Cleaning Business Kit

30-Day Cleaning Business Launch Checklist

From an idea to your first paying clients in four weeks. Tick each line as you go.

Check your state: Rules differ by state and city. For your state's registration, license and sales tax links, see cleaningbusinesskit.com/licenses/. This checklist is not legal or tax advice.

Week 1: Make it official

- [ ] Pick a name. Search your state's business name database and check the domain and social handles are free.
- [ ] Choose a structure (sole proprietor or LLC). Form the LLC with your state if you choose one.
- [ ] Get a free EIN from the IRS at irs.gov (never pay a site to do it).
- [ ] File a DBA (assumed name) if you'll use a name that isn't your legal or LLC name.
- [ ] Ask your city and county whether you need a business license.
- [ ] Check whether your state charges sales tax on cleaning services, and register if it does.
- [ ] Open a business bank account. Keep business and personal money separate from day one.
- [ ] Get general liability insurance quotes (and a janitorial bond if clients will ask for one).

Week 2: Decide what you sell and what you charge

- [ ] Choose your services: standard recurring, deep, move-out, rentals, offices. Write down what each includes.
- [ ] Decide what you won't do (biohazards, mold, heavy furniture, high ladders).
- [ ] Time yourself cleaning your own home and a friend's, room by room.
- [ ] Work out prices from your costs with the free pricing calculator, and set a minimum charge.
- [ ] Write your policies: cancellation notice, lockout fee, payment terms, re-clean guarantee.
- [ ] Buy your starter equipment and supplies. Label every bottle.
- [ ] Print or save your checklists for each type of clean.

Week 3: Get found

- [ ] Create your Google Business Profile with your service area, hours, services and real photos.
- [ ] Set up a simple website or one-page site with services, service area, price ranges and a quote form.
- [ ] Set up a business phone number or a separate line for texts and calls.
- [ ] Tell everyone you know, and ask for two or three test cleans at a friends-and-family price in exchange for honest reviews.
- [ ] Post in local community groups where business posts are allowed.
- [ ] Make door hangers or flyers for the neighborhoods you most want to serve.
- [ ] Introduce yourself to two realtors and two property managers about move-out cleans.

Week 4: First clients and systems

- [ ] Pick a scheduling and invoicing tool (even a calendar and a spreadsheet works at first).
- [ ] Do every walkthrough with an intake form, and send every quote in writing the same day.
- [ ] Have every client sign a service agreement before the first clean.

- [ ] Set up a key and code log before you hold anyone's key.
- [ ] After each first clean, call the client, fix anything missed, and ask for a review.
- [ ] Start a simple record of income and expenses, and set aside money for taxes each week.
- [ ] Write your goal for month two: how many recurring clients, at what price.

> **Want the paperwork done?** The Complete Kit at cleaningbusinesskit.com has the intake form, quote, agreement, policies, checklists, pricing spreadsheet and business plan that go with each step.