

Dirty Millions

The Clean Way!!

(Learn My Secrets)

By Kirk Tillery

Copyright © 2008 by Kirk Tillery

All rights reserved. No part of this book may be reproduced in any manner whatsoever without written permission, except in the case of brief quotations embodied in critical articles and reviews.

Printed and bound in Canada

ArtBookbindery.com

Empowering Writers to Self-Publish™

ISBN 978-0-615-19600-8

Table of Contents

1 ▪	Preface	#
2 ▪	Introduction	#
3 ▪	Getting Started	#
4 ▪	Learning as Much as You Can to Increase Your Income	#
5 ▪	Legalities	#
6 ▪	Business Bank Accounts	#
7 ▪	Investors	#
8 ▪	Cleaning Equipment	#
9 ▪	Tips On Cleaning	#
10 ▪	Recruiting Clients	#
11 ▪	Standard Daily Procedures	#
12 ▪	Travel	#
13 ▪	Customer Service	#
14 ▪	Bidding and Cleaning Records	#
15 ▪	Pricing and Making Bid Estimates for Contracts	#
16 ▪	Placing Bids on Public or Government Cleaning Projects	#
17 ▪	Construction Contracts	#
18 ▪	Government Contracts	#
19 ▪	Watching the Industry	#
20 ▪	Cleaning and Employment Opportunities	#
21 ▪	Training for Your Employees	#
22 ▪	How to Treat Employees	#
23 ▪	Employment Behavior and Etiquette	#
24 ▪	Subcontracting Jobs Out	#
25 ▪	The Benefits of Subcontracting	#
26 ▪	Resources	#
27 ▪	Conclusion	#

Preface

If you ever thought about making lot's of money working from home or an office, this book is a must read from cover to cover. No matter what you do for a living, this book will change your life, as the author explain how he went from an under educated janitor, to owning his own successful business. It will open your eyes when it comes to making more money, maybe even millions, no matter your background. As you share and tell your friends and colleagues to buy there copy of this book, you will begin to see and understand how the rich became richer from the contacts within there own circles. Telling them that there is plenty of money to go around in these tested systems, they will grow with you, for you, and help you, in this tough economy. Greed is not good for any of us, remember to survive you only need four things, food, air, water and most of all love. These things are all somewhat free; everything else is what you want out of life.

America has a lot of work to do. She needs all Americans to get involved day in and day out as we educate ourselves and help our officials, move this country forward every four years. In time we will change the world.

Some of our infrastructure, schools, government and private buildings need all types of highly paid repairs, to professional cleaning services, just to name a few items or types of work needed for many years to come.

With that said, it's time for you to make dirty millions the clean way. Throughout this book I'll give you valuable tricks of the trade, information it took me a lifetime to learn, and that you'll need to know if you want to be successful working for someone or starting your own easy to start business. I'm sharing my story of success with you to help you fulfill your dream of being a business owner. I know you'll be surprised at how much money there is to make in the self-owned building, contracting, repairs and cleaning business. So use this book as your guide to start your own small, medium, or large business. I only wish I'd known this Information I'm going to share with you when I was at the beginning stages of my business. I'd have climbed the ladder much faster. Today is just the beginning of a new life for you. Now, get ready to make yourself some dirty millions the clean way!

Introduction

When reading this book in detail, you will find that it is designed and set up for everyone who's not afraid of a little challenge. It will really help the under educated business orientated individuals, with at least a third grade education level up to a college degree, grow with ease. This book will also show you that you have a creative brain that is designed and works just like the brain of every millionaire who has ever lived. Ask any doctor or scientist whether this is true, and they will answer you back with the question, "Who taught the very first teacher, businessman, doctor, contractor, professor, and so on?" Some regular person like you had to figure it out. That being said, most of the contractors and building cleaners I am trying to reach have a high school diploma, yet they did not have any good business education. I was just like this when I first started out in the cleaning business. Going from a building cleaner to building cleaning contractor with very little education, it was extremely hard.

As you read, you will notice early on that I will repeat some of the information, sometimes several times. I do this because I must help my under educated and educated contractor friends understand the information easily, and I want to show all of you that I have not forgotten where I came from. In spite of a poor public education building cleaners or contractors, if they apply themselves, they can become very rich, maybe even millionaires. This type of over-and-over format will help you get my points a little faster. (My second book will probably be a little different.) Study this first book over and over again; this will help you learn and be creative in the long run. Use and enjoy the CDs because they will help you understand this enclosed workbook as you start to educate yourself and change your life.

I just hope that you are about to be one of the people who decide to make a change in their lives by getting a good paycheck for most of your upcoming or future contract or cleaning projects. There are about six billion people on this earth. About half of these people will do some type of cleaning or contract work for them self and/or for the other half. Some will be paid to clean or make repairs for others, some will do it for themselves or for free. Reading this how-to book can start you on your way by showing you how to get paid for all types of contracting and cleaning work as you go in business for yourself. The information and thousands of contacts that you're about to discover in this book will help any person—male or female, of any race or background—who is doing any type of service or contract work in or around buildings. It will also help all types of building service people and contractors make lots of new contacts and money just by learning the systems and information in this book.

I have decided to direct most of this book's energy toward helping contractors and beginners start an easy-to-do building cleaning service business on their own, this will help all types of contractors in the beginning. As you may know, most inexperienced contractors start out learning from the bottom as cleaning contractors and then work their way up trying and learning all other trades to become large general contractors (sometimes making billions of dollars). I'll help you understand how the building cleaning and contractors business and service industry works. If there are a few grammatical mistakes in this book, I'd like to ask your forgiveness now. I am just an under educated building cleaner/contractor who is trying to make a change for other or under educated, underpaid building cleaner and contractors who are doing one of the dirtiest jobs in America: keeping America clean, working well, built, and beautiful for all of us.

I have used the building cleaning service business as a way to teach you because, as a cleaning contractor, I do know a little something about it. My plan is to show you the easiest way to approach this contract business so that you can become a self-employed businessperson, not a nine-to-five employee. After reading this book I am sure your feelings will change about building cleaning and contracting service work and possibly start your own business.

This how-to book will show you more than how to start your own easy-to-do cleaning business, it will show you how to make thousands of contacts with the right people that you need to know to work in the building service or contracting businesses. Keep this in mind and note your thoughts and ideas about your trade or contracting business in the margins as you read. I may talk a lot about the cleaning service business in this book, in a way that may not be clearly relevant to your trade or contracting business. So again, your goal is to think like all future and past millionaires have done over time, what I or other successful people say to you about our business, use it for your own business or trade and then take action. So now, you can find new and creative ways to think about just only your type of business or trade as you continue to read. The main common threads between most businesses finding new jobs and projects or customer support systems, and making good business contacts. Contract businesses can and will use the information in this book (or this same types of information) to find new contacts and contracts. In the Resource chapter at the end of this book I will give you sources of information that will help you, whether you are in cleaning, contracting or helping to repair the infrastructure of America by working on highways, bridge repairs, weatherizing old buildings, heating and air-conditioning, window installation, land developing, painting, general construction, demolition, concrete, millwork, roofing, landscaping, plumbing, electrical work, bricklaying, carpentry, tile installation, asbestos removal, elevator repairs, engineering, iron work, sheet metal work, sprinkler fitting, bathroom remodeling, or any other trade. You will find that you can use these same resources, and some research of your own, to help grow or redirect almost any type of business.

As you study this book, you'll develop ideas about how to attract new contacts or costumers and set up your networking systems. You will come to see how you can make your contacts and millions of dollars in your type of contracting and or building service business, no matter what type of building service trade you have to offer. If you're serious about building a successful business while building your bank account, this book is for you. Remember, when I talk about the different ideas, your job is to use this "how to" information to make good contacts and money thinking about you and your new ideas. By using examples from the cleaning industry, I will help you understand how thinking differently about your contract business can make you successful. You can slowly replace my cleaning examples with your own new business examples. You'll soon see how you can make all types of building service contacts and information work for you, and you'll soon be on your way to making dirty millions the clean way.

Please understand that this book is not designed to teach a building cleaning or a contractor how to be a better cleaner or build a building better; that part you already know. This book is intended to show you how to make more money in your own business as a self owned contractor, not just how to punch a clock for someone else's cleaning or building business. At the same time, however, you'll learn a few cleaning tips from this book. I'll do my best in this first book to show you how to start and maintain your own business while also reviewing some of the small day-to-day on-the-job tips that you probably already know or will quickly learn.

I'm proud to say that I come from a long line of building cleaners. Over forty years ago, my dad took my seven siblings and me to work with him each night to clean all different types of buildings. On weekends, we would clean a total of eight buildings, and during the week we would clean another four. My mother and grandmother also cleaned buildings for a living. As a youngster, I can recall my mother working at the Value City department store chain, then known as the Dry Goods stores. She cleaned their rest rooms and office spaces to help my dad pay the monthly bills. When I was around sixteen years old, I also got a part-time job with the Dry Goods stores as a cleaner and part-time warehouse stock clerk. Nevertheless, I had high hopes for myself. I wanted to go to Princeton, Harvard, or Yale to become whatever I desired. When I received my Scholastic Aptitude Test (SAT) scores, I was hit with the cold hard fact that college wasn't open to me or to most of my classmates. My poor high-school education and low SAT scores ended all dreams of procuring any type of upper income based on a college education.

As an adolescent, I had no way of knowing how many other children from the same type of environment were under educated. We had no way to compare education or check our SAT scores against those of other kids. Nor did we know any of the kids who were getting a good education, good SAT scores, and getting ready for their well-educated adult lives. I could have reacted to my disappointment in many ways after twelve years of school, but one day I woke up and said to myself if I wanted to be successful I was going to have to take the long hard road to get there. I realized later in my life that college might not have taken me where I wanted to go anyway, since I hadn't known exactly where I wanted to go as a young man. Since then I've known that my success depends on staying on track, staying focused, and trying to become one of the best. In my case, this meant becoming one of the best building cleaners in this country. Over the years, I've worked various cleaning jobs in different places with many cleaning companies. I've worked at lawyers' offices, doctors' offices, the Navy Amphibious Base, construction sites, hospitals, schools, college campuses, Ft. Story Army Base in Virginia, government buildings, and more. I must say that I have become one of the best.

I may have become one of the best, but I still had higher hopes for my life. So I began my mission to become self-employed, using my own big ideas. Now, this wasn't easy. I had a long way to go. I still held only a high-school diploma that reflected about a third-grade education. I knew that under these circumstances, I couldn't hope to compete with well-educated businessmen without learning a lot more. One of my first steps was to continue my learning. I wanted to free myself from doing a job just so I could go to work every day. I'll never work for anyone again. No safety net, eight hour-a-day job will ever be underneath me again. I have a brain just like the millionaire trying to hire me to work for him and his company, so I decided I would take my chances. I achieved this by studying successful people in all types of businesses and learning what made them able to become rich. My view of corporate America will never be the same.

One important thing you can do is to study and learn as much as you can about successful, rich, well-to-do businesspeople you hear about. The more you study successful people, the more you will learn to think and act like a successful businessperson. Use the creative ideas that made them rich to start your own creative business ideas. This will help you grow faster so that you can achieve your own goals earlier. Think about it, these successful people have already been there, done that, made all of their business mistakes as they made their millions. So why can't you do the same thing faster, by learning about their mistakes and how to avoid them?

You don't have to sit down and read the success stories of the rich to learn from them; you can study them using books on tape, CDs, DVDs, radio talk shows, and so on, just the way I did in the beginning. I find that books on CD are a great way to keep learning, just as if you were listening to your favorite teacher, professor, preacher, or lecturer. You can use books on tape or CD anywhere, at almost any time of the day or night, to study someone's success story and apply it to your own new business. I can assure you that it will help improve your own cleaning service or contract business. You must study successful people day in and day out for your business and your own personal growth. You can find or buy business self-help, success-story books on CD or tape at almost any bookstore in your area, and as you travel out of town, you will see bookstores everywhere you go. Take the time to visit these bookstores and you'll see just what I am talking about.

I have discovered a few things that most successful people have in common. These traits ultimately get them ahead. Successful people watch very little TV, sleep six or fewer hours per night (including weekends), and always have a to-do list of ten to thirty business items to complete each day, seven days a week. The more items they get done from their to-do business list each day, the closer they come to their million dollar fortune. You only have to complete about two hundred fifty thousand of these business items in your business life time, give or take, so you better get started (smile). They also continue to study, over and over, throughout their lives, the successes of other businesspeople from all walks of life. They feel good about what they are doing no matter what happens to them during their busy workdays. We can all do this! It's

already there; you just have to dig for it by daily completing item after item from your business to-do list. At the end of each day grade yourself on how far you got with an A, B, C, D, or F. This will help you check how well you are staying focused each day, on what you need to do to meet your business goals. In this book, we will pursue achieving the mindset and knowledge of the successful business person in our pursuit of success in each of our businesses. Then you will have the keys you need; you'll just have to turn them to find your golden million dollar ticket. It not always what you know, but who you get to know as they teach you the business of how to, use what you know. Keep your day to day completed list filed away as a diary for your family and grand kids, showing them that honest hard work can and will always change the world for the better.

For many years, cleaning buildings for a living was not something people did with pride. There were some cleaning people and contractors who were self-conscious about their chosen profession. I use the word "chosen" loosely, because it was often the lack of opportunity or some other circumstance beyond most building cleaners' control that had given them very little choice in their careers. Cleaning building was a low-paying profession, and there were many people who treated cleaning people with disrespect. While a career in the building cleaning industry is more socially acceptable today, there's still a certain stigma that goes with the profession. Although some people may frown upon cleaning for a living, one can't deny that it is a very lucrative business today, and one that is finally receiving a lot of respect due to its new financial growth. Several major publications in recent years have described the cleaning industry as one of the fastest growing services in America. It has expanded to become an important part of the economy, making billions of dollars per year. It's still growing today with no end in sight. You must know by now that a major part of America's economy has become service. That is a fact. So now you know why we are talking about making millions in the cleaning service business.

Today, most people want college degrees and jobs in an office or in the technology sector, where they can sit at a desk and do some type of technical job. That's fine, but so many are blind to the fact that there are still many other kinds of good opportunities where you can make a lot of money. You can be a part of the day-to-day business service of America by having your own cleaning and or contracting business. No, it's not pretty or attractive to push a broom or clean a toilet, and maybe it isn't as plush as a computer job. However, I can tell you from experience that you can make a lot more money in the cleaning or contracting business than at some desk jobs, if you give it your best. No matter what you do for a living or how well you think you're doing in life, it all comes down to your bank deposit slip on payday. Self-employed building cleaners or building contractors can make and save a lot of money by the end of each month if they work hard and apply some of these "how-to" ideas. Check it out for yourself, and I think you'll be surprised to see what you can do when it comes to making lots of money.

In this how-to book some will uncover knowledge showing them how to make millions, while others will use it just to add a few extra thousand dollars to their income each month. How much you make is totally up to you. You'll be able to make the best decisions for yourself about how much money you make. Owning your own business will give you this kind of power. You may find overnight success in this business, or it could take a year or two for your business to take off. Again, it's up to you and how hard you work to market yourself and bid on project after project. The cleaning and building contracting business certainly doesn't appeal to everyone, but for those who are committed and willing to persevere, I'll do my best to teach you how to become highly paid by owning your own successful cleaning service or contract business.

You are a citizen in this great land of opportunity. You should remember this and never discredit your potential just because you are in the building cleaning business. As I said earlier, "cleaner" is a word many people associate with a low-income job done by people who have few skills or no other employment opportunities. That's good; it's OK. We building cleaners will try to keep this good moneymaking secret in our own little cleaning society. The more people who have this attitude, the more money we'll make. So let them walk by you when they see you

coming with your cleaning supplies and equipment in hand. They might look at you for a second, and then quickly turn and look the other way when you make eye contact. Let them!

Here's a little secret just among us building cleaners. A few times as I cleaned an office, I stumbled across the deposit slips or pay stubs of one of those look-away-quickly people. The stubs were lying in the open, forgotten or left behind on their desks. I just had to smile when I saw that this person was making less money than I was. So, the next time I saw this person looking the other way because the "poor cleaner" was coming, I quietly laughed to myself and turned away. Now I had to look the other way, because I felt so sorry for this poor guy in his shirt and tie who made so little money!

Just a quick note before we go forward: if and when I talk about a book or information or other resource that you do not yet know about or understand, you can always jump to the Resources chapter for clarification. The Resources chapter includes a description of each book or organization as well as phone numbers and web addresses you can use to get more information.

Again, you will hear a lot of repeated information throughout this book. Remember what they told you when you were in school? "Repetition is the key. Repeat over and over until you learn this subject and get it right." I know this is true, because I had to repeat the seventh grade when I changed school districts, and I found out that the teachers were right. I had to repeat a lot of the things from the previous year all over again. I learned them very well the second time around. So, I will repeat important information over and over. It's also important for you to continue to educate yourself, all the time, until you get what you desire from this life.

Now that you know a little bit about my business background and me, you're probably asking, how do I get started? It may seem tough at first, but after you read through this book, you'll gain the knowledge and confidence to begin the process. I found it helpful to make myself a (daily) "to-do list" in order to start up my own contract cleaning business. I'd suggest the same for you. So, get out a pen and paper, and let's begin going over the first steps you need to take to make dirty millions the clean way!

3

Getting Started

I have found that people who are successful owners of cleaning businesses seem to have a secret little society. Most of the rich and successful business people in the cleaning business have been reluctant to sit down with me or others and disclose details about the basis for their success. I believe they know that they have a good cleaning fortune established and are reluctant to share the secrets of their financial success. So, I had to learn the cleaning business the hard way. Personally, I just can't keep quiet when so many people need help. No one helped me, so I know how hard it can be getting started without any help. I am writing this book because I believe there is enough money in the cleaning business to go around for all of us, so I don't need to hide anything I have learned. There are some simple but effective ways of starting your contractor or cleaning business. In this chapter I will talk about handling finances, start up money, how to begin finding jobs, and advertising.

After you check on legal requirements for starting a business (see the next chapter), you'll need to find an accountant to help you manage your financial chores. Try to check out or call all the best accountants in your area, and ask a lot of questions for as long as they are willing to give you free answers. The accountant you eventually hire will charge you sooner or later, so you might as well get as much free information as you can. For instance, you know that as an employee, your employer took taxes out of your paycheck. When you are the owner of your own business, you are the employer and you will need to figure out how much goes to taxes yourself. Actually, you'll do better to hire an accountant. Then, when tax season arrives, you'll take all of your income statements and pay stubs to your accountant's office with your yearly deduction form. You won't have to understand all the details because you'll pay the accountant to prepare your tax return. You will learn more as you ask your accountant a lot of questions about your new business. Learn everything you can about your business finances from the accountant.

Be creative in asking your accountant questions about how things work whenever you have a chance. Ask questions like, "Why does my business have to report income four times a year instead of once like I did when I was working for my old employer?" "Why do I have to take weekly tax money from my employees, and how does this work?" "What is my business tax identification number used for?" "What payroll accounting service should I use for my weekly payroll?" Make a list of questions and get whatever help you can for as little money as possible at first. The accounting firm needs your small business and other small businesses like yours, so it will be willing to help you in the beginning for free just to get you to hire them. Continue to ask questions and learn as much as you can before you start your cleaning or contract business. This will help keep you out of financial trouble, and keep your accountant on top of the direction you are trying to take with your new business. It's perfectly fine if you just want to be an employee working for someone else, but if you want to be an employer, you can't ignore the financial aspects of your business or let them scare you. You don't need to know everything about accounting laws, that is your accountant's responsibility, but you'd better ask questions and stay on top of things, such as the taxes owed by your business and when are they due.

As a business owner, you'll soon realize you can't do it all by yourself. Most people start to relax a little when they finally realize that they can put some of the legal responsibility for the

business on the shoulders of their accountant. In this book, I try to strip away many of your doubts and fears and replace them with lots of good, long-lasting, helpful, positive bits of knowledge that will help you start your business. All you need to know is how to do the work and run the contractor or cleaning parts of the business so that you keep plenty of happy customers. Whatever you're not familiar with in the beginning, I'll try to explain by showing you how to do some research and find business consultants who are full of good business tips. Sometimes, just by networking with other business professionals, you'll come across useful start-up and long-term business information that will be crucial for your business success. You may have to spend a little start-up time at night and on weekends working for little or no money just to get a better understanding of your new contract or cleaning business. If spending some time or money advances you toward greater gains, do it. The time and money you spend will be worth it in the long run.

When you are starting up a cleaning business, you do not have to spend a lot of money up front. During the first six months or so, you'll find that you already have the people, equipment, and cleaning supplies you need to start. For example, without breaking the bank, you clean your own house on a daily, weekly, or as-needed basis. You have a broom, a vacuum cleaner, cleaning rags, window cleaners, bathroom cleaners, trash bags, soaps, paper towels, mops, cleaning brushes, and spot removers already in a closet in your house, or in your family's or friends' houses. Some family and friends will give these items to you and will help you with whatever you need to start your cleaning business once you tell them a little about what you are trying to do.

Most of your first-time cleaning contracts may start out as small buildings to clean and can produce anywhere from \$1,000 to \$8,000 per month. Your jobs may just be one-time jobs or may require you to clean one or more days a week at a small office, store, or school. You do not need to use much of your income to begin cleaning these small buildings. These little jobs will pay you every seven, fifteen, or thirty days after you give them your invoice. The startup money you will need to spend will be for accounting, legalities, business insurance, gas, business cards, and phone/fax.

Advertising opportunities are everywhere, and if you don't take advantage of them, your business will never get off the ground. On your way to work each day, you may drive by hundreds of buildings. Each of these buildings needs to be cleaned, maybe by your cleaning business. Yes, this type of business can be all yours to clean. Similarly, the person you sit beside on a plane or bus or start a conversation with in the grocery store or at a ball game could be your next client. During this conversation, you may be asked about your line of work. This is a good opportunity for you to show off your stuff, learned from this book. This person may just happen to be a buyer or property manager (a person that manages commercial office and industrial real estate buildings for the owners who do not have time for the day-to-day operation of their properties) with responsibility for building service contracts in his or her company. Or this person may know the person in charge of purchasing these services. After an exchange of business cards, the person might help you along or give you a few good contacts within the company. Stay ready, with your business cards always have one in pocket or hand. In other words, always look for opportunities, and keep your business cards or flyers ready to go from your hand to theirs before the end of any conversation. Later, I'll shed more light on some resources you can take advantage of in the contractor building or cleaning industry and, at the same time, show you how to market yourself.

A good, small, low-price business advertising campaign starts by printing business cards and flyers. Include details about your business' specialty. If you do not have a specialty, your cards and flyers should say "all types of building repairs" or "all types of cleaning services" with a few details and all of your phone numbers and your address. (A post office box is a good idea so you don't have to give out your home address to strangers.) Do a good job for your new and existing customers, and you'll grow your business fast by taking advantage of word-of-mouth advertising. Today's technology also allows you to quickly advertise your business in many

ways. One piece of technology is right at the tips of your fingers, your computer. You can create a quantity of flyers to pass out, e-mail, or print them and mail to potential clients. You can set up a website and put the website address on your flyers, in the local new paper and on business cards so people can get more information about what you are doing at any time of day or night. In this way, you'll be encouraging people to inquire about your business. Potential clients will check your website or call to ask about your business. This will help get the ball rolling and start the phones ringing a little more quickly.

In this informative how-to-guide, we're going to cover working and profitably managing your cleaning business in many different ways, so that you can bring home an increased income each month. However, before deciding to quit your full-time job, you'll want to make sure that you have a few things in place and ensure that this is really what you want to do. This book will help you make this very serious decision. Health insurance and a good income for you and your family should be one of your top priorities. In today's world, you have a lot of access to technology, and it is in your best interests to utilize it for business research. Without today's technology, it took me months of trial and error to find the most adequate and reasonably priced health, business, life, liability, and auto insurance. These days, you can quickly conduct an online search to find coverage that will not hurt your budget as you set up your business. Again, before you quit your job, make sure you have mastered the information in this book and learned as much as possible from other sources like the Building Service Contractors Association International.

It is vital that you research and review your financial situation with a good financial planner or accountant before you think about quitting your full-time job. One way of going out of business fast and going back to work for someone else is to be ignorant about what it will take to support you, your family, and your new business responsibilities. You could find yourself in a lot of financial trouble if you assume prematurely that your new business is strong enough to fully support you and your family. In the beginning, stay with your full-time job and operate your new building cleaning service in a part-time capacity (nights and weekends) until you get the hang of it. You'll know when it's the right time to quit your old job. And believe me, your accountant and banker will help you recognize the right time.

Your new business and its cash flow can eventually bring all the money needed to support you and your family. To do so, however, you need a business plan. It's not hard to do on your computer. You can contact a Small Business Development Center (working with most colleges) in or near your town for free help developing your business plan. They will also help you jump over a lot of other business hurdles at little or no cost. You need a plan for the banks and investors to read, but also to give yourself a way to stay focused on what you want to do, how much you plan to spend, and when you want to do what. Working within the guidelines of your small business plan is important for you and your staff. A plan will help you get started by setting out your one- to five-year goals for your new business. Reading your business plan each month, over and over again, no matter how well you think you know it, will help the company and you stay on your business track to get you where you want to go on time and within budget. Don't be a know-it-all; read your business plan and study it diligently. You didn't put a plan together just for the banks and investors to read, but to give yourself a way to stay focused and achieve a successful business.

I'd like to also suggest that in the beginning you personally do door-to-door advertising, passing out your business cards or flyers. Try to stay close to home, working in your state and the two states that are close to your state. A tri-state area will be plenty, when starting out on your door to door advertising campaign. In this business you must be willing to do a little traveling in order to reach out for new opportunities. In time you may work in all fifty states, as your business grow. You must market yourself and your business without spending a lot of money. One of the best ways to do this in the beginning again, is going door to door. Like it or not, you need to become a door-to-door salesperson in the start-up period to advertise and get the word out about your new business. Try to set a goal of

distributing at least fifty flyers and/or cards per day (or about three hundred per week.) This may take you about an hour each day. Be persistent as you strive to reach your business goals. Go to the strip malls, large office complexes, new construction sites, government or military base buildings, doctors' office, schools, city and state buildings, downtown offices, apartment complex-office, church, movies, night clubs, residential/homes, and cars in parking lots (if it is safe to do so), and most of all, hand-distribute your flyers and cards to people dressed in business attire when you see them. Please do this without breaking any laws. Be aggressive with this start-up procedure, but be polite. For example, if you go to a door that says, "No Soliciting," be respectful of this request and move on to the next door or building.

As a door-to-door representative, you'll experience a little rejection or a "no I do not want your flyer" just ignore this and hang in there. In any type of business, you have to develop a thick skin and accept a little rejection. As you go to your bank with a larger paycheck, you will soon forget the rejections. At times, you'll even get the "poor building cleaner" look as you go door to door. Just ignore the looks and remember that one day you just might have the opportunity hire that person to work for you doing part-time cleaning of the building they now work in full-time. In the business world, it is eat or be eaten, destroy or be destroyed, by others who are trying to get rich just like you. Keep trying each and every day so you end up on top.

To get started, I've shown you that you need to find an accountant, come up with a business plan, figure out what you need to spend, and start advertising to those who may need your services. Above all, you need to be sure you are doing what you want to be doing, and that you are making decisions that are good for you and your family. Then all you need to do is follow your business plan, and commit your time and energy to following the plan I am setting out in the rest of this book.

Increasing your income is still your priority and you can do that in a short time by starting your own cleaning or other building service business. One job will lead to the next, and if you continue to recruit new clients, your business will continue to increase. Before you know it, you will be on your way to making dirty millions the clean way. But to do this, you will need to keep learning and you need to be persistent.

4

Learning as Much as You Can to Increase Your Income

You are already on your way to increasing your income; it started the moment you began reading, researching and taking action with this how-to book, but we still have a long way to go. Knowledge is the key to all of the building cleaning and contract repair service success stories. In this book, I am sharing just a small amount of information that took me half a lifetime to learn. I'm hoping that this first book of information will open up your mind the same way good food makes you open your mouth. You take in more and more food until you are full. When you are full, you stop eating, but later, you become hungry once again and look for more food to eat, in this case more knowledge to learn. Too much information at this time would be a little overwhelming, like eating too much food makes you uncomfortable. It was certainly like that for me in the beginning when I was trying to learn it all, everything, all at the same time. I stayed hungry for new business information, but it would have been less overwhelming if I had slowed down once in awhile to think about what I was learning.

Once you pick the areas of the contract building service industry that you want to service (if not all of them), you can start accumulating your fortune as you learn - not just with government contracts but also with commercial, residential, industrial, corporate, and new construction, just to name a few areas of work. Each area of the cleaning and building construction or repair fields has millions, if not billions, of dollars spent in it each year, making a lot of work for you and your company. Just think about it! Almost everything on this earth will get dirty, wear out, or need repair at some time or another, and some cleaning business or building repair person has to clean and fix almost everything you see on a daily, weekly, or monthly basis. Again, shouldn't you make some of that money? You'll learn on all of these jobs, if you follow and apply the guidelines in this book, study successful businesspeople, watch their and your businesses grow, and always experiment with your own new business ideas. You'll start developing a successful cleaning service or contract service business in no time.

Your business will grow as quickly as you learn, if you take action based on what you learn. Business fears come from not knowing, or when you take the next business step in the dark. Study and you will overcome your fears and grow your business or, just read two out of the many books I think you should read are titled, *Think and Grow Rich*, by Napoleon Hill and *1101 Businesses You Can Start from Home*, By Daryl Allen Hall.

The things that you do today may not pan out for months to come, but you must keep doing all of them anyway. You'll find that, from time to time, you'll forget about some of the meetings, calls, and forms you filled out five or six months ago, or the flyers and business cards you went door to door passing out. Then one day, the phone will ring and a voice on the other end will say that a person would like to set up an appointment to meet with you, to obtain a bid and, maybe, use your cleaning or building service company. Another day, you might receive a call saying that you have just been certified for a government program based on forms you filled out months ago. It has happened to me, and it will happen to you as time goes on. You just have to give out those cards and flyers, make those cold calls, send those faxes, and fill out all the business forms sent to you in response to your faxes and calls.

We, as building contractors or cleaning contractors, have an obligation to project managers, architects, contracting officers, and property managers to fulfill their cleaning and

contract needs. This is where opportunity and determination meet successfully. You want the customer's business, and the customer needs a good cleaning service or other contractor. It is your responsibility to make sure that your business is a prime candidate for all new cleaning and service contracts. You must not give up after a few months, or even one year, of marketing your business day in and day out; it will happen on the large scale you are looking for. Five to seven days a week, you must continue to let businesspeople know that you are out here, and the phone will ring over and over again with new business each month. Do not work just the nine-to-five day and quit; when it comes to your building cleaning service, you must do a little more than that every day, especially in the beginning. Learn everything you can, make time for potential customers, and keep your schedule flexible when the phone rings. Get out there and stay out there until your bank account and your banker say you can slow down, stop, or just take a long, fifteen-day, upscale vacation two or three times a year.

Now let's talk a little more about some legal aspects of owning your own cleaning business. Remember, your goal is to make dirty millions "the clean way." That title has two meanings behind it. One, obviously, is that you will be running a cleaning business. The other meaning is that you will be conducting your business in a clean, lawful way.

5

Legalities

The first thing I recommend you do is check the legal requirements for starting a business in your state and community. You must find out what steps need to be taken to legally start a contractor or a cleaning business. Find out what the taxes are like, what forms you need to fill out, and what the business politics are like in your area.

You will need a little legal advice for your company. In dealing with legal issues, I would suggest that you check out again, your local Small Business Administration for their free checklist for start-up businesses. The Small Business Administration also offers lots of free seminars which can help you find out about what legal issues you need to think about, and how to deal with them. Then check your local laws for free on the internet, or call the Bar Association to find a good business lawyer who is just starting out and will help you for a fairly low rate. Get some ideas and direction from the lawyer about the way to start legally, and then check these details with your accountant, the Small Business Administration, government information centers, or whatever resource you can find to give you good information. Also, contact a Small Business Development Center, and see if your local colleges and universities have programs that will work with you at no charge. Many programs out there will work with all types of business start-ups, not just the cleaning businesses, for free.

You can find some of the rules and laws for a small business through Findlaw. Check your state for more information like this, as well, because laws vary by state. Websites to help you are fairly easy to find on the internet. Another helpful resource is The Government Phone Book USA, which after making a few calls and finding contacts from this book will give you a lot of the free legal help you may need before spending money on a professional accountant or lawyer. Some resources will give you a list of what to do and what not to do, based on business law. You can also look in your local phone book for state-based agencies that will give you free information you want about your state laws.

In order to run a successful business, your finances need to be in order. You need to find the business bank account that suits your business needs best in order to be successful. So, another one of the things you should do is research your business bank account options.

6

Business Bank Accounts

You are an entrepreneur, and opening a business bank account is one of the first things that you should do when starting a business, certainly before you receive your first contract or pay your first business bill. In order to cash or deposit a business check, you must have a business checking account with all of the legal and tax identifications or numbers, your business name, and all your company information attached to it. You will receive business checks you can use to pay taxes, employees, and bills.

Any business check you receive from your customers for services you have completed has to be deposited into your business account. The only way for you to turn it into cash for your business is to deposit it and wait for it to clear. Whether it's from in-state or out-of-state will determine how soon the check will clear. The company that has given you this business check will always make it out to your company name, not your personal name. A business bank account is crucial also for keeping your business money and personal money in order and separate. Keeping good records is very important to your business success, and this includes keeping all banking statements organized in a secure place that is readily accessible.

Track information on your account in an orderly fashion, whether it is on a computer, with your bank, or in your locked file cabinet. Again, you can't do it all yourself, so hire an accountant or financial advisor to handle your business bank accounts as well as your accounting for you. Every bank account should be given the same amount of respect, whether the funds are large or small. Have a set of folders or a database dedicated to each of your clients. Records about checks, deposits, and money information should be kept separately for each customer and each building you clean with the dollar amounts you receive attached to that client's record. This way, you will see whether there is a large or small profit being made per customer and what adjustments you must make, if any, to make a profit each quarter. If you lump all of the money from all your jobs together each month without keeping job-specific records, you will make it difficult to figure out which buildings or contracts are making money and which ones are barely breaking even. Then you will have to wait until the end of the quarter to find out where you stand financially, and this can create problems with your cash flow.

You can pay your business payroll, upgrade equipment, and hire and pay subcontractors, all from your business account knowing that most of the records are kept in order by your bank as well. Ask your accountant about a good payroll service for you and your staff. The Automatic Data Processing Service (ADP) is just one of the payroll accounting services you can contact for help. You can visit them at www.smallbusiness.adp.com for one of the best ways to help keep track of all employee payroll and tax deposits. The start up cost with ADP is about sixty dollars per payroll. The thing I like best about this type of payroll service is that they will deliver your payroll checks right to your home or office each week. After you call in the hours worked or salaries for each employee, your company paychecks will be in your possession and ready for your review within twenty-four hours. Then all you have to do is pass them out to your employees. This service will help you keep your business records clean and clear so payroll taxes are not complicated or missed used.

You need to conduct yourself as a business professional at all times when doing business with your bank. Your business bank account will give you credibility when you want to ask for bank loans or get someone interested in investing in your company. Your business account may

make it possible for you to set up a business line of credit with your bank. When you are waiting for customers to pay you and your bank account is low on money, your employees will still need to be paid. A business line of credit will allow you to write business checks to pay your employees and business bills for thirty to ninety days until the money comes in. You can use your line of credit when your cash flow is slow or tied up and money is needed to grow or start on a new contract. With a business line of credit, you will be able to make payroll and buy supplies without losing your mind or going out of business. You will arrange with the bank to repay the money from your line of credit with your next bank deposit and, maybe, some of your profit. If you did not have a business line of credit, it would not be easy to take advantage of new business opportunities offered to you when your business bank account is low. This is especially important when you are just starting out.

Do not merely run out and open a business bank account anywhere. Take time to do a little research. Business accounts are not like personal accounts where you show up at the bank with your personal identification card and the bank cashes your paycheck for you for free. The first thing you will discover about business accounts is that financial institutions sometimes charge the business customer a small fee, unlike most personal accounts. There is quite a lot of variety in the fees attached to business accounts by different banks. You can read the banks' literature and also ask your accountant which bank is the best for you and your business banking needs.

You will find that some of your cleaning customers will mail their payments to you while others will put them on their front desk for you to pick up each month, or whenever the check is ready. As a busy businessperson, you may sometimes have to do your banking on weekends or at the last minute, maybe even on some nights. Some bank branches have flexible night and weekend hours while others are open seven days a week with good night hours. For example, TD Bank is open seven days a week, and until 8 PM at the drive-through on week nights. You can call them at their toll-free number, 888-751-9000 or pick up free booklets full of information about the bank at their branch offices.

Please note that flexible hours are helpful, but they will not solve all of your banking problems. If you need to make a payroll deposit at seven in the evening and the bank is open until eight, you should be able to make your deposit. However, every bank takes some time to process deposits; they are usually not available for you to draw on immediately. So if you make the deposit on late Monday or Tuesday, you will be able to pay your employees on Friday. But if you make your deposit on Wednesday night, you may not be able to pay your employees on Friday unless you have a line of credit or have a good relationship with your banker. It is worth noting that some flexible banks, like TD Bank, seem to believe in small businesses and are helping us with their SBA Express Loan programs. You can borrow up to \$150,000 from them, and choose the financing option that best fits you and your business. To get a SBA Loan Application Kit from TD Bank, call 888-751-9000 to get the ball rolling.

You should also have your own personal account where, with the advice of a good financial advisor, you deposit money you pay yourself, pay personal bills, purchase household items, and save for your future. This personal account should never be drawn upon to finance your business once you are set up, no matter what. Your business account can and will be self-sustaining, and it will soon begin to add profit and money to your personal account. Invest and use this profit wisely, keeping your future, retirement, and where you came from (your nine-to-five job) always in mind, no matter how much money you have in your bank accounts.

If you want to increase your business and you do not have the funds to do so on your own, you may want to consider bringing in an investor. Keep in mind, though, that if you accept money from an investor, you will have to share some of the profits from your business until the investment is repaid in full.

7

Investors

There are many domain-specific ways to define investor, but for our small building service business, a good definition is that an investor is any party (individual or company) who makes an investment, usually by contributing money, and receives a return on this investment. The term “investor” implies that a party purchases and holds assets with the hope of achieving capital gains, not just as a profession, but also for short- and long-term income. Getting an investor who will be interested in your day-to-day start-up building service business could be difficult unless the investor is someone you know on a personal basis. Unless you can show that you make regular, large profits or own some large assets, it will be difficult to find an investor or investment company to help you expand, buy another successful cleaning business, or borrow capital. Few investors will be interested, unless they think that they will be able to get their money back and earn lots of money quickly by investing in your company. On the other hand, remember that there are just as many investors out there looking for good companies and people to invest in as there are people looking for money to borrow. While you need them, they also need you, so don’t give up.

In this book, it is my goal to show you how to get your cleaning business started using as little as \$700 up to as much as \$7,000, depending on where you want to start and how fast you would like your business to grow during the first year. I want you to start making your dirty millions soon. To do this, you must be your first investor; you must reinvest your profits month in and month out. In the beginning, this means putting most of your new contract cleaning earnings back into the business to make it grow successfully during the first year. No new car, house, boat, clothes, vacation, or long trips, will be bought with this money; it belongs to your start-up business. Reinvest it in your business and your business will give you two and three times more money because you will be able to take larger jobs, and take more risks. However, if your plans are to expand now, and you are looking at an investor or two, there are many people you already know who could help you make your expansion a little easier, like family members, friends, and associates.

When you get established, are making a healthy profit each year, and need a larger amount of money to expand your business, it will be time to look for an outside investor. Stop in your local bookstore and buy a copy of the Internet Yellow Pages, or visit Businessfinance.com, to look up a few good investors. You can also read about the Wall Street investors in the Wall Street Journal daily news paper; you will learn a lot from this type of reading. I have given you these ideas now so that you can go to an investor later, when your business is strong and you want to try out your new business ideas, but need some financial help to do so. If, at that time, you need some extra money, or capital, to act on your new business ideas, you will know where to find investors and what they are looking for.

Note: You can also contact public trading investment companies to ask for their free quarterly/yearly progress report information. This information will help you make an educated decision when it comes to choosing the correct investor.

Once those cold calls and faxes start turning into jobs, it is time to get your building cleaning equipment in order so you can get started! You're probably wondering what types of cleaning products you will need. Again, believe it or not, you may have most of the products you need to get started right in your own cleaning closet at home. That is just one reason you can begin a cleaning business with a small amount of money. It does not cost much initially, and once you have money coming in on a weekly or monthly basis, you can invest some of your income in more cleaning equipment and products.

8

Cleaning Equipment

Starting out on your own, you really need only a push broom, two regular brooms, a couple of large mops, small dust mops, buckets, water pails, sponges, spray window cleaner, scouring cleanser, (Ajax) gloves, some cleaning rags, a toilet cleaning brush, a floor dustpan, a wet dry vacuum, a hand-held vacuum, furniture polish, and some all-purpose cleaners, depending on your first job it may be less items than this. Regular dishwashing liquid like Dawn is good enough to cut through light grease and dirt on most surfaces. You will also need a few trash bags, can liners, floor wax, and feather dusters. Remember that in a lot of cities and small towns, you have dollar stores and discount chain stores where, at little cost, you can get a lot of cleaning supplies and small equipment to help you get started.

As your business grows, however, you may be interested in some/all heavier, industrial cleaning equipment. This is when you may want to invest in some of the following: new or used heavy-duty sweepers, large floor scrubbers, heavy-duty scrubbers, high-speed buffers, high-pressure washers, extra-heavy-duty industrial vacuum cleaners, automatic floor strippers/scrubbers, steam carpet extractors, regular heavy duty buffers, cleaning carts, large dust mops, heavy-duty extension cords, large mop buckets with wringers, industrial window cleaning supplies and heavy-duty professional window cleaning equipment for your experienced window cleaning employees, and all types of industrial supplies, soaps, cleaners, polishes, etc. Please read the heavy duty supplies instruction with each product you buy, before using any of these supplies.

I have found that after a little research, you will be able to purchase used equipment at yard sales, auctions, business close outs, and flea markets. You may also be able to buy used equipment from larger cleaning services who are selling these items. There have been some situations in which someone is trying to get out of the cleaning business after making a lot of money. In such a case, they just want to sell their equipment. Maybe it is time for a large cleaning company to upgrade their equipment after a year or two of use, and they want to get rid of their old equipment. You can even call some of the larger cleaning companies and ask if they have any old equipment in storage that they want to sell or give away to make room for new equipment. Some companies want to get rid of these items because they are moving out of the cleaning field to do building repairs or building construction contracts. This used equipment will work just, or almost, as well as new equipment you can pay much more for at the new equipment store.

You really can often find equipment at remarkably low prices, which will save you a lot of money. You can then use that extra money in other areas of your business. You can find some of these deals by checking the newspapers every few days and on weekends. You will find yourself gathering all types of equipment a lot faster and more cheaply than buying equipment at new prices. However, if you decide to purchase all-new equipment, there are plenty of places to shop. Your local cleaning supply store is a very good starting place. For addresses and phone numbers, check your yellow pages or the Internet under "Professional Cleaning Equipment and Supplies."

I promised you a few tips on cleaning, so here they are. There are certain parts of a cleaning job that I call "Interest Areas." Interest areas are places that people notice and frequent on a daily basis. They are also areas that make the first impression for a business, so they need to look and smell great. Interest areas must be a high priority on your cleaning to-do list, so I have chosen to share tips on two important interest areas. Another important issue is trash. Every business has a proper and legal way to dispose of waste, so that should be one of the first questions you ask your main contact. That way you know how to handle trash before you even begin the job.

9

Tips on Cleaning

Cleaning High Traffic Areas

The most obvious interest areas are high traffic areas such as entrances and exits, glass lobby doors, and areas used by the public. High traffic areas must be cleaned very thoroughly. Make sure that all vestibules and lobby areas receive the best of care daily, because the first thing an owner, property manager, or visitor will see is the entrance windows, glass doors, lobby, and rest rooms in these areas. In fact, these are the first areas that anyone going into a building will encounter. Property managers know this. These areas create the visitor's first impression of the whole building and the businesses in the building. The appearance and cleanliness of these areas should be a main focus for those cleaning the building, so they leave a good first impression on anyone who enters. This impression should continue throughout the entire building. You always want to leave the building looking clean and smelling fresh after each cleaning.

Odor Control

You never want to walk through a restroom and smell the cake deodorant bar in the men's urinal or behind the women's toilets. Using too many deodorants to mask bad, unclean odors can be overwhelming. Rest rooms should smell fresh at all times. It is bad for your future relationship with the property manager to receive a phone call about the lack of cleanliness in a tenant's bathroom. I stress this from experience; keep these areas odor free and clean. Many building cleaners overlook the fact that they need to power wash, give a good scrub to, or hose down the entire large-size rest rooms, from top to bottom, at least four times each year to remove germs and stop odors. Before hosing a room down, be sure to tape off all electrical outlets in the restroom with several layers of a good quality roll of electrical & duct tape, make sure the tape is dry before removing it as you finish up!

You would be surprised at the number of germs that end up around the floor drain in a restroom from mopping up the dirt brought in by foot traffic. Over a span of time, restroom floor drains can become a source of odor. They collect bacteria, germs, and dirty mop water, which all start to smell badly sooner or later. I have found that a way of dealing with these drain odors; just pour a large quantity of clean, hot, soapy water down the floor drains to clean and deodorize them. This procedure should be done at least once a week. Even disinfectant cleansers sometimes produce odors, so cut these concentrated products with a little water.

Basic smell and visual scans will tell you to check your restroom soap dispensers daily. Dispensers should be filled up on a nightly basis, if needed. Always wipe away any excess soap that may spill around the dispensers' tops so it does not run down the side of the hardware. If you do not keep dispensers wiped clean, the soap will soon turn dark, dirty, and dingy, it will look bad, and emit odors of its own.

Always ensure that the disposal box for used feminine napkins is dumped out and cleaned daily with a spray disinfectant cleaner, rinsed with rag and water in a bucket, and wiped with a dry clean cloth. Then place a fresh, specially made bag in the box to line it. Before you change these used bags or clean box, be sure to wear your rubber gloves. In fact, you do know to wear

rubber gloves for all restroom cleaning. If a bag is not damaged or used, you may reuse it, but only one time. To replace these bags on a daily basis can become a little expensive, because they are in high demand, but you have no choice. It is a “must” that you check these boxes each day; if you do not, they can cause a serious odor problem, in all women rest rooms. Again, for safety reasons, gloves should be worn at all times for all restroom area cleaning. This is a very important safety rule to follow. All rest rooms should have toilet tissue at all times. Paper tissue products should be nearly 90 percent empty before you remove them and replace them with a fresh, full roll. Put a full extra unwrapped roll in the opening where it can be found if the old roll runs out before your next restroom cleaning visit.

Reminder to all building cleaners: we are dirt and odor removers. Wherever there is dirt, dust, or odor, it is our job to remove it; we get paid for doing this. Again, no one should ever have to call you and tell you that a certain area was not cleaned. When that happens, we can all suffer. We do not want any of the property managers ever to go back to using their own in-house cleaning staff. This would be bad for all cleaning contractors.

Keep in mind that your cleaning staff can damage expensive carpeting easily, especially oriental or designer rugs, if they get the carpets too wet or use too much shampoo. This will create a bad odor for a few days until the back of the carpeting completely dries out. To avoid problems such as this, always try to do a little research and a training demonstration for your cleaning staff before letting them clean any carpets or rugs.

Weekly or bi-weekly, you should do a complete check for hidden dirt and odor in every building. If there is dirt, odor, or dust on a new construction site building, hospital, office, store, airport building, casino, bank, doctor’s office, or government building we are cleaners, our job is to remove this dirt and make sure that all the areas in the building are clean and smelling good. Dirt and odor control is our job. Remove the dirt and odors and everyone will stay happy, I promise; and you will be well paid for doing it. No one wants dirt inside their buildings and you want to be highly paid to remove it for them.

Trash Removal

There is usually a trash compactor or dumpster in the basement, at the back of the building’s loading docks, or at the rear of the building just for disposing of trash. Many property managers hire a trash removal company to bring a rented trash dumpster to the building site. The trash removal company will pick up trash from the dumpster once or twice a week and drop off a clean, empty dumpster. All trash removal areas should be kept extra clean from the ground up to keep rodents and insects away. On a daily or nightly cleaning contract, you should empty all of the trash cans at each desk, and replace trash can liners each night if needed. Always put the trash can back in the place where you found it. Check the inside and outside of the trash cans for dirt and coffee spills weekly. If the can is dirty, take it to the building cleaners water closet and wash both the inside and outside with warm soapy water.

Trash removal is very important and a bit more complicated today. Some building owners may want you to take a few extra minutes to separate recyclable bottles, cans, newspapers, magazines, and books for their city or county recycling program. You may want to add that extra cost to your bid, because it can be time consuming. Remember, removing the trash and bags each night will keep rodents from being tempted or drawn to the inside of your clean building. Empty each and every trash can in the building to control odors, insects, and rodents. Never leave any of the full trash bags in the building cleaner closet overnight; this would be the same as giving rodents an invitation to dinner. If you miss emptying trash cans in an office a time or two, you will definitely get a phone call from the property manager. If you are short of staff on any particular night for whatever the reason, you must still always empty the trash cans in the building and clean the rest rooms, even if you cannot do anything else before your shift ends.

Now that you know how to get your building contractor or cleaning business started, let's talk more about recruiting clients. Once you are ready to operate your business, you'll need clientele. So, how do you find people who need your services? Well, when you are just starting out, one of the ways to start is to do lots of cold calling; it is a great way to recruit new clients. Cold calls are calls you make to people you don't know and who have not asked you to call. Although cold calling is not always easy, you can make contact with many people simply by picking up the phone and telling them about your business. They may need your services or may know of someone else who does. The more people you can tell about your business, the better. Another approach is to fax your brochure or give a business card to lots of clients.

10

Recruiting Clients

Cold Calling to Recruit Clients

One sure thing about cold calling potential clients is that there will be some obstacles to overcome. This is a natural thing, so try not to be discouraged by it. Be persistent without being obnoxious as you make your cold calls. Try to get one piece of helpful information from the person who usually answers the phones at the places you call. You may get about sixty seconds to talk when it comes to cold sales calls, so be prepared to deliver information about your business and get as much information as you can in this short period of time. As you make repeated calls to a company, you will get to know the person who is always answering the phones, and then you will get a little more time. It will be easier to get information from this person if you remember personal information about him or her. The most useful information you could get from a cold call is the name and direct phone number of the person who makes decisions about the kind of service contracts you want to bid on. You might want to ask for a construction or project manager if the site is still under construction or an officer in charge of contracts for a government building or complex to be discussed in more detail later. Before calling, always try to get a referral, the name of a person who is working with the decision maker, from someone who may know these top people on a personal or business level. A little piece of information is a better starting place than nothing. You must write down everything you learn about the person you need to be in contact with. This lead information and the right person may get you another job, even if you don't get the one you are calling about. Most managers work together and know other property managers on a business and personal level. This means any lead could send you your next opportunity, if a need for your service comes up and your contact mentions your name to someone else. To make sure your cold calls lead to more contacts, you need to prepare carefully before you begin making your calls.

The initial words you will use should be rehearsed just a bit so you are prepared when the cold-call clock starts ticking. Typing up a short script is a good idea. You should plan your calls by gathering information about the person or the site and putting it on paper or file cards so you can call the person who answers the phone by name, mention relevant things about their site, and say everything you want to about your company. You can even set up your cold call system and store all the information on your computer. If you say you will call back for updates, make the follow up call on the date and at the time you said you would call back. This will help take some of the chill out of the second and third call. Doing cold calls is just another part of this business. Again, it is not easy for most people, but it is another "must" if you want to fill your bank account with money each month.

If a contact cannot be reached, call back at a later date or time, and leave a clear voicemail message if no one picks up the phone the second time. You always want to try to speak to a person, so you can gather specific information regarding the company's building cleaning

needs and the people in charge of deciding how to meet those needs. Sometimes, however, you can't get through to a person. In that case, remember that a voicemail message can be very effective, especially after you have made a few attempts to reach someone. Give a lot of details in your message. You usually have more than 60 seconds with voicemail. A voicemail message will help give the person the idea that you are serious and that, after a few days, you will continue to call until you reach them. In some cases, voicemail messages will help more; they will warm up the client a little because your messages will have already given the person information about you, your business and what you can offer.

Always try to be relaxed and remain a business professional at all times. Make sure that you have a comprehensible message and an understandable speaking voice - not too slow, not too fast. Have your pen, paper, and calendar on hand so you are prepared to book appointments and keep good notes. Though you might be reading a cold call script, it's imperative that you sound genuine. Keep accurate documentation of the numbers you have called, when you called, the people with whom you have spoken, and the information you received. Keep careful notes with personal, as well as business, information you learn during your cold calls. Include in your notes information you have about the properties managed by the companies you call. Also, make sure you keep a spreadsheet or file of the dates and times of future appointments.

Keeping good records will enable you to look back and remind yourself of the conversation you had and anything personal you learned, like the person's favorite sport, cars, jobs, kids, birthdays, business partners, jokes, etc. These little things are important if you can just let them flow into your conversation on a later call. Do not force them out, or it won't sound natural. If you don't keep good notes, it can be tough to remember someone and all of the person's details when you call again. If you can say that you remember speaking with them and a little bit about what the conversation was about a few weeks later, they will be impressed. It shows that you are organized and personable; this counts for a lot in the business world. You should never forget a potential client although, every so often, if your notes are not fully together, it is bound to happen. Taking excellent notes can make forgetting less likely and will help you on your way with new cleaning contacts that can turn to contracts. Remember, you may have information about a job from walking/driving by a site or reading an ad, but if you want someone to pick your bid out of the pile, it helps to have a good personal and business relationship with that person. These personal relationships will also help when you make put in lots of bids. One good cold call resource system you could start with is *The Black's Guide*. It provides information about commercial property managers and office/industrial buildings of all types and size. More information about *The Black's Guide* is in the Resource chapter.

Whether you are just starting your business or already have a medium-sized contracting service company that you want to become larger, you need to make a lot of calls and send out a lot of information about you and your business. Always let the building owners, managers, project manager and officers in charge of construction, know what you do, that you have a good, fair pricing and bidding system, and that you are ready to work for them. You see, in business everyone wants to know in detail, what you can and will do for them. Always keep this in mind, and you will go far when you are in negotiations or talking business with a potential client. You must, for the moment, forget about yourself. You need to be sincere, truthful, and realistic about all of your soon-to-be customer's needs and the abilities of your business. If you walk into your potential customer's office with only your desires and needs in mind, the customer will see you as a business fake almost immediately, and will avoid doing business with you again. You must keep the business side of you real with good clean intentions, as you use your communication skills. Always be yourself. Note; advertising your business for a small fee, in most of the books, magazines, and publications that I talk about in this book with the other systems you use and research. It will pay off for your business, just as well as making cold calls.

Faxing Flyers and Brochures to Recruit Clients

When you have handed out flyers and business cards all around your town or tri-states, you might decide to fax your introductory information out to companies further away. You might do this using the thousands of contact fax numbers you can get from resources like self research, The Blue Book, Black Guide and CDC publications. There are two approaches to faxing out your information. You can either fax out your messages yourself or you can have Professional Company do it for you.

To do lots of faxing yourself, you should know that there are phone companies that have plans with unlimited calling for around ninety dollars per month. If you sign up with one of these phone companies, you will be able to make unlimited phone calls and send unlimited faxes yourself. Another way to make it easier to send out a lot of faxes is to buy automatic phone number dialing software and hook a fax machine up to your computer. One good dialing program is Winfax Pro Message, but there are other good programs at your local office supply store also. These programs make it easy to fax out information about your company to potential clients. When you are away from your office, this system will continue to send out your flyers and brochures. Please note, however, that there are laws in some states about unsolicited faxing, so you have to check out these laws first. Be sure to study state laws before you start faxing thousands of flyers all over the country.

Faxing out large numbers of flyers can be very time consuming if you do not have a good automatic fax system, and it can take a toll on your office equipment even if you do have a good automatic fax system. I found that one of the best ways to do large numbers of faxes is to use a fax service like Business Link, 800-929-1643 Support Systems. Fax services will quickly fax about 10,000 flyers all over the country using a list of fax numbers you provide. Today, the cost is about \$300 for every 10,000 letters or flyers. It takes Business Link only about three minutes to send out a full 10,000 faxes. Your work is done that easily! How much you fax out is up to you when you use a fax service. The cost will vary according to how many faxes you have sent out each time. Companies like Business Link can save you a lot of headaches, time, and money.

Ten thousand flyers or introduction letters faxed out in about three minutes will remind your old customers of your services and bring some new business from them. It will also bring in some new customers. In time, you will make your \$300 back, plus a large profit from most large fax send-outs. One return call from a new customer could bring you thousands of dollars. Yes, it will take time to put a fax list together, but it is worth it. You can save yourself some time by hiring a local high school student to help put the list together. You'll see the value of the faxes once the list of fax numbers is completed and you send out your first or second large fax list job. One way to develop a fax list is to buy one from companies that sell them like, Power Business Leads (877-56LEADS). The problem with this approach is that you won't know what you are getting or how many other companies like yours are using the same list. It may take a little time, over the course of a couple of months, to develop your own fax list, but it's worth it because businesspeople and companies will start calling you soon. Once they see your business flyer in their fax machine a few times, your phone will ring and keep ringing.

Always allow some time between faxes, about two months for each different 10,000 fax number list. You don't want to use your future business customers' fax ink all up before they get a chance to use your service. Also, you don't want to become a pain in the "fax" by over-faxing the same companies too often.

While you are waiting for the people you just faxed to call you, start building your next list of 10,000 new numbers and call it "part two faxing." Then, start parts three...until you have a list of 60,000 or more fax numbers to work for you as you rotate them. You will fax your information to the companies at different times over the course of the year. For example, in January you might send out the first 10,000 faxes to one group of companies; in March you'll send out the second 10,000; in May, the third 10,000; and so on until it is time to start over at the top of the new year. If you have six fax lists, you will send out a fax to one list every two months, or about 60,000 flyers per year. If a fax number changes or does not work, Business Link will not

charge you for faxing to that number until you correct that number on the next fax-out job with the same list. Just for the record, you could fax out all 60,000 flyers at once. Remember, though, that you would have to be ready to handle all the phone calls at one time, rather than a spread out over the year.

Clearly, I suggest using a fax service when faxing out a large number of flyers or introduction letters to businesses you want as customers. In addition to freeing up your phones and computers, a fax service will save your equipment from wear and tear. Finally, they will know all laws concerning faxing in each state, since this is their area of expertise.

Always ask questions before you start something new like faxing. If you want to fax out your own information from your own fax and computer system, you should have a toll-free number or your office number on the bottom or top of the flyer sheet so that companies can call you to be removed from your fax list if they do not want any more faxes from you at this time. Again, your company name and fax number must be across the top or bottom of any fax sent by your machine. When companies do not want your information faxed to them again and again, they can fax you back or call you to have their business and number removed from your list. This will keep everyone happy. Also once again, before you start faxing, you must check the laws in each state to which you will send a fax.

A newer way of sending out information is to use email. The same companies that sell fax lists can also provide you with lists of companies' emails, or you can develop your own email lists. One difficulty with email is that your email is likely to end up sometimes in the spam folder unless the company already knows about you.

By aggressively promoting your business, you will capitalize on the many properties that need to be cleaned. Again, you're going to be surprised by just how much money you can make in the building contracting, repair, cleaning and maintenance industry. If you make good contacts with the property managers, project managers, building owners, or other potential clients who need your work, you will maximize your income by maximizing your opportunities for future work.

Every business needs to have procedures they follow to get the job done, done right, and done in a cost effective way. Standard Daily Procedures will help you get the job done right, come up with your bid prices, train your employees, and make sure you are making money on your contracts. So let's see how Standard Daily procedures are set up and used.

11

Standard Daily Procedures

Standard Daily Procedures (or SDP) are key elements in a comprehensive business program. They are the fundamental expectations you have of each employee on each job. You should have some of these procedures together when you start your building cleaning business, and use them when you bid. SDPs should be outlined in a step-by-step manner, explaining how various tasks or duties should be performed. Having an SDP setting out what you expect, from whom, and when, will help you set up bids and be sure you are covering all your costs. A bid should include labor, time, money and supplies needed for the job. Your SDP will help you calculate your costs for supplies, labor, and time needed to complete a job. The key is to keep things simple, up-to-date, and accurate. A new employee should be able to read the SDP and do an acceptable job with little guidance. A supervisor should also be able to make a decision about a bid and any cost with ease if you are not around to give your bid input.

One Standard Daily Procedure I use is that my night supervisor prepares for the next day of business at the end of each night shift. By setting up the cleaning carts and getting the van/truck stocked to perform jobs the following day, I save time and money and keep within the limits of the original bids. Your budget and their time are very important for the day workers. If they have to spend two hours setting up as well as making a long drive, you won't make much profit because the crew is losing two hours setting up in the early morning hours, plus drive time. Setting up the night before will save time and money and keep your costs within the amount you figured on when you made the bid. This type of preparation will also enable you to be prepared for any surprise visits from the property manager if he or she shows up, because you will look organized, and like your workers hit the ground running, instead of wasting time each day.

The best person to create an SDP is the one who is in charge of doing the daily tasks, based on their experience and your bid amounts for the project. This requires a supervisor or an assistant supervisor to observe the task performed while writing down the key steps in the process and making sure that everything is being completed within the limits of your bid price. To test an SDP, each month see whether an employee can adequately perform the task simply by following it as it's written in the SDP. For example, here is the SDP we have for cleaning an office: Empty all trash cans replace liners if needed, dust desk tops remove spills, polish furniture if needed, sweep floors, mop floors, buff floors if due, clean and polish drinking fountains, high and low dusting, clean all entrance door glass, clean rest rooms, vacuum and spot clean carpets. After all this cleaning is done, turn off lights, and lock office doors." If, when the employee follows your SDP, the job is done well and within the time limit you used in your bid estimate, you have a good SDP which will be useful to new employees and to you when you start any new contract.

Your SDP may not work well the first time, but this is to be expected. To work along with your bid price, the SDP development process may require several versions before being finalized. To avoid confusion on this SDP and all other documentation, put the date and page number at the bottom of each sheet (for example, "RV 7/7/09, 1 of 4 pages"). It is also a good idea to come up with a standard format that is used for all standard daily procedures in most of your cleaning and contracted buildings. Provide uniformity if possible, so that when you can take employees from one building to another, they will find it easy to understand, adjust and meet your expectations.

Once your SDPs are finalized, they should be posted in all employee assignment areas, attached to schedules and/or cleaning carts, and posted in the appropriate work areas for easy reference (for example, in all cleaning stock closets). File the master copy in your “Building Cleaning Operations” manual or desk files. Be sure to update all of the copies when changes are made or related to other buildings.

Keep in mind that you are standardizing a procedure that will be followed by all employees who perform the same task. This will allow you to make cost estimates that will yield a good profit on your bids/contracts. Once your SDP is finalized and perfected, it should be followed until you decide to improve it. Any change should be analyzed to be sure it will still work with your existing contracts and bids; you don’t want to add new work time to a standard procedure, that will make you lose money. It should also be approved by the working supervisor/manager or an assistant supervisor who understands the working conditions, your bid price, and the type of profit you are trying to make each month. Of course, you want to make changes without compromising the quality of the cleaning service expected from you, your staff, and your customer.

In some cases, a job opportunity might require you and your crew to travel. If you will make plenty of money by doing the traveling, take the job. However, I would not recommend too much traveling when you first start your building cleaning business.

12

Travel

Try to stay local with your cleaning business in the beginning. A three-state (“tri-state”) area is a good idea for starting out. I say a three-state maximum because you do not want to put too much of a strain on your new company. I would also suggest that you stay out of town as little as possible in the beginning, so you do not acquire too many travel costs such as gas, food, and hotel/lodging. When employees stay out of town, you will be required to pay for their lodging, some of their travel time, and a food and gas allowance. This would be all right for a one-time cleaning project that is paying you \$12,500, for a 50,000 square foot building at twenty-four cents per square foot, for example. You could take a small crew of people, equipment, and supplies in the work van, complete the job in four or five days, and receive your payment for this cleaning service soon after you get back to your home office. You would also know that after seeing what a good, quick job you did, that company will use your cleaning service again. Since big companies have jobs in many locations, the next job could be in your home area. If you decide to drive to this job on a daily basis, it can be stressful and costly, leaving you with very tired employees, reducing safety on the job and on the road. It also will make everyone’s day a lot longer.

If a job site for a one-time clean-up will only take four or five days, such as a new construction final cleaning, and is more than a two-hour drive away, it’s safer, cheaper, and a lot easier just to stay in a hotel each night, or to subcontract the job out to a cleaning company that’s already located in this area. Remember, when you sub out a job, you still profit and still make the client contact during the next bidding process.

Out-of-town jobs can also be thought of as a way to find some new cleaning opportunities. While you are on the road for an out-of-town job, talk to contractors on the job site, and others in and around town, to see what other building cleaning services are around. Find out what companies have a good reputation for cleaning. Contact building cleaning supervisors and other companies and ask them to mail or fax to your office some information regarding their cleaning company and past business contracts. Find out how their method of bidding differs from yours. Try to visit some other building cleaning companies’ offices and talk to the owners about setting up an agreement for subcontracting your building cleaning work in the area. You will also want to contact their cleaning suppliers so that you can order supplies without any delay when you are working in this town again. Give these companies your information and provide them with your reference list from jobs that you have bid on and completed in and near their town. If you are working on a construction site and your work day ends around 3:30 or 4:00 p.m., ask your work crew if they would like to make a few extra dollars. If they say “yes,” everyone should go back to the hotel, change out of their work clothes, and go out, door to door, passing out your cards and flyers to drum up more new business in this area. Ask the hotel manager if there is a local phone book you can take back to your office, so you can start doing cold calls and faxing when you get home. If you have done all this, you’ll have a system in place the next time you need to visit this town to start a new job or subcontract out a job.

Once you find some out-of-town companies interested in speaking with you about new cleaning jobs, set up an appointment for a job site or office visit. They can also fax their bid information to you if you don’t have time to visit the new job before the bid is due. Present them with your bid and hope for the best. Remember to always keep plenty of bids going out, most of

them local. It's best to send out at least twenty-five bids each day (in other words, at least three to five hundred a month). This will keep you and your staff working, and it will also keep your name and business information out there, whether you win every bid and contract or not. When you are ready to submit bids for this town, complete your pre-made or office store purchased bid forms with the necessary information and start faxing or mailing your bids out. Once you start another out-of-town job in the same town, try to set up everything you can with the good cleaning companies you met when you were there during the last visit. It is important to try to keep and use the same contacts over and over in the beginning so you can get to know them and their staff. Use them as your new out-of-town subcontractors and contacts for getting information and help. Let them know that you will do the same for them; that is, you can be their subcontractor once they call you with the job site address and starting date, when they get a job in your town or area. The out-of-town subcontractor needs the income from out-of-town cleaning jobs just like you do, so work together.

Again, you do not want to pick the lowest bid from the out-of-town subcontractors doing your work because, as you know, you get the service you pay for. On the other hand, you should not choose the highest bidder, either. Try to stay in the safe zone by picking the out-of-town subcontractor bid that is somewhere in the middle. Remember, one of the worst things that can happen to your day, is to receive a phone call around 2:00 pm or later, from an unhappy project manager or owner, saying she or he wants you to stop by today for a serious meeting because a property that's located two hours or more away was not cleaned properly, this rarely happens but it is possible. Because you tried to save money by using a subcontractor with too little money in the budget to do a good job, you would now have a small problem. The benefit of picking the right subcontractor, especially on a daily out-of-town job, is that, if the contract is worth \$40,000 per month for a daily cleaning job, and the subcontractor can do the work for \$28,000 per month, you will still make \$12,000 per month if he/she is consistent and dependable. All you have to do is make a two-hour drive to visit the site, pick up the check, do a quick inspection, or make a few phone calls each week to stay on top of things. The money you make will be worth the long drive each month (or even a short flight) to visit the job site and maybe fix any small cleaning problems or attend a short meeting.

Always try to use your most experienced and professional people to fix any problems. Eventually, they may become the troubleshooter's team for all of your large, out-of-town jobs. If you don't want a small problem to become bigger, act quickly, within forty-eight hours or less. It is always going to be your responsibility to get the job done, because, again, the cleaning contract is in your name. If you need help fast because, for example, floors need to be stripped or rugs need to be shampooed as the result of an emergency, you can always find a specialty subcontractor on the internet, in the Blue Book, or in the out-of-town phone book you brought home from the hotel. As I said before, some cleaning contractors specialize in only one or two parts of the cleaning business, like carpet cleaning, window cleaning, or floor cleaning. This is their expertise and they will not do anything else. They are often the best at what they do. Other contractors, like me, prefer to be the best in all areas of the cleaning industry.

Sometimes bad weather or other conditions that arise during construction cause workers to bring in dirt, mud, snow, or salt on their work boots. This dirt will damage new the carpets on your one-time cleaning project, or new construction site, and the general construction contractor may contact you about this situation. If your contract or original bid did not cover removing mud tracked onto carpets, or if you had already finished cleaning and gone back to your home office before the damage was done, you must charge more money if you do this the extra work. You need to ask the property manager if she or he will add the additional money for time and labor to your contract as an extra fee. If you receive \$6,000 in extra money for doing this difficult job, you might want to call a carpet subcontractor and pay about sixty percent (\$3,600) of this extra money to have them clean the dirty carpeting.

Again, always check back with the general contractor's office for approval before doing or subbing out any extra work. Get this extra cleaning approved in writing before starting if you can, and then call your professional rug cleaning subcontractor. If the extra money is not in your contract or in writing, the general contractor or property manager may not pay you for the extra carpet cleaning work. If you had arranged for a subcontractor to do the work, you would still have to pay the sub for cleaning the rugs, no matter what. You made an agreement with the carpet cleaners to do the work, and they did the work for you and your company, not for the general contractor. So you are the one who is required to pay them. This means you must make sure to try and obtain a signed documentation from the supervisor or foreman on the job site saying to go ahead, before you or a subcontractor do any extra work, if time allows and it is not an emergency. Have the foreman's approval faxed to you for your records, and put it in the same file with the original signed contract. When the rugs are finished, call the job site to make sure the job is complete, that the foreman is happy with the work, and that the foreman will sign off on the completed work, so you can get paid and pay your sub.

Let's talk about customer service now, because customer service can make or break a business. If your company's customer service is not good, your client will consider bringing in another cleaning business that's easier to work with. If you are not considerate of your clients' concerns and inquiries, they will be upset because they are relying on you and paying you.

13

Customer Service

Clients do not want to worry about whether their job is being handled correctly; the only thing clients want to do is pay you each month and renew your contract for doing a good job, so they don't have to worry or start over with a new contractor. As a cleaning contractor, you should be relieving the building owner or property manager, not only of cleaning their building, but also of thinking about cleaning it day in and day out. This lets them focus on running their business. Again, the customer should never have to call you to tell you how to do in detail your contracted cleaning job. They should never have to say, "the trash in the bathroom was never emptied," "toilet tissue was not stocked," "floors were not mopped," "cleaning equipment was not put in the storage area after last night's cleaning," "front-door glass was not cleaned," or any such thing. These are things that the customer never wants, nor should have, to call you about; you and your staff are supposed to be the cleaning professional who takes care of all these things without any day to day reminders.

If you get a call from a client, always treat the caller with respect. They are the source of your business. If they feel that your staff is not completing a job correctly, you should stay calm, listen, and assure them that the problem will be corrected. If they feel like they can count on you to follow through within 48 hours or less, they will stay with your company and continue to send new business your way.

It is very important when you start a cleaning business to keep good records of the everyday tasks you do. This protects you if an area gets dirty right after you cleaned it and left the job site. Your client might think that you did not do the job. If you have had a supervisor sign off that you completed the job and did it well, you will never have to waste time and money doing the same job twice. Remember, time is money in business.

14

Bidding and Cleaning Records

Every quarter, check with your accountant and go over all of the money making or losing details of each daily, weekly, and monthly task you did during the past three months. You want to see if you are making money and are within the budget you used to develop your bid for each job. Staying on budget will keep you in good standing with your building property manager, staff, accountant, and, most of all, your banker. You also want to use this information to keep from spending too much money on each specific task.

Make a chart listing all jobs that should be done in each building and how often each should be done, based on your contract. Hang the chart in your storage closet. It should be filled in every time a large task is completed during that, day/week/month/quarter. If you have a record of completed tasks on this sheet, it will really help you down the road. For example, your records will help settle questions on a walk-through inspection by the owner or building manager or if anyone has a question about any part of your cleaning service. Keeping track of these details will also help you know how much you are spending on each task, which will help you spend as little money as possible, while still doing an excellent job doing what you contracted to do.

For example, when you strip and wax the floors every couple of months, keep a record of how many man-hours it took to strip the floors, so you will know whether you can cut a few hours the next time you strip and wax the same floors. Get the sheet signed by someone with authority, like a supervisor, who will state that the job was completed in a timely manner and, most importantly, correctly. Calculate how much it cost you to have this task done, so that you will know how much you spent, how much you should spend next time, and how much your costs will be for such tasks the next time you bid on this building. The reason for doing of this is to try to save a little more money each time a task is done and to make sure the task is done right. Dates, time, and money all work in the same way when you're in business for yourself. Time is money, so try to schedule large work items at the same time each year. For example, you do not want to strip the floors too soon, because they will get dirty weeks before the next scheduled stripping. Then you'll have to pay the cleaning crew to clean them again before they are actually due to be cleaned.

