CEO CLEANING ACADEMY

FREE GIFT

The Remote Cleaning *Launch Checklist*

20 steps from idea to your first booking, without cleaning a single house.



By **Jazmine Tates**, Founder of CEO Cleaning Academy

Before you start

A NOTE FROM JAZMINE

Hey, it's Jazmine. When I started my cleaning business I had $25, no business background and no idea what to do first. I Googled "how to find cleaning clients" and learned most of it the hard way.

I built this checklist so you do not have to. It is the order I wish I had in week one: 20 small steps, from picking your service area to your first review, and none of them need you to clean a single house yourself.

Here is how it works. You partner with independent cleaners who are already great at the work, and you run the client side and the schedule. That is what makes this possible around a job and a family.

How to use it

THREE RULES

Go in order	Each step sets up the next one. Skipping ahead is how people get stuck.
Done, not perfect	Tick the box when the step is finished, not when it is polished.
Aim at "open"	You are open when someone can book you and pay you. Everything here points at that line.

One step at a time. Tomorrow there is another step, and you just keep showing up.

Your first 7 days

A SIMPLE PACE

Day 1	Pick your service area and your starting services (steps 1 and 2).
Day 2	Choose your business name, register it and open a business bank account (steps 3 and 4).
Day 3	Get a quote on insurance and set your flat-rate pricing (steps 5 and 6).
Day 4	Write your client agreement and set up booking and payments (steps 7 and 8).
Day 5	Create your business phone and email, then build your one-page site (steps 9 and 10).
Day 6	Decide how you will pay your partner cleaners and post your first ad for them (steps 11 and 12).
Day 7	Claim your Google Business Profile and message 20 people you know (steps 16 and 18).

Finished the week? Book your first clean before you polish anything else.

Your launch, step by step

STEPS 1 TO 10

1 Set your foundation

- [ ] **Pick your service area**
  Choose the city and neighborhoods you will serve first.
- [ ] **Choose your starting services**
  Standard, deep and move-out cleans. Start with one or two.
- [ ] **Name and register your business**
  Pick a name, set up your entity and get your EIN.
- [ ] **Open a business bank account**
  Keep business money separate from day one.
- [ ] **Get insured**
  Cover your partner cleaners and your clients' homes before the first job.

2 Build your systems

- [ ] **Set your flat-rate pricing**
  Price by home size and service, and know what you keep after your partner's share.
- [ ] **Create your client agreement**
  Cover scope, cancellations, payment and access.
- [ ] **Set up online booking and payments**
  Let clients book and pay without a phone call.
- [ ] **Create a business phone number and email**
  Keep your personal line out of it.
- [ ] **Build a simple one-page website**
  Your offer, your areas and a booking button.

Your launch, step by step

STEPS 11 TO 20

3 Line up your partner cleaners

- [ ] **Decide how you will pay your partner cleaners**
  A percentage per job works well. Know your margin before you say yes.
- [ ] **Post your ad for partner cleaners**
  Say what the work is, how they are paid and where you serve.
- [ ] **Chat with candidates by phone**
  A short call first, then a trial clean for the ones you like.
- [ ] **Onboard your partners properly**
  Their agreement, insurance certificate and an expectations call.
- [ ] **Set your standards and a shared schedule**
  One checklist for every home and one calendar everyone can see.

4 Land your first clients

- [ ] **Claim your Google Business Profile**
  Show up when locals search for a cleaner.
- [ ] **Post your offer where your neighbors are**
  Local groups, community pages and your own social profiles.
- [ ] **Message 20 people you already know**
  Tell them what you launched and ask who needs a cleaner.
- [ ] **Book and complete your first clean**
  Confirm the day before, get paid, pay your partner and follow up.
- [ ] **Ask for a review and a referral**
  Your first happy client is your best marketing.

Your notes

WINS AND QUESTIONS

My service area:

My starting prices:

People I will message this week:

My first booking:

Questions I want answered: