your cleaning business.

## **5.) Referrals & Word of Mouth**

Getting more referrals is easy when you focus on providing a friendly and excellent cleaning service. Go out of your way for your clients, and they will go out of their way to refer you more business.



## **Referrals can be considered the best type of marketing for a few reasons:**

**High conversion rates:** Referrals are more likely to result in a sale than other types of marketing because they come from a trusted source. When someone refers your business to a friend or family member, they are essentially endorsing your services, making it more likely that the referred person will choose your company over others.

**Cost-effective:** Referrals are a cost-effective marketing solution because they don't require much investment in terms of time or money. You don't need to spend a lot on advertising campaigns, and you don't need to spend time trying to generate leads from scratch. Instead, your existing customers are doing the work for you by referring new customers to your business.

**Builds trust:** Referrals help to build trust with potential customers because they come from a trusted source. People are more likely to trust the recommendation of a friend or family member than they are to trust an advertisement or marketing campaign. This trust can lead to long-term relationships and repeat business.

**Creates loyal customers:** When someone refers your business to a friend or family member, they are essentially becoming an advocate for your business. This advocacy can lead to long-term loyalty from your customers, as they are more likely to continue to refer new customers to your business over time.

**Helps grow your business:** Referrals can help your business grow sustainably. As you receive more referrals and generate more business, you can reinvest in your business, hire more staff, and expand your services. This growth can lead to even more referrals and continued success.

Referrals can be considered the best type of marketing because they are cost-effective, build trust, create loyal customers, and help grow your business over time. Encouraging your existing customers to refer new customers can be a great way to generate more business and build a strong reputation in your industry.



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## **How to Generate More Referrals & Word of Mouth**

Generating more referrals for your cleaning business is an important part of building a strong customer base and growing your business. Here are some strategies you can use to generate more referrals:

**Provide excellent service:** The most important factor in generating referrals is providing excellent service to your customers. If your customers are satisfied with your work, they will be more likely to refer you to others. Make sure you are delivering high-quality cleaning services and are attentive to your customers' needs and concerns.

**Ask for referrals:** Don't be afraid to ask your customers for referrals. Let them know that you appreciate their business and that you are always looking to grow your customer base. Ask if they know anyone who might be interested in your services and if they would be willing to make a referral.

**Offer incentives:** Consider offering incentives to customers who refer new business to you. For example, you could offer a discount on their next cleaning service or a cash reward for every new customer they refer. This can be a great way to encourage your customers to refer your business to their friends and family.

**Build relationships with your customers:** Building strong relationships with your customers can lead to more referrals. Take the time to get to know your customers and their needs and be responsive to their

questions and concerns. This will help you build a relationship of trust and loyalty, which can lead to more referrals.

**Use social media and online reviews:** Social media and online review platforms like Yelp and Google can be great tools for generating more referrals. Encourage your satisfied customers to leave positive reviews on these platforms, which can help attract new business to your company.

**Partner with other businesses:** Consider partnering with companies in your community to cross-promote your services. For example, you could partner with a local real estate agent to offer cleaning services for clients moving in or out of a property.

By implementing these strategies, you can generate more referrals for your cleaning business, attract new customers, and build a strong reputation.

## **Let Me Show You Step by Step Exactly How I Earn Over \$2000 Every Week Cleaning Homes.**

With my comprehensive [house cleaning business course](#), you'll learn everything you need to know to start your own successful residential cleaning business.

The course covers step-by-step how to make over \$2000 every week cleaning houses.

I'll teach you everything from marketing strategies, what to expect, day-to-day operations, scheduling, cleaning

techniques, expanding and hiring employees, and so much more.

From finding your first customers to managing a team of cleaners, I will guide you step by step on how to start a new successful house cleaning business. With years of experience in the cleaning industry, I will share all my tips and tricks to help you succeed!

So if you're ready to start your own house-cleaning business, sign up today! Invest in yourself and take the first step towards financial freedom and the satisfaction of running a successful house cleaning business.



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