Keeping good cleaning records may also keep you out of a lot of trouble. For instance, in the winter months, you might strip and wax a floor only to have people walk all over the floor days later with mud, snow and salt on their shoes. The next thing you know, the floor looks terrible and your phone is ringing with a complaint from the property manager. Someone from the property manager's office, or the property manager himself, might suggest that the floors were not stripped this quarter as required by your contract. Because you have documented all of your floor-stripping tasks, you can show the property manager your signed, record sheet which shows who did the job, when, where, how long it took, and who approved the work. If the manager wants those floors to look good all year, he or she will have to decide whether to have the floor stripped and waxed two more times each year, contract or no contract. Because a change in your contract will subtract or add extra money to your budget, there will have to be a written agreement to pay you extra for the additional work. Again, most owners and property managers

will pay the additional cost if you have kept records, and can prove that you have kept your end of the original contract bargain.

Your records are very important on all daily jobs due to changes in the amount of work being done each day. For example, the building occupants may have occasional meetings or office parties. As a result, you may need to do more intense cleaning at those times than was budgeted. You need to speak up and let the property manager know. High visibility areas, especially the entrance lobby, are easy to soil and are the first to be inspected or noticed by the owner, property management, staff, and visitors. If they need extra cleaning, the property manager must recognize that the cost will go up and agree to add extra pay into next month's payment, or let the area look somewhat dirty.

Also, keep in mind that expensive carpeting, like oriental rugs in front lobbies, can easily be damaged by wet or snowy shoes and boots, and if you haven't kept records on the dates on which you cleaned the carpets, it can make it look like you aren't doing your job as well. The rugs, like the floors, can get very dirty before the scheduled time comes to clean them again. You must train your employees to do a good job on these tasks and ask them to help you keep good records on carpet, floor care, and other large items, so the building manager can see that you are doing what you have contracted to do with out deviating from the specifications.

When you have a potential client, the cleaning equipment to do the job, and lots of good information, your next step is to give that potential customer an estimate. How you price a job is very important; it could mean the difference between getting the job or not. Remember, though, that you want to make it worth your while, too. You must do your research for the type of building you are bidding on, and find out exactly what the property manager wants from you and your staff each month. After I show you how to bid, sit down and come up with some estimates that are fair for both the client and you.

15

Pricing and Making Bid Estimates For Contracts

We are finally at the part I know you have been waiting for. When pricing a job, it's best to physically stop by and see the job site or building that you are offering cleaning service to later perform. However, I will show you how to bid on jobs without seeing them or leaving your office until it is time to go out and do the building cleaning or a little construction work. In the Construction Data Company (CDC) newspaper, you will find that, before the project even starts, the owner or architect has usually posted estimates for the projects that you are interested in bidding on. The pre-amounts they plan to spend on each of these projects are listed there to help things get started even before you do your own research or review blue prints and specifications. This is a big help for you. For example, as I take a quick glance at just one of these semiweekly construction newspapers full of information, I see about five hundred different projects that are coming up for bid very soon, are already accepting bids, or will be accepting bids in the near future. A sample entry might read, Project: "Penn Valley Office Building, Location: 1200 North Lincoln Road, Vacaville, California, Estimated Value: \$20,000,000 to \$25,000,000, Bid Type: Owner/Architect Subcontract to General Contractor, Update: All General Building Subcontractors Bids Due July 2009 to select, Architect: Johnsons Associates & Architects Inc., Structure Engineer: Allen Engineering LTD, Size: 90,000 Square Feet, Details: 1 story technical office building. Owner: Christopher & Brooks Inc., Contact: Bob Davis, Owner Reprehensive for General information, [with his phone and fax number]." You will also find past bid results in the CDC publications with up dates of who the successful bidders are. This information will let you know in detail of who the low bidders are and, for example, who also is the general contractor for the control of the construction phase of this above new building project. Also, their names, phone numbers, fax numbers, and addresses can be a big help to you. Send your bids and flyers in to this successful bidding general contractor who is the low in charge bidder, if you want to be a subcontract for your services such as a building cleaning, painting, electrical, dry wall, roofing, flooring, plumbing, carpet insulation, windows, doors, carpentry, and lumber, or any other type of specialty contractor. You should always send in all of your bids as soon as you can, before or after the first bidding dates (July 2009, in the example above). The general contractor will be paid most of the money because he has been contracted to do the job and he will hire or subcontract parts of the job to other, often smaller, specialty businesses contractors. For example, if the general contractor wins the bid to build the building for \$20,000,000 to \$25,000,000, his company will build the new building from the start plans to finish. As an owner/architect of the building project, the general contractor will be hired by the architect, who will approve the general contractor's work as by plans, and make sure that the project is finished on time and on budget. The architect will put all the money in escrow accounts for the general contractor as well as to pay himself and to spend as he see fit each month, dispersing and controlling the owners millions until the project is finished. Again, most of the money will go to the general contractor, who will hire subcontractors like us to do the building cleaning, carpentry, plumbing, and so on, if we are the low bidders for him or if we present the most attractive trade bid proposal. No matter what your trade, you should mail or fax your bids to the one successful construction companies or

general contractors, developers, construction managers, builder, who may use any of these different titles but they are all still general contractor just the same, who will soon be putting up this new building. Remember that there are thousands of these types of bids that are ready for you to work with or look over each month in CDC publications.

You can also become the big general contractor, owner, or developer if you decide to buy some property, contact an architect and let him put a set of plans together for you, so you can put up a building you are interested in owning. Get the plans approved by the city planning commission, and then take them to all different types of financial institutions in your area to find the funding you need to put up your new building. Often you will hear about people getting rich in real estate. In this book, you will learn just how some of these real estate millionaires got so rich and are getting even richer by researching how to put up, own buildings and providing good service, will make you rich as well. If you do your homework, stay creative, work hard, and most of all take action, you can do the same thing. Please note that you will always have to do a little more research to do this, but that's why I'm trying to give you some new ideas about how things work, to make more of the dirty millions you desire, the clean building contractor's way. I will talk about many of these ideas in more detail in my next book.

OK, with that said, let's get back to work, starting with this important subject of pricing a building cleaning job so you can make a bid that works to your benefit. When you are starting out in your business, you may need to undercut your bigger competition just a little by keeping your bid price low, so you can get your foot in the door of some other businesses. By keeping your price lower than most of the other, established cleaning companies, you will be able to land some beginners' contracts for you and your new cleaning company. You will still be making a lot more money from these low bids than you were making at your old, nine-to-five job. Sometimes you just need to bid low to get your foot in the door and show the customer how dedicated you are to providing excellent service.

I suggest that your pricing should start at fifteen to twenty cents per square foot for a "one-time" building cleaning. Today, bids from most cleaning services in my area are priced at between ten cents and thirty cents per square foot for a one-time clean up. Use the following example to come up with your bids. Take the total square footage of the building times fifteen cents per square foot. For example, to price a 300,000 square foot one-time cleaning project at fifteen cents per square foot, you multiply 300,000 (total square feet of the building) by \$.15 (.15 cents) to get your bidding price of \$45,000. Generally, a project of this size will take you thirty to thirty-five days to finish. If you work thirty days on this one-time final construction clean up, you will gross \$1,500 a day (\$45,000 divided by 30 days). You will gross less money per day if you go over thirty days. It should take about thirty to thirty-five days to complete any new, one-time construction final building cleaning job of this size no matter the location. Remember, this is on the low-to-middle end of the bidding range, but it gives you an idea of how to set a price for bids on new construction, final building cleaning projects and other one time cleaning jobs. I will give you a little more details on bidding as we move forward.

Always put a little note on your construction and other types of building cleaning bids that you will charge more for cleaning all outside windows that do not open from the inside of the building that are above three stories. This will give you some room to work in an additional charge to rent a high-reach lift or to subcontract the outside window cleaning out to a professional high-window cleaning contractor that is if they want you to clean the high outside windows. Since you excluded the high windows from your bid, you are not locked in to do this high work, or even locked into this as part of your original bid price if you do not clean the outside windows. So, to get the high windows cleaned, the general contractor you are subcontracting for will have to hire a window cleaner himself, or he will have to negotiate with you to set a price for you to do the windows. Just to be clear, you usually do not have to lock yourself into cleaning the high outside windows to bid the full interior cleaning of a project. It will help if you can do these windows and everything else. If not, it is something you could offer as an additional service if

you find the proper high outside window cleaning subcontractor to work with you. At the same time, I must say that some general construction contractors will make these outside windows a mandatory part of all bid/contracts, if you do the building cleaning job for them. If so you need to be sure to include extra money in your bid to hire a safe, trustworthy high window cleaner, subcontractor or you can rent a high reach boom lift and do the windows yourself.

The 300,000 square foot job described above should take five to six building cleaning workers, cleaning about 10,000 square feet per day, to complete in thirty days, with you working as the working supervisor, or as one of the cleaning crew members in the beginning. If you fall a little behind on the last few days, you can always bring in a seventh person. At the end of the job, your company has grossed \$45,000, on the low-to-middle end for this type of job. To find out how much you will put in the bank, you first have to subtract your expenses (about \$3,000 for thirty days or \$1,000 every 10 days of work). Then you have to subtract your payroll costs at about ten dollars per hour for non-union workers (making \$80 per day, per worker), times five men (making \$400 payroll costs per week - per man), times 30 days. This comes to \$12,000 in payroll for thirty, eight-hour days for five workers. Add in your companies share of paid taxes at 20% will come out to about \$2,400. You should still net (or take home) about \$27,400 (starting from: \$45,000 - \$2,600, - \$3,000 - \$12,000 = about \$27,400 in profit) for this thirty days of final construction cleaning. I'm sure that's better money than you made working for your old employer for thirty days. Here's an interesting bit of information: most nine-to-five employees do not make \$27,400 in six months. You, however, can make this type of money and a lot more if you do more than one job at a time in this same thirty day period.

How to bid and make a even larger profit, will become clearer to you and your staff after you work on one or two projects and take notes on what works and what doesn't at each job site. In other words, you should work as the crew supervisor in the beginning so you can learn about your business and apply what you learn to your pricing and bidding process. Try out ideas of your own to see if they save you time and money. Use your experience to see how well my ideas work in your area of expertise.

Again, you'll be able to make great money when you have two or more of these jobs up and running at the same time. To do several jobs at the same time, you may need to use more than one cleaning crew and supervisor, or subcontract a job to another small cleaning company while you run or work the other job. You can find a subcontractor by going to your local phone book, Blue Book for construction, searching online, or asking around. Finding a good cleaning subcontractor will help you triple your gross income in a thirty, sixty, or ninety day period if you clean, for example, three or more projects at the same time. As you develop your own business skills, you will start to see other ways to make a lot of money in the building service industry. Remember that all types of building contractors can use most of the same advice to make their building contracting businesses get off the ground.

Next let's look at what would happen if you were to bid on a steady, daily year round cleaning contract. In this case you would clean a building five times/days per week for a monthly fee. Let's say it's a four-story building that is 300,000 square feet, or 75,000 square feet per floor. You will be cleaning this area five times a week rather than once, so your bid price should be (.75) seventy-five to ninety-nine (.90) cents per square foot for this one year contract. Again, this example is on the low-to-middle range for bids of this type. Using the higher amount to calculate the monthly bid, you would multiply 300,000 square feet by \$.99 (.99 cents) per square foot. This would come to a total of \$297,000 for the year. Divide that yearly total by 12 months to get your bid price of \$24,750 per month. This is the price you will put on the bid form you send to the property manager or owner for your monthly charge for, twenty days (no weekends) of building cleaning service. Again, this is for the five-times-a-week cleaning service you and your staff will give this new customer each month.

The cost per square foot for a bid may change depending upon where you live. For example, bids in New York may be higher than for buildings of the same size in Florida due to

the bad weather and location or how the cost of living affects hourly pay and the cost of supplies. Feel free to experiment with your bid pricing as you go. You can follow this example, give or take a few cents, on your other bids for different building sizes or square footage totals to be successful with your building cleaning bids.

Each of the daily cleaning property managers or the construction project managers who receive your bids will look or glance at your price first, before reading the details about what you say you will do each month. This is why it is so important that you do your research before placing your bids. Note that it is not always the low bidder who receives the contract; but a low bid certainly helps. However, if a property manager or owner thinks your price is too low, you will not get the contract, due to the “you get what you pay for” belief. Building managers do not want a low bid from a cleaning service if they think it will result in a poor cleaning job, and you do not want to do a poor cleaning job just because you do not have the money in your budget to do the good job you know you can do. Most experienced property managers have learned to avoid bids that are too low the hard way. Maybe their tenants complained constantly because they were not happy with the work of the very low bidder hired by the property manager to save money. This cleaning service may have given tenants poor cleaning performance, and no one was happy. Starting with too-low bids is not a way to start conducting your cleaning business. Bidding too low makes it hard for you, your staff, and all other cleaning contractors in your area. The word will get out fast if you are doing poor work because of your overly low bids. Other property managers and owners will know about this soon as well, and then it will be hard for you to get jobs. So, work hard and learn how to bid low, but not so low that you can't do a quality job.

Now, a bid estimate proposal form is needed when you submit your bid to a customer. In the bid estimate proposal, you provide or list all the details about what you are willing to do for a lump-sum monthly price, or a one-time bid price. List each service that you are willing to provide for this price. For example, on a one-time final construction building cleaning bid form, you should give a list of items that you will complete for that price if you are hired to clean this new building: A. Clean all rest rooms, B. Sweep floors/Clean all floors/wax extra, C. Clean all glass and mirrors, D. Clean each room space, E. Damp wipe and polish drinking water fountains, F. High and low dusting, G. Vacuum carpet, H. Clean all windows (outside windows extra if 3+ stories) I. Clean doors, J. Spot clean floor baseboards, K. Clean all tops and hard surfaces, including inside and outside of cabinet draws, L. Collect all small trash and debris, take it to the trash dumpster, and so on. (The more you add the better, if it works with your bid price). The word “terms”, which is on most bid forms, refers to when you will get paid based on your bid and the wording of your contract. Usually in a fifteen- to thirty-day period after the customer receives your company's bill or invoice. Here is a little secret for one time cleaning jobs, the first day that you start the job, fax or mail in half or all of your invoice to get it processed and your cash flow moving. In thirty days when you are finished all of the cleaning hopefully, your check will be on the job site or ready for you to pick it up from the general contractor's office.

You can go to any office supply store and buy a book or a package of bid forms, or you can create your own on your computer. Remember that if you buy forms, you may look just like the other two or more companies bidding on this same job. Creating your own bid proposal form will set you apart from the competition. You may also want to create a company letterhead so you can write a memo or a short cover letter to send in with your bid estimate proposal form. Sample cover letter: Enclosed you will find a bid for the final construction cleaning of the, Penn Valley Office Building Project. Add the address and any other details that you think will be related to this project. Remember these are very busy people, and they do not have much time to read all of the information that comes cross their desk each day, so keep it simple, short and to the point.

Always try to have your bid faxed or mailed in as soon as you can. A good goal is to have your bid in one to three business days after you get the cleaning specifications or after the first phone call from your new customer. The first bid in for a private job will be the one all later bids

will be compared to. Public or government jobs are all judged together at the deadline date and are always accepted by the lower bid price as its final determining factor.

Here is an example of what might happen in your small, new business. A project manager calls you with a one time construction cleaning job and he/she needs a bid price right now, over the phone. Your business is moving very slowly, and you really need the work. In this situation you must bid low because he needs someone to start this job tomorrow, and you need the job today. The project manager will give you a brief description of the project cleaning needs. Then he says he will stay on the phone and wait for your price. All this happens in about five minutes. When he gives you the total square footage of the building and how many story's the building has, let's say a 100,000 square feet, one story project, ask if he would mind waiting a couple of minutes while you collect your pen and materials. Take out your calculator and choose a slightly lower price this time, because you are hungry and your business is moving slowly. Calculate your price using .10 cents (\$.10) a square foot. Here is how you will calculate your charge: $\$.10 \times 100,000$ square feet gives you a total final construction cleaning price of \$10,000. Take the project manager off hold, and tell him you will do the job for \$10,000. Do not tell him it is only costing him only .10 cents per square foot. Also let the project manager know that you will have the project cleaned or finished in ten to fifteen days if he lets you start tomorrow. The sooner you finish the job, the sooner you will get paid. Again, you can deliver your invoice/bill on the first day you start cleaning so it can be processed by the end of the job, only if you are desperate and in need for money. No this is not the way invoice are usually processed, but sometimes you have to do what you have to do, to stay in business and make payroll.

Always try to take a look at the building before putting in your bid. I know that, at times, you just cannot do this, for example if you and your staff are bidding twenty-five jobs or more a day, or if someone calls you with a last minute opportunity like the one in the example above. Still, looking at the building first is a worthwhile practice. Many of us in the building cleaning and contracting business are doing a lot of bidding from source like the CDC construction news, and other business publications that are full of bid information. If you are doing five hundred bids or more a month, you should train someone to help you, rather than try to do it all alone. Then maybe you or someone will be able to go out and look at some of the buildings before you put in your bids. I hope that by using your own research and the systems in this book, you'll be inspired to launch a large bid campaign for your business, it is very important for your success.

In general, you will bid the same amount per square foot for similar contracts in similar areas. For example, you might want to bid on two buildings in the same town, both of which are 500,000 square feet, but one building is twenty stories high, and the other is an office park or on a military base, with lots of small one-story buildings. Each job is easy but in different ways, so you bid about the same square foot amount for both the twenty-story 500,000 square foot building and the multi-building 500,000 square foot job. You will, however, add an extra amount for the annual outside window cleaning on the twenty story building.

Just a little tip, one way to get more information about what your competitors are charging for jobs is (keeping the names and addresses of your job possibilities to yourself) and just call a competitor and ask if they are interested in bidding as a team on a project that is too big for you. As the two of you work together to come up with a bid, you will learn how much they are charging per square foot for this type of job if you win the contract or not. This will let you know what your competitors are bidding to get this type of large job, and will help you set your future bids in the right range for this location or area of business.

I hope this book, if it does nothing else, will help make a major change in our building cleaning pricing and bidding process. We who are in the building cleaning contractor business have one of the lowest cost or bid pricing systems in the entire building trade, or contracting industry. Due to the low non-competitive bidders (25%) who are, forcing the price down for the rest of us, that's highly competitive. This will always keep all building cleaning bids low. Time is running out and the economy will get better each year. I'd like to challenge all of my cleaning

contractor's friends to become organized and work with each other to set higher bid pricing for cleaning services. We are in a skilled profession and should get compensated like other skilled professions for example, the electricians and plumbers. It's time to bring all of our bids up to the highest levels if we want to get rich faster and stay rich like the general contractors and other building trade contractors. The electrical and other trades will make dirty millions their way a lot faster, because their bid prices are so much higher. We all are getting dirty providing our services on some of the same jobs. We who are in the building cleaning business must try to organize (Again research, Building Service Contractors Association International) and work together to bring our bid prices up so all of us can benefit and make lots of Dirty Millions. If your bid price goes up and my bid price goes up and the next building cleaning contractor's bid price goes up, the cleaning industry will change so we all win, and will make lots of money starting this in January 2009. It is very important that we do this for our staff, and increase their income so they will be willing to do an even better job for our customers. This, in turn, will help make us rich, in charge, and can change the entire building cleaning industry. I want to see the building cleaning industry grow and get more of its due respect as an industry whose trade is important. When we clean everyone stays healthy, we the building cleaners take some risk in rest rooms and a few other areas, which make us very valuable.

You are going into your own business, so you must be creative; you cannot just let me, or anyone else, tell you what to do or how to think when it comes to your building service business. I need you to think building cleaning or contractor business for yourself, on your own, as much as possible. You cannot do it all my way and get rich; you must try it your way too, drawing on your life and its business circumstances. Try hard to stay open to new business ideas as they come to you and maybe they will spark your big business creativity, way of thinking.

You may be asking yourself how you will know if you're giving your customers a fair bid. Well, as I said before, you need to learn what your competitors are charging every chance you get. If you know what a competitive price is, there will be no doubt in your mind that you are offering a fair price if your bid falls in the same price range. When it comes to government work, there are plenty of resources on past and current bids available to help you set your bid. You should use any information you can on pricing and bidding to get an advantage.

16

Placing Bids on Public or Government Cleaning Projects

This is a very important tip that can save you a lot of time and make you a lot of money: government and most public agencies are obligated to let the public (including contractors or bidders) know how they are spending the tax dollars they receive. This means they will give you the name of the current building cleaning contractor and the price being paid for the job you are interested in, if you request this information. Yearly or monthly bid price information, as well as current and sometimes past contract information, is all at your disposal before you place your own government bid. All you have to do is call, fax or send a short letter asking about the building, giving name, address, ask for any bid information they have on file. Sometimes you will get your answer the same day over the phone. If not, in a few days you will get a return phone call, fax, or letter in the mail with the current cleaning company's name, address, phone number and, most importantly, the current bid price on the job you are interested in. I am telling you this to make you interested in some of the public/government work that is out there, because most construction and daily building cleaning contractors just do not know much about this source of work. This information will gain you entrance into many government doors and this will help you make some more of your dirty millions the clean way fast!

When you see what earlier contractors have bid to do a government job, do not just shave dollars off of there original bid, because the other building cleaning contractor's bid over the years may already be as low as possible and still may or may not make a profit. Do a little research and reading to get as much information about the government job as you can. Before placing your bid, go back as many years as you can to see how much the bid was on this property five or six years ago. This way you will see just how much money, if any, has already been shaved off the bid over the years. Another factor you have to keep in mind is that what may work on a job site for one company budget may not work for you and your company because, for example, every company has different business expenses, bonuses and hourly rates for their employees. It is nice to use the free public information to your advantage, but do not settle on a price simply because someone else's bid worked out for them four or five years ago. Note: There is a lot of big money in government contracts, you may need to travel and do a little paper work, but it's well worth it.

Construction contracts are a great source of one-time routine cleaning for your business. When new homes, office, malls, schools, apartments, hospitals, and all types of different buildings pop up, they need to be cleaned before potential buyers or owners make their way through. If you are able to get a lot of construction contracts, you will be on your way to making dirty millions the clean way! Here are a few tips to help you with construction contracts near you.

17

Construction Contracts

For every large city all around America, there is a Construction Data Company (CDC) publication or newspaper full of construction building information that is updated each week. Many cover three or more states in your area for one price. Even the suburbs are covered, with a lot of updated, all-new, construction-related information. For example, there is the CDC New York Construction News, New Jersey, Pennsylvania, the CDC Chicago Construction News, and the CDC Los Angeles Construction News and so on. These are useful resources, available for a small yearly charge, which will help you bid on all types of construction and building cleaning contracts for new construction buildings. You can go online and order six-month to one-year subscriptions to a CDC construction news publication to help you start your construction or building cleaning adventure. You might even like to use the online CDC data information system to obtain construction news at www.cdcnews.com. At this site, you can submit some of your bids online and construction information on line, after you sign up. Final construction cleaning, rough cleaning, and labor cleaning opportunities can all be found in the CDC publications. Each newspaper twice weekly, will list several hundred new building projects and will update the previous week's issue. It will provide the square footage of the building, the general contractor or a construction company contact name to which you can send your cleaning bid or get other information. The construction company name could be listed under builder, developer, general contractor, construction manager, or owner, as we discussed this earlier. Read over all of the information in these newspapers, and then go online if you need free help from the CDC help service center or more details.

When we talk about new construction, we're talking about brand-new buildings constructed with all new materials—floors, windows, rest rooms, and doors, plus newly painted walls, new carpet, and new cabinets. With all-new products, your cleaning job is a little easier. These jobs can run from 5,000 to 5,000,000 square feet in size and from \$500 to \$500,000 in cleaning contract size, just to do a one time construction clean up with all new, easy-to-clean material. Most of the time, there is nothing hard to clean because the building is new. You just need to remove all of the light dirt and dust created by the construction crews. You can make, on the low end, \$20,000 gross (at ten cents a square foot) for the one-time final cleaning of a 200,000-square-foot new construction building.

On the high end, you could charge thirty cents per square foot and gross \$60,000 for the one-time final cleaning of a similar 200,000square-foot building. With a staff of five to six cleaning people, cleaning a building this size should take you approximately twenty to twenty-five days to complete. Just add up your profit as you go to the bank. Please note that the low end construction cleaning price is based on about ten cents per square foot, again! As I said, you can go higher if you like, but this price is a good starting place to get your new company in the door and to try out your business and bidding skills.

Again, please remember to add a little extra money for a building with outside windows that are three or more stories high. Set aside or put in an extra \$2,000 to \$3,000 or more to hire a window cleaning professional or to rent high lift equipment for the outside windows. Get three window cleaning contractors out of The Blue Book of Building and Construction or from your

local yellow pages, and ask them for bids on the window cleaning part of the job, save this for last if possible. Here, safety is first, not money or profit, but you do want to make a little money on the window cleaning. You want to subcontract, or “sub out,” the outside window cleaning to a window-cleaning professional, if the building is three stories or higher. This is very important. Do not try to make much profit on this subcontracted outside window cleaning job because it might raise your bid price too much. Doing so may keep you from winning the total bid or contract.

After cleaning a newly constructed building, you can always go back and bid on the daily/yearly cleaning service contract for this new building. In the same construction newspapers (CDC) you will see the name of the owner or a representative of the owner, phone, fax, address and other information. Present them with your estimate for the daily cleaning service for the property. Again, always go ahead and send your bids in quickly; don't wait for the phone to ring when you already have all of the details at your disposal. Use the general contractor you did a great final construction cleaning job for as one of your references. If, as happens very rarely, one property manager asks you not to send in bids until he calls you for them, respect this, and make a note in your records about the one request. Then, continue sending bids to all of the other companies. If you were to charge ninety-nine cents per square foot to do daily cleaning on this new 200,000-square-foot building, you would gross about \$198,000 per year, or \$16,500 per month. If you win this contract, that is a wonderful gross sum in a short amount of time.

Try to remember that these bid prices are samples for your reference. Try your own bidding with all types of square foot amounts to see how the building managers respond. Try higher, lower, or the same with each bid; it is totally up to you and your building cleaning location, specifications, and how much money you want to make. The same issues have to be considered when you are trying to obtain steady daily cleaning contracts for an older building, monthly contract bidding, or one-time cleaning contracts. List the pricing in your bid according to your set guidelines (square feet, job site visit if possible, location, staffing, supplies, and other cost details) and list any specific terms under which you would do the job.

When you are doing construction cleaning in some big cities, you may run into construction and cleaning service contracts that require you to use union labor. When this happens, find out what the union hourly rates are for this job and replace the \$10-per-hour non-union rates with the local union rate to calculate your higher costs. To get union pay rates, call the local labors union hall for your specialty trade and ask them for the hourly pay rate for their union members. Rates are likely to range from \$20 to \$47 per hour. Plug that new pay rate into the same formula we used earlier for one man, eight hours a day, to figure out your costs. This will help you adjust the bid price you want to use for a union bid. The new higher pay rates will always double your non-union bid price, whenever you bid on union jobs. When you win the bid, you can use some of your staff and some union members to do the union job. The union hall will tell you to hire one of their union workers for each or your non-union worker you put on this union construction or building cleaning job. But in time your non-union employees will or should join the union. In other words, if you plan on using six people to do this union job, you can only use three of your nonunion employees; you will have to take three union men from the union hall. After you sign the union agreement form the union gives you, you can start working on this union job site. Always try to sign your three people up in this local union as soon as you start work on any union job site. You will have to pay your guys the union rates for this union job until it is finish. Then you can go back to paying them \$10 per hour on the non-union jobs. However, on the next few union jobs, you can use six of your own workers, now new union members, for as long as they have kept paying their union dues. When working on union jobs you may or may not be able to continue paying your three employees at the \$10 per hour rate that they were getting before. You might want to talk to your workers to see if they will continue to work at the old, lower rate until you get your first check from the union job, then you will pay them the balance as you get paid. This will temporally take the strain off of your union cash flow adjustment.

Now that you know how to find and work with private construction contracts, let's talk a little about government contracts, another great source of business for you to use in making dirty millions the clean way.

18

Government Contracts

Government contracts are a great avenue for a small new business to follow to become a big business because there are billions of dollars being spent annually on government jobs all across the country. If you are interested, you can even get government contracts outside the country. Government contracts are a very good thing for a small business to work on because almost all government bid information is open to the public. It is essential to know how to get this bid information, and how to use it so it works for you and your business. Getting some of your building service contracts from the U.S. government can change your business and personal life fast. I'm going to tell you how to make contact with all the government contracting officers, get to know what they do, and what they need from you. This will provide the groundwork you need to make bids on government building service projects.

As I said earlier, you can find out what the current contractor bid price was on a job by asking or talking to the contracting officer or one of his or her staff members. All bid information is open to the public because they are using your tax dollars to pay for these building repairs, cleaning and many other service contracts. If you bid on the right government jobs whether, local or all over America and win a lot of them, you can gross from \$1,000 to \$1,000,000 per month and more. Whether you clean or repair a few government buildings or a full military base each day, it's good for business. Winning these types of contracts can eventually make you a lot of money, as can cleaning for state, city and local government buildings.

There are several free information-providing government agencies, like the Small Business Development Centers, and The Small Business Administration that are very good when it come to helping you find lots of government work. There are also private consultation companies that charge a small fee for giving you government bid leads and information, but they can not give you contracts. These agencies and companies will help you obtain government procurement and government bid information that might otherwise be a little hard to find in the beginning. Once you are on the right government bidder lists, the government agencies you contact will start sending or e-mailing you all types of information about contracts that are up for bids. Always remember, though, that you cannot pay for a contract or pay government employees for information in the process of making bids or being awarded contracts. Providing you with this information is one of the things your tax dollars provide for free.

Again, you'll learn about products, service contracts, programs, loans, grants, construction, and more when you ask the correct contracting officers or government staff members for the information. You want to be sure that you have the right agencies and contract bid information for the construction sites or building cleaning jobs that interest you. To register or become certified as a small government contractor, you will want to fill out applications with each of the agencies you want to do business with, such as the Department of the Navy, Department of the Army, Department of the Air Force, General Service Administration, state governments, city governments, school districts, and so on. Getting your company name on the Small Business Administration Automatic bidders list is also very important. These are just some of the public agencies that have building cleaning and all types of other contracts you can bid on, so do your research and find all of them, believe me there's a lot more. Most certifications (such as, a woman owned, minority owned business, or a small business is eligible for "set aside" contract programs) will be free of charge unless you pay someone outside of the government to

help you with your paperwork. Take the time to fill out all of the registration and certification forms so you will receive government bid and contract information, this way you won't have to ask for the information over and over again it will automatically go out to you by each of the agency. Every few years you may want to check and update your government business forms for each agency; some require this with out notice. This little effort will keep you informed and up-to-date, so everything will continue to work and run smoothly for you and your company.

Note that if you would like to bid on state or local government projects, you have to register with that particular state or local government agency to get jobs there. The state, federal, and local registrations and/or certifications are each handled by their own separate agencies and require you to fill out their own forms. Like most of the federal government agencies you will register with, each who usually operates independently, with their titles, offices, contracting officers, forms and requirements. You will need to work with each separately, if you decide to go this route.

Select all, or just choose the government agency that you would most like to work with, and do whatever they ask you to do, so you can start receiving bids, government subsidies, benefits and small business information. They want to help you, as a tax payer they must help you, because they work for you and they like to keep working with you. I suggest that you register with all of them, in and outside of your region, all over America. The feedback and information they send you for free will help you learn how the government systems work. I say again, complete the application for each and every one of them so you don't miss any bids or contract information. Often, the agency website for government contractors will have forms ready for you to download and fill out, with instructions about how to return them (for example, by mail, fax, e-mail, or online, express, or self deliver in person for your signature recognition).

A good way to start this process is to go to the Small Business Administration (SBA), which is one of the best government business information sources for any and all types of small business owners. They may use up some of your time as you wade though their red tape and paperwork, but they are very good at what they do. The Small Business Administration has a large clientele base that they work with each day, but relying on them for all of your government and at times non-government loans, cash-flow help, start up information, seminars, retired executives assistance programs-SCORE, certifications, business directions, bidding contracts and more is worth the time. It may take a little more effort and time working with the Small Business Administration or any government agency than you would like to put in, but you will soon see, that it's worth it as you are just starting out on this new small business adventure. When you finally get everything together, though, working with the government agencies and the Small Business Administration you will see it is, worth the bother when you look at you current and future personal/business profit projections. For example, if you have the time and want to save your business dollars, the Small Business Administration can give you free help with accounting, business plans, business consultants, business projections, business marketing systems, small business contacts, business certifications, and other useful information that you definitely need starting out.

Going through government programs will help you see how they think about their own government systems and contracts, as this will help take away some of the stress and fears from your day-to-day business with the government and its agencies. Again, you cannot ever pay a government employee to help you; they are paid to help you for free thru your tax dollars. Keep this in mind; it will keep you out of trouble. Knowing that you can get, for free, every type of small business help that is offered, that you can think of, or need, is very encouraging.

Try to dedicate a little time each day to learning about all the different types of public and government benefits, yes it is a time consuming experience that will help you make the best money for your company. You will want to contact all branches of the armed forces, General Service Administration, and the small business development centers all over America over and over until you get them to work for you. Once you learn how things work with government

agencies, you will be able to move your business from small to medium or large in as little as three years.

The National Electronic Procurement Assistance Center (NEPAC) is also a great non-government resource which can help you find government jobs. NEPAC is a private company with a search system that can be used to find and solicit all types of government bids that can help you win government contracts, for just a small consultant fee. They will send you a large amount of information over the internet on bids and government contracts for this small annual fee. There are lots of other companies that, like NEPAC, will help you by sending you e-mail two or three times a week with up-to-date information on government bids and contracts that relate to your type of business. When they get information you need to make a bid on a government building or building cleaning project, they'll send it to you. These types of companies can work with you without too much red tape because they are private, and they can find bid information and contract results for you much faster than you can alone.

Before 2000 you could get some of this information straight from the Commerce Business Daily (CBD), a government newspaper that listed a great deal of federal government contract information. Today, the CBD website only has information posted there before 2000 with some exceptions. Now the information CBD used to cover can be found online at the Federal Business Opportunities website <https://www.fbo.gov/>. Combine all the information you can find at government and private sources and you will soon start to see the light.

There are also a lot of local and free government business assistance programs offered by your local colleges, universities, local politician office, and even some schools and churches, so do a little home work, it will benefit you well. If you give them a call or stop by their administrative offices, they will be able to give you more information and show you how to get on track for government marketing contacts and contracts.

The largest buyer in the country, the government, has billions of dollars to spend each year and a lot of work for you and your staff to do as soon you are ready to start. It is up to you to get some of that work and some of those billions of dollars through your next government building cleaning service or construction contract. But you have to hang in there and work with them, no matter what. This is very, very, important; no matter what they ask of you, do not give up when it comes to government paperwork and travel. Going to government meetings and government small business seminars will help you in ways you would not believe. Between the government, the internet, the Small Business Administration, and all of the other government agencies out there, you have a lot of ways to go in your search for potential government construction or building cleaning contracts.

Another good idea is to do a little homework on government programs "set-aside" just for small businesses. Your company can go very far if you are accepted into set-aside programs and bid on these types of contracts. These programs in the billions will set aside some government jobs and contracts that only small businesses can bid on, so that large companies don't take all the jobs, do to there sheer size. It's the government's way of helping you grow. There are substantial amounts of money built into these small contracts, so you have a good chance of becoming a large successful business with time.

There are many set-aside programs, like the 8-A program, that are run by the Small Business Administration's 8-A Certification Program Department. If you become an 8-A certified company, you will be eligible for contracts that have been set aside just for companies with your type of work certification. They will contact you to see whether you want to bid on contracts for which you qualify. You will not have to compete with any non-8-A companies. Sometimes no other 8-A company will bid but yours, so the job will easily go to you and your company. Place a bid, and the contract will become yours. These contracts can pay from \$8,000 and up to \$8,000,000 or more per year, and you can be in this 8-A program for up to eight years, until you graduate as a, strong self sustained business. There should be only a few others in your area who, like you, are 8-A certified companies, so this could have a big impact on how your business

prosper. Again, once you are certified you'll be in this program for about eight years with very little competition when you bid on these government contracts. There is good potential to earn millions of dollars just by being in the 8-A program. All it takes is filling out your 8-A certification forms and applications and returning them to the Small Business Administration. After you apply, all you have to do is hope they will certify your company, if the program is not full. Then be ready to bid and work when they call you.

For more government work and opportunity information, you can look through The Government Phonebook USA, which lists thousands contacts, all of the government addresses, phone numbers, fax information, web sites, and some e-mail addresses for agencies all over America, including the Small Business Administration. The Government Phonebook will also give you all of the federal, state, county, city, and local government agency information. It's not expensive, and it's very useful to have around. You can check your local library for all publication mentioned in this book. Use their free copy or buy your own copies for you and your staff. You can also go online to Omnigraphics.com for a lot of resources about US government and private publications that are for sale. For the very low cost of about \$47.00 you can get Matthew Laski's book, Government Giveaways for Entrepreneurs #3. It's worth a little time to read, or listen to the tapes or CDs that go with his book to learn about his approach to getting business information and help from the government.

Over and above everything, remember that doing your homework is very important if you want to get government contracts. As this how-to book is trying to teach you, you can combine the information you get from the government agencies with your own creative business mind, and your government contracting business will grow. There is an overwhelming amount of free government information available to help you start running a profitable building cleaning or construction business. Looking at government contracts and programs is good because it opens a lot more doors for your small business to make money. It's great to think about how adding several government contracts to your list of jobs will improve your business.

Everybody will not, and cannot, become a millionaire. This I do understand. However, you who put the effort in at the beginning have a better chance than you had before you started looking into government construction or building cleaning contracts. After all the waiting and red tape, you still may not get the answer you were waiting for, or get it as quickly as you need to move your business forward at the moment you desire. At times you may have to redo your paperwork just to update things and move things forward. Your effort will, however, pay off in time if you continue to work with the government, do your research on programs and contracts, and obtain as much knowledge as possible from the small business help programs the government offers.

In order to increase your income, you should continue to educate yourself in your field of work. If you keep yourself educated about and up to date on the happenings of your trade, you will be more successful in your business. I recommend reading as much about the cleaning and building industry as you can. Just like a stockbroker, businessman, or athlete, you need to watch your industry.

19

Watching the Industry

Stay on top of things, experiment monthly, go to seminars, and find out where new developments are being erected, and check out the latest in supplies and equipment pricing, study and learn from the internet. Check with your competitors, ask them questions, and feel free to answer any question they may ask you. I say again, there is enough work for all of us to make plenty of money, so talk to others, get help from them, and help others each day. Remember, information is easier to obtain these days and this will help you reduce your business fears. Using twenty-four-hour business and news channels, radio talk shows, libraries, the internet, and this book, along with our business newspapers and books like the Commerce Business Daily, Construction Blue Book, The Government Phone Book USA, CDC news, and Headquarters USA, to name a few, you can really keep up to date fairly easily.

As soon as you can, you need to learn who your construction and cleaning competitors are, by first name and company name, both local and distant. You need to know what they are doing in their businesses and how much business they are doing. If they are doing a lot more business than you are, then you need to ask yourself why they are doing well if you're not. For example, you need to learn the going rates per square foot for the work you do; do not bid from ignorance, or even stick to my ideas on bidding without gathering more information. You can find out some of what you need in order to bid on and get new contracts easily, if you take a little action each day. What you learn will not make you think like an expert or a millionaire in one day, but eventually it will have you talking, walking, acting, and most of all, spending and saving like a millionaire.

When your business starts to grow, you may start hiring some of your competitors' employees. You might want to employ their executives, supervisors, or even their reliable building cleaners and labors. This is OK; it's just business. It is the nature of all businesses; we all hire each other's employees when we can or have to. Pick up some copies of the Wall Street Journal for a month and read it. Every week you'll read about highly paid executives, ones who make seven figures or more, moving from one company to another. If you are able to pay and take care of business with these types of new employees, they will be very good assets to your company. But be warned: other cleaning services will try to hire your best staff members, if they get a chance to do so; they will be enticing your employees away from you and your company. Top employees know their industry well, and when they come to work for you, they know what makes your local competitor successful. But a word to the wise: if you do not keep these top executives happy, they will jump ship and go elsewhere with your business information and the good business ideas they learned from you. They may also take some of your top staff, and knowledge to your competitor.

So find and study your competitors, know your industry, learn what everybody is doing. Remember that none of this is a bad thing; it is called "competitive business for growth." Competition is the best medicine to keep your cleaning business strong and healthy so that it will stay on its best business toes. Again, this is OK; it shows that you are in a very good and healthy business environment. If you are able to pay well and take care of business with your highly motivated employees, they will be very good assets for your company because they know the field and because they know what your competitors are doing. What you learn and how you use it

will help keep your employees happy and hopefully working with you forever, which will help your business grow and bring in more dirty millions for you and your business.

Now that you have laid out your SDPs for your employees and they are working more efficiently, you can focus on getting more jobs and increasing your business. You can now create employment opportunities for people in your business community by getting the word out about your business. Word of mouth alone is usually not enough, so I would suggest locating advertising opportunities in your community to let the public know about the services your business offers and to encourage people who want jobs to come to you.

20

Cleaning and Employment Opportunities

Every now and then you may need to run an ad in your daily or local newspaper to find new employees. Have applicants fax or e-mail their resumes in for your review. Next, make sure you complete a phone screening before bringing anyone in for an interview. When talking to an applicant on the phone, you might find out that the person is not a perfect fit for the opening you have. However, you should save all resumes and applications for one or two years. You may need to hire quickly, or a building manager might call you with a large job you had bid on some months ago and forgotten about. This would mean that your company needs some additional staff, fast. You may also have to replace an employee who leaves without telling you two weeks beforehand. This is just part of what happens in the cleaning service business we are in. You will also have employee turnover as you gain new contracts and lose old ones. Sometimes, with small contracts, you can bring in a “mom-and-pop” team to do the job. I find that they make good cleaning teams for small, long-term contracts. However, you have to be careful about hiring too many members of the same family, or the friends of your regular employees. Again, try not to put friends or family on the same job site. Too often they bring personal issues to work and, this may make your business look unprofessional, so try to hire new good hard working employee.

The people I find to be very good, professional employees and the best for this type of business are building cleaning supervisors. These are people who got back into the building cleaning part of the business because they were laid off from a supervisor position and are out of work. Even if you do not have a supervisory position open, hire as many of these out-of-work former supervisors as you can, starting them as regular building cleaners. If the person needs a job badly enough, he or she will work as a building cleaner again while helping you and your other employees learn more about what it takes to clean and supervise a building. Eventually, you may be able to promote the person back to supervisor. These people know what it takes; they have already been there over and over again. This building cleaner/future supervisor will be a big asset to your cleaning business as it grows. The more cleaning supervisors or former supervisors you have on your staff, the more successful you will be, the faster you will grow, and the sooner you will become a millionaire (if that is your desire). Try never to hire an inexperienced building cleaner, as they will cost you money and time to train. If you do hire someone without experience, put the new employee with your best supervisor for the first thirty days, so that the new worker can learn quickly from one of your best.

There are many experienced building cleaners out there with good cleaning experience that they’ve learned from other cleaning companies, who may or may not ever want to be a supervisor. When placing your want ad in the newspaper, always ask for “cleaning supervisors” or “highly experienced” building cleaners. Experienced building cleaners will answer your ad and other types of building cleaners with cleaning supervisor potential will also call you. This will bring you not only supervisors but experienced cleaners who want to become the best, and who will maybe start supervising for you soon. With all of this experience on your team, do everything it takes to keep these employees happy so they will stay with you. You should try to give them all the hours they can work or handle and a good paycheck that is a little better than your competitors’ pay. These are valuable employees, and you should always remember that if you

lose one of them, it might take weeks to find a replacement. This could make or break your bottom-line profit for the month.

Placing marketing ads in your local newspaper is always a good idea. It is an inexpensive way to let future employees and customers know that you are running a small construction or cleaning business in their area. Placing a small ad in the newspaper, giving some details of what your business does, will make your phones ring a few times each week.

Now it's time to train your employees so they present that polished image of you and your company. You should train your employees well so they know what is expected of them each day and how they are supposed to execute the tasks assigned to them. Otherwise, the people you hire might not provide the level of service you want or might upset, disappoint or discourage your clients. A simple job could turn into a public relations nightmare, costing you time and money.

21

Training for Your Employees

It is important to train your employees well to ensure the success of your business. Good training will save you time and money. Again, try to hire supervisors and experienced building cleaners if you can find them. If you can't, be sure to have your Standard Daily Procedures in place with a good supervisor, as well as policies about everyday behavior, and be prepared to train new and inexperienced hires about your policies. Make sure they have learned everything in your training program and the Standard Daily Procedures for each job they will do. It is also very important to have employee safety and orientation programs in place to keep all of your employees up-to-date on any of the cleaning industry's new safety policies, changes, and procedures. Please note that you are in a service business and your employees must know how to provide the service that you are selling, safely, professionally, and on time.

The purpose of a training and orientation program is to provide each of the employees with good, safe, work procedures, to clarify and reinforce company policies so the employees will effectively perform their daily work. For these reasons, you should incorporate a combination of classroom and on-the-job training programs. New employees should be required to complete a short training course prior to their start of employment. Old employees should be required to take courses from time to time to remind them of old policies and teach them about new ones. Once your training programs are in place, you can hire someone in a part-time capacity, such as a teacher, professor, business person, to run your programs. With one of your best cleaning supervisors at the teacher's side part time, you have a traveling, new-and-experienced, on-the-job building cleaners training team that can go from job site to job site teaching and retraining. This will help your cleaning service in many ways, and it will keep phone calls about problems down. Training will also help you keep and renew the same contracts year after year.

In your training programs, you will want to be sure to cover a few of the following topics. You'll also want to add any changes in laws or safety regulations, and your own new ideas, to your company training program list each year.

- A. Employee Responsibilities and Job Site Details
- B. Safety Requirements and Procedures
- C. Company Policies in Your Employee Handbook
- D. Employee Conduct
- E. Dress codes and uniforms

Doing a great cleaning job and going the extra cleaning mile for the client will pay off. Remember that your clients are paying you for a service and they're expecting you to fulfill your contract. Having well-informed, safe employees will help you meet everyone's expectations. Do a little research, and you will be able to find some already well prepared building cleaning training programs for cleaning service employees. For example, you can contact the Building Service Contractors Association International (BCSAI) for details on their excellent training books, tapes, CDs, DVDs, seminars, and more. You can purchase programs from BCSAI for all types of building cleaning training, such as full building cleaning, training building cleaners,

training supervisors, hiring, restroom cleaning, customer relations, bidding, and other valuable building cleaner information. You can also join this good organization for a small fee and attend their seminars that they sponsor all around the country, for the building cleaning business. Just so you know, I hope to open some training schools in the future. Updates will be posted on my website about my building cleaning business schools, and my new upcoming book.

It will be vital for you to provide each employee with an employee handbook containing all employee rules and regulations. You want each employee to have one as a reference tool to carry at all times when working. You should have a strict policy that all employees have to follow the directions in your employee handbook, allowing no deviation from the company rules.

The success of your business will depend on the people you get to know and the people you employ. How your building cleaning employees do their jobs and treat your clients will depend on how you and your supervisors treat them. This means how you manage people is very important.

22

How to Treat Employees

Make sure to find a qualified supervisor as soon as you sign a new contract, if not before. When putting a crew together, it is important to first have a good supervisor who knows what he or she is doing. The quality of your supervisors can make or break you fast. When you give an employee the title of “supervisor” or “assistant supervisor,” make sure that they know their job description and what you expect of them, every small and large detail. Be strict but fair with your supervisors and they will be the same with your building cleaning staff. You need to train your supervisors and assistants well, because some day years from now, when they break out on their own and start their own cleaning businesses, they will probably become one of your subcontractors. The quality of your supervisors will affect your business over and over again. To help your supervisors grow, you might try allowing them to set goals for each other and for each day of work. Let them order supplies and small equipment, check the stock, track weekly receipts and inventory, go to meeting with and for you at times, and still keep their jobs under control and under budget each month. Your job as business owner will be to supervise all the supervisors and assistant supervisors with meetings and job site visits, and they’ll take care of the building cleaning staff. This kind of hands-on training is why the American business dream works so well; it’s made in America. Go Wall Street! Go USA! Go businessmen and businesswomen of America, we are the best at what we do, when we do it right!

I have also found that a good assistant supervisor does a tremendous amount of work, especially troubleshooting and problem solving. Once you give someone the title of “assistant supervisor” and put a little extra money in that person’s pay each week, she or he will help make things run better. Assistant supervisors, if they are good, will immediately want to move up to the supervisor position the next time a contract is awarded to your company. Assistant supervisors will sometimes work harder than supervisors to get ahead. They will make it their business to check the building and to do a good job in order to get noticed. Also, if the lead supervisor is unable to work for any reason, the assistant will take over and ensure that everything is handled until the supervisor returns. You should try to pay your assistant a little more than the building cleaners on the job, but not as much as your supervisor makes. (Believe me most, employees will talk about these things among each other.) All of your supervisors will stay on their toes knowing that the assistant supervisors are gunning for their top jobs. This type of competition is good for business, and in turn good for the customer.

In some very rare cases, items like cleaning supplies, toilet paper, hand towels, trash bags, or soap will be missing from the building’s cleaners supply closets. You can rely on your inventory, receipts and job charts to help decide if there really is a problem. Some building cleaners feel that they can take supplies for their own personal use because they work around so many of these items in your storage closet each day. Put an end to this practice as soon as you notice or hear about the problem. This behavior is taking away from your company profit and from all employees’ and subcontractors bonuses. This is where you can see whether your supervisor is making the right decisions. Is the supervisor reprimanding the individual or just looking the other way? If the problem is being ignored, why is it being ignored? Having a supervisor on the job site should be the same as if you were there yourself. A supervisor represents you to the owner or property manager and to the employees on site. Anyone doing

anything wrong should be corrected quickly by the supervisor, based on the company rules and policies.

To keep good contracts, it is very important for you to hire smart, trustworthy supervisors and employees of all sorts. As your business grows, do not hire family and friends just because you know them well. Yes, you may need them in the beginning, but it could cause conflicts, and it's best to avoid problems by using only the best of the best when it comes to your growing new business. You do not have the money and time to get "business emotional" with your loved ones if they are not ready to grow with you and the business. You also want to avoid hiring family of your employees; at least, you want to be sure they do not work together on the same sites, if you have to hire them. You want to make sure staff members, do not bring personal problems from home onto your job sites.

You'll also need to weed out the cheating, lazy, bad apples fast before the whole bunch turns bad, one or two times a year. Bring in some good highly intelligent staff members to help you; they'll take you far quickly if you let them be open and creative. I have found that I can go to any city or state in America, place a sixty dollar want ad, and find all types of highly qualified people who are out of work through no cause of their own (or maybe because they did not read my book yet!). In a few days, I can have all the help I need in this town. The phones will still be ringing from this one or two day newspaper ad even after the ad stops running. These people could be an important part of your office and field staff; they are hungry and well educated, but out of work.

You'll learn as time goes on that you will not become a "building cleaning tycoon" overnight and that you do need others to help you grow. Remember this, and always treat your people well, whether they are your employees or your subcontractors. You always want to show respect and thanks to your employees, and one way to do this is with tips and bonuses, if you can afford them. A little extra coming from the business owner heart goes a long ways when it comes to showing your appreciations.

Again, in this business, your networking days do not stop at five o'clock. Ride by any of the high-rises or any office building after five, and you will see the lights still on because the night building cleaners are in the buildings, cleaning them. If you want to bid on the next contract once the word hits the street that the new bids are due for these buildings. You should get to know some of the existing staff, maybe your future employees, since they can give you information that will help your bid. You could end up employing them to do the job if you get the next contract. To start this new contract, all you would have to do now is to bring the cleaning supplies and equipment, and you would be in business for four or five years with this new building and customer. Again, it's just another part of this business. The supervisors and building cleaning crew who are cleaning these buildings now know these buildings well, and this could make your new contract easier in the first few months. But first you need to get to know them and show them your respect, they like to keep there old jobs and you need to get them working for you, just as hard as they did for there previous employer. People mean everything when you are in business, it's not what you know sometimes it's who you know, especially when it comes to business.

As your business grows and more jobs will be coming soon, you will have your hands full, but it is important for you and your staff never to lose sight of your business style, practices, and etiquette on the job. Think about the image you want your business to project, and always keep that in mind every time you work and deal with current and potential clients. The better the business practices you demonstrate and customer service you provide, the more likely it is that referrals and new business will come your way.

23

Employment Behavior and Etiquette

It is important to have proper etiquette guidelines for yourself and your staff. This could mean the difference between keeping and losing a good contract. You have to respect the business practices of the business world if you want to be successful. Fancy vocabulary and accents are not needed; just eliminate street slang and profanity from your speech, as well as from the speech of your employees, during business hours, and you'll be on the right track. This will show that you have a high regard and respect for the person or persons you are doing business with. When I go to a meeting, I make sure that I check the following:

1. My hygiene is perfect.
2. I am well groomed, shirt and tie as much as possible on the first few meetings with a new client or potential customer. Again, this is another way of showing your respect for this person's time and consideration.
3. I am dressed in professional business attire that is clean and pressed. While it's not always necessary when starting out for you and your employees to have matching uniforms with your logo or name on the front, it may be helpful if you can do this. If you can afford uniforms in the beginning, by all means buy them, because looking professional will remind, you and your crew to look and act more professionally, while representing your company in this uniforms.
4. I speak well and listen attentively, with the customer's interests in mind.
5. I do not show off or appear to be someone or something that I am not, but I do put my best foot forward.
6. I show the customer that I am appreciative of his or her business time. In return, I am given the same respect. Sometimes, this alone will win a new contract, or I may just make a new business friend.

The most important thing I can do is always to be on time. This means I plan to be ten minutes early and never late; being late is not respectful of the other person's time. If your appointment is at nine a.m., and you walk up to the receptionist at nine a.m., you are late. The receptionist needs time to finish what he or she was doing before it is possible to tell your nine o'clock appointment that you are in the meeting waiting room. This may take five to ten minute's sometimes. Being on time shows that you are sensitive to the customer's busy schedule and business needs. Being late makes the person think that you will not put their needs first; this is not the impression you want to give. Remember that the person meeting with you may be a future client, and you alone will form that person's first and lasting impression of your company. When you are bidding, again, present yourself and your business well.

To sum up, some of your etiquette requirements should be good hygiene, proper language, punctuality, respectfulness, and a decent, clean business appearance at all times. Maintaining good etiquette and a businesslike appearance can not only help with new contracts, but also with contract renewals. Experiment and do your own research to find out exactly what works for you, your business, and staff.

When your business begins to grow, you may find that you do not have enough employees at a given time to take care of the number of jobs coming in. If your employees are already busy and you have plenty of work coming your way, you may want to consider using subcontractors. To find potential subcontractors, interview them, and then keep them in mind when projects come up. It is always good to have a list of reliable subcontractors to whom you can turn when your business is booming so you do not have to turn away a (new or old) client.

24

Subcontracting Jobs Out

When you're looking for a lot of new help because you have too much work at too many sites, subcontracting is the way to go. You "subcontract" some of your work out when you receive too many cleaning contracts. Because you can't do these jobs yourself, with your employees, you pay another cleaning company to do all of the labor, using their own supplies and equipment, and you pay them about sixty percent of the amount you are paid in your signed contract, for all of this work that the sub will complete for you. You will get forty percent of the gross pay without actually having to organize the labor, supplies, equipment, supervision, travel, time/ hours, or almost anything. You just keep your phone lines open, so you can pick up your check when the job is done. Then you pay yourself for doing almost nothing, after you pay your sub contractor. Remember, however, that you are still 100% responsible for making sure that the job is done in a way that meets the terms of the contract you made with the owner, general contractor or manager.

When you are looking for new subcontractors to help with your workload, it's worthwhile to generate a checklist to help you identify a quality subcontractor, because a good subcontractor is not the same thing as a good employee. You definitely want the most reliable, dependable, and efficient subcontractors you can find. These cleaning companies should be trustworthy and able to complete multiple projects without constant supervision from you and your staff. Make sure that the subcontractor is in business for him- or herself, rather than an out-of-work employee from another cleaning company with some used tools. Of course, they will need to be experienced in their trade, punctual, and committed to doing quality work. Always perform a background check on potential subcontractors. It is best if subcontractors have the following:

- Prior related subcontracting experience
- Cleaning or construction business experience and some education
- An up-to-date list of references who know the business' track record, or past contracts worked on and finished on time
- A supervisor who is able to read, write, and speak English on your jobs
- Good verbal communication skills, so that when they talk to your customers there are no misunderstandings, because they are representing you
- The ability to provide their own transportation, supplies, equipment, insurance, and tax ID number. If they have a tax ID number, you know they are in business, not just out of work or temporally unemployed.
- No conflicting commitments that might interrupt their subcontracting agreement with you and your company. Make sure that they are not already overbooked when they accept your subcontract. You don't want them subcontracting your work to another company. Third party subcontractors may not be getting enough money to do a good job, because the first subcontractor you hired will also take a cut of the money before paying the third

subcontractor.

When you subcontract out a job, you will not be working on the site daily, so you should try to check in every day by phone, to make sure everything is running smoothly. Site visits should take about one hour per building, when you do get the time to do so. If you are unable to make the visit yourself, you should send a qualified supervisor or staff manager to take notes on how well the job is being done, and what, if anything, needs improvement. Keeping your company's reputation in mind, make sure your supervisor gives the building the white glove test as he or she walks through the building with a notepad or a small tape recorder. Subcontracting means you, basically, don't have to visit that job Monday through Friday. However, it is still your contract, in your company name so try to get out there and inspect. The property manager or owner will still be holding your cleaning company, under your signed contract, liable for any mistakes or work not completed by the subcontractor doing the work. So stay on top of things each day.

Obviously, you need to be careful when you choose a subcontractor. Be sure to always keep your own business insurance up to date, even for jobs you subcontract. Again, the contract is still in your name and you are responsible if the subcontractor drops his or her insurance for some reason, and an employee or person gets hurt on the job. It is also important that you follow the labor laws on wages for subcontractors. This is why it is feasible for you and your company or accountant to check all of the subcontractor's tax and hiring policies. Employees or ex-employees cannot become subcontractors for you, because you must take taxes out of an employee's check each payday. This is not so for a subcontract. You pay the subcontractor the amount your contracted to pay (about sixty percent of the contract you got), and your accountant gives them a 1099 tax form at the end of the year for the money your company paid them. The subcontractor, not you, takes care of the taxes on the money you pay out to them. You will probably want to have your subcontractors sign a non-compete agreement. Commonly, a non-compete agreement say the person or sub contracting company will not try to take any of your jobs within in a specified geographic area that you sub to them for about two to five years.

As a rule, you can subcontract out around fifty or sixty percent of all of your buildings contracts, give or take a few. How much of your business you subcontract out is up to you, how many quality subcontractors you can find, and how many buildings you can get cleaning contracts on. You never want to subcontract out all of your contracts. At the end of that two-to-five-year cleaning contract and or agreement, some of your subcontractor, who are your competitors in business for themselves, will try to bid for the contract, and will take your place. Even though you had them sign a non-compete agreement, some subs will try anyway. They will try to acquire that contract when it comes up for bid again, or before, this I can almost guarantee you, as they say, when it comes to money.

If you were to have contracts to clean fifty buildings, you would keep all or about twenty of them for you and your staff to clean. The other thirty jobs you could sub out to your reliable cleaning subcontractors. Using this approach, no matter what happens to your thirty buildings you have subcontracted to someone else, you will still have an income from the ones you did not sub out, so you can always stay in business. Most cleaning subcontractors, once you get to know them, are among the best people in the cleaning business world. They are really honest people who just don't have the business skills or knowledge to understand and sign a contract, make it work for them without help from, someone like you, and your company. They just want you to keep them working as one of your subs. Some construction or cleaning subs just do not take the time to learn how to bid a large contract or deal with large, or even small, clients, doing all of the paperwork, or working face-to-face with new or long-term business clients. The hands-on part of managing a construction or cleaning business is not for everyone, but we are trying to change some of that with this how-to book, if just a little. Until the change happens, allow subcontractors to work for you and make some money for their company, without having to deal with bidding,

contracts and the face to face business parts of this process. Most of these subcontractors will be devoted to you as long as they are working and can take care of their small business and family.

Don't assume that because a property manager gave you a cleaning contract for the last five years, you will automatically receive the job again next time. As soon as word gets out that a contract is coming up for bid again, everyone, including some or all of the subcontractors working with you, will put his or her business in a position to take this contract from you. Keep in mind that everyone has a right to bid on these jobs; this is business. You have to think about the point of view of your last subcontractor. If they subcontracted to work for you, and their business only got paid \$18,000 per month by you, that subcontractor will hope to win the entire \$30,000 per month contract. Really, it is only fair for that business to win the contract from you, if you do not keep your competitive edge. Think about it, \$30,000 versus \$18,000. That's a big difference in the subcontractor's monthly pay, so you can understand why he or she will try to take your contract.

Nearly every contract you have or are subbing out was taken from a company that may have had it for years, until you came along with your great bid package. Again, it's not personal; it's just part of doing business. You win some, and you lose some. That's also one of the reasons you never subcontract out all of your jobs. You continue to do the cleaning on some of your contract cleaning jobs yourself, so others are less likely to know when the contract is up or how much you are making from the contract. Your sub contractors are in these building five days a week, they see, know, and hear things about the buildings before you do. Some companies are comfortable with subbing out as much as 90 percent of their building cleaning jobs. I am not. Again, sixty percent or less is as much as I will sub out, using only a few good subcontractors, no subcontractors I don't know well. You can go to The Blue Book Building and Construction, for your area to get all types of subcontractor information. This will help you find a few thousand construction and good cleaning subcontractors that are willing to help you in a short time.

Subcontracting is a very useful tool. It can benefit your business in many other ways. For example, by subcontracting work, you free yourself up for other work opportunities. You can temporarily subcontract that work and bring a new client on board, building a relationship with the client without straining yourself or your employees. Your business will continue to grow if you subcontract some of the work that comes your way. If you want to make dirty millions the clean way, subcontracting is one good way to achieve your goal quickly.

25

The Benefits of Subcontracting

Subcontracting is one of the fastest ways to start becoming a millionaire in many fields, including ours. Suppose you have two \$25,000-per-month contracts and you subcontract the jobs out to another qualified cleaning service. You will pay the subcontracting company about forty percent, or \$30,000, each month to do the cleaning in the two buildings. The good part is that you will make a profit of about \$20,000 per month (the difference between the \$50,000 you will be paid for the two contracts and the \$30,000 you will pay the subcontractor for cleaning the two buildings), while not having to work every day on these jobs. That's not a bad return! Subcontracting these two buildings gives you the freedom to develop new bids for future contracts and work on other jobs, rather than being tied up working five-days-a-week on these jobs.

With these two jobs covered, you will have time to reach out to many more property managers and clients and line up additional jobs for you, your staff and your good subcontractors. Although you need to oversee the work time to time of your subcontractors, using the sub still saves a lot of travel time for you and your staff. The extra time you gain allows you to do extra cleaning in the contracts you do not sub out. That may be important to you and the customers your company does clean for, because you give more attention to their properties and their needs. Always take good care of your clients and your subs. By hiring good subcontractors, you may be walking away with your business bill payments, a company car payment, some company savings, and/or a business mortgage. The more subcontracting you can do, the faster your income will grow.

Another way to use subcontractors is for specialty work that you don't have time or expertise to do. For instance, if you have a yearly contract that needs some floor work, you can always call a floor subcontractor to strip, wax, and buff the floors. This frees your employees to service other contracts or buildings. When it comes time for the high windows to be cleaned on your contracts, you might subcontract the exterior windows to a qualified subcontractor who specializes in high-window cleaning. More often than not, you will be giving your subcontractor the opportunity to make a significant amount of extra money for just a few days' work. If you are bidding \$5,000 to do a few exterior windows, you can pay your subcontractor \$3,000 for two or three days' work and still make \$2,000 yourself. This is a decent amount of money in two days. Again, all you did was set things up with a phone call to a window subcontractor you knew would do a good job. Of course, if you decide not to subcontract work on a job, it is still your contract, and you can make all of the money for yourself and your employees, as they do all of the work.

Subcontracting can get you out of trouble when you are in a crunch or need help. For instance, if you have a few subcontractors that are already doing jobs for you, they might be pretty flexible when a problem comes up. If you get an emergency phone call about a flooded basement from the property manager of one of your contracted buildings, and it's one of your big accounts, you'll want to get out there and take care of it immediately. But what if all your employees and staff are busy on other jobs? They can only do so much. This is the time to call one of the subcontractors already working for you. He or she may need additional equipment like

a wet vacuum, mops, and buckets, or may even need to use some of your equipment that's already in the building. Provide it this one time, they can fix the problem. When it comes to emergencies, it's OK to share your equipment, supplies and employees with a subcontractor to get the emergency job done. Once the subcontractor fixes the problem, put it in your next invoice as an extra to the property manager quickly, so you can pay the sub promptly for his or her extra work and effort. Even if you don't make a dime on the flood clean up, the subcontractor made everyone happy, and you are still in good standing with your customer, from whom you will continue to make money. As you will learn, it's priceless to be able to call a sub in an emergency and make things happen quickly. There are times when your subcontractor may even work a second or third shift job for you while you get a good night of sleep. In the morning, the job is complete, and both you and the subcontractor have made money.

Make sure that you pay the subcontractors well or more if you can, as you may need emergency help again. Whether a problem is big or small, your subcontractors will be able to assist you in taking care of whatever comes up. It's also important to remember when a person helped you out in a pinch. Find out what the head person's favorite upcoming movie or sport is, and purchase a few tickets or give them the extra money to do so for them self. You may put out a few dollars now, but they might help your company make thousands of dollars later; it's just a way to show your appreciation.

Sometimes, companies that are subcontracting for you may not be able to keep all of their employees busy. Usually, these people are looking for work and are very flexible and well trained. You can use them temporarily and/or part time when you need them. They'll be willing to jump in the van and work for you temporarily until their own boss can put them back to work. Use these good cleaners, for as long as they are available, to help your business. Temporary help is another advantage you get from building business relationships with subcontractors.

Every now and then go to other contractor's job, when you see the potential subcontractors pulling up in their vans and trucks to start a shift at their building sites, walk over, pass out your business cards and ask them to explain what they are doing on their shift that day. They'll appreciate that you are interested and asked for their help, and you'll be surprised at how much help and information you'll receive when you show respect for them. If you need someone to work part time on some upcoming projects, ask whether they are willing to help you out. Give the workers your business flyers that explain in detail what you do, and let them know to be on standby for the next job if they are free and need to make some extra money. They'll soon start to contact you for job updates when their business is slow, just to see if you need anything done. So, subcontracting can help you develop a group of people who can help you out when you need help the most.

Always view any cleaning or construction business situation as a learning opportunity, whether it's good or bad. Maybe, once you get to know them, your subcontractor's employees will allow you to visit the building they clean each night. You may find that they have different standard daily procedures than you do for cleaning, or that they have a lot of contracts with other cleaning companies. You'll now be more knowledgeable about that particular type of sub, and know a little more about the building they're cleaning. Once you get to know the subcontractors and some of their employees, you might put them on your payroll part-time to supervise a small job. At bidding time, they may be able to give you valuable advice about their particular building, if it looks like their boss or company will not be bidding on the contract that year. Basically, one hand will wash the other. Or should I say, "One hand will clean the other"? Again, this is good clean business, making contacts and networking.

Once you get between ten and fifty jobs up and running, with subcontracted construction or cleaning companies doing much of the labor, you will be making a pretty good amount of money, while you and your staff are still working at or cleaning your other buildings. The more subcontracting you can do, the faster your income grows. Who knows? Maybe one day, with the experience you have had subcontracting, you might even start your own cleaning franchise

business. To start your own franchise business, first do some research and learn how franchises such as the Service Master Cleaning Service and Jani-King work. Find out as many details as you can about the many contracting and cleaning service franchise companies out there. They are hoping you will contact or call, to get their free information package, so they can try to one day sign you up as one of their cleaning franchise partners.

Subcontracts can go two or three ways for you. You can accept subcontracts from other construction and cleaning services, or you can become a large contractor and give subcontracts to good construction and cleaning companies. Your goal in the beginning is to get contracts from a lot of companies for a certain amount of money per year, month, or week. You take this work and either do it yourself or with a few of your employees. I have even been the subcontractor for another (third party) cleaning contractor, when I found that I was too busy to do work I had been subcontracted to do. So I had to sub this work out to one of my smaller cleaning service subcontractors as a third-party joint venture contract and some of my competitor has done the same with my subbed out work. (A joint venture contract is when several contractors join together to make one business venture work for the same customer. In this case, a huge general contractor subcontracted out some work to me. I was too busy to do the work, so I subbed it out to a smaller subcontractor and paid him when I got paid. My small subcontractor did a good job and he made all of us some money, I made some money, and the original general contractor was happy because the work was well done and he made money, so the architect paid the general contractor, and the owner approved or freed up his funds, and paid the architect as we join together on this joint venture.)

Subcontracting is a pretty large business for all construction contractors. There's a great deal of information about ways to obtain and use subcontractors to help you get rich or make millions, visit: www.construction.com/network/. Again, there is nothing better than receiving a check for \$25,000 or more for work that is fully completed, when all you had to do was make a few phone calls, visit the site one or two times, and type up an invoice or fill out a small form or two. Just knowing that a check is coming to you when the job is finished, leaves you with a very secure, satisfied feeling.

It is important that you have resources on hand to provide you with information you need. They will not only help you start your business, but also will continue to benefit you and your business in the long run. So I would like to share several of the written resources that have been extremely helpful to me throughout the years. Please continue to research each week and find more resources on your own. What I can't list here are the people who have been resources for me. There is a lot to learn from people, as well as from reading, so make use of the written resources that work for you over and over, but also develop human/people resources for yourself. As you start to grow your business, remember to find smart, trustworthy people to learn from and rely on.

For low interest capital and finance please contact, D & Y Financial Service Consultants, Darryl Smith, 713-920-0330 -or- toll free: 866378-9616, email: dsmith@estreetbank.com, visit web site at: www.estreetbank.com

26

Resources

Books and Other Publications

- The Black's Guide is called by some the "bible of industrial and commercial real estate." Here you will find lists of properties with the property managers' names and phone numbers, and thousands of company names and addresses listed by city and state, with each building's square footage. You will find buildings from as little as 10,000 square feet to buildings of 500,000 square feet. You can find out when the next bids are due on each building as you make your cold calls. The Black's Guide is not a free publication, but it may be at your library. You can also purchase a copy by going online at www.blacksguide.com, or by calling 800801-9774 or 800-500-2450, ext. 278 and asking for the subscription department, or by writing them at 251 Fifth Avenue, 7th Floor, New York, NY 10016.
- The Blue Book Building and Construction has been one of the construction industry's premier contact and information sources since 1913. The Blue Book lists over one million company contacts, just the million plus in your area or local tri-state if that's all you are interested in. It publishes regional construction directories in most major cities throughout the United States. Visit their website at www.thebluebook.com and see how it provides easy access to continually updated information for each of The Blue Book regional editions. It will help you find project leads, professional service and support, regional networking events, complete online bid solutions, priority positioning, subcontracting, and a lot more. The website, which averages over two million page views a month, is a good starting place for advertising your services. You may find contact information for people and construction companies that may not have a full address listed in other sources, go to the Blue Book and find complete contractors addresses. The Blue Book is a great start-up resource.
- Commerce Business Daily (CBD) used to list thousands of government jobs across the country and provide a contact connection for each government job. Now it is useful mostly for information about jobs that are listed before bids are due. The lists of government jobs are also available at Federal Business Opportunities. See the listing for Federal Business Opportunities, check websites.
- CDC News publications are put out by the Construction Data Company. It lists new construction projects throughout the U.S., and will help any contracting business find contracts. You will find square footage, architects, scope of work, locations, bid types, owners, property managers' starting and ending dates, updates, and how to get plans,

blueprints, and more. For more information visit www.cdcnews.com or call 800-652-0008.

- Headquarters USA a two-volume work published annually, is a telephone/fax directory with nearly 113,400 up-to-date listings of the headquarters from small, to the largest and most important businesses in the United States and Canada. It also includes many military bases, research centers, libraries, chambers of commerce, nonprofit organizations, professional associations, government agencies, offices, colleges/universities cultural institutions, business leaders and other notable individuals. It is published by Impact Publications which can be searched at www.impactpublications.com/index.asp or visit: [www. omnigraphics.com](http://www.omnigraphics.com).
- Government Giveaways for Entrepreneurs #3, by Matthew Laski gives a different approach to getting business information and help from the government. You can contact him online at <http://www.lesko.com> or call 301-924-0556.
- The Government Phonebook USA lists all government agencies across the country. This book will also give you all of the federal, county, state, city, and local agencies. The Government Phone Book USA has about 250,000 listings including every main government office in the U.S. It can show you where to go, who to talk to, and how to find answers to new business questions. It's not too expensive to purchase. For more information, call 800-234-1340 or visit www.omnigraphics.com
- The Internet Yellow Pages, gives you web addresses for all kinds of businesses. It is the only Internet directory to incorporate a rating system into its listing. It provides specific traits and features for each website listed and informational blurbs with each link describing exactly what you'll find at that website. For more information, visit InformIT at [http:// www.informit.com/](http://www.informit.com/)
- Office Buildings Magazine put out by Yale Robbins, Inc. provides information on commercial office space listings, including building photographs, data on individual properties, local broker directories, area maps, editorial content including major deals, new development and more. It is available by calling 212-683-5700 and asking for the subscription department, or by going to [www.mrofficespace. com](http://www.mrofficespace.com)
- Think and Grow Rich by Napoleon Hill describes old money-making secrets that can change your life today. This book will teach you the secrets that will bring you a fortune. It will show you not only what to do but how to do it with systems that are still being used today.

Companies, Organizations, and Websites

- The American Bar Association (ABA) provides information about the law, lists of local lawyers, and initiatives to improve the legal system for the public, among other things. You can get information about the ABA by calling 800-285-2221 or by going online to <http://www.abanet.org/home.html>
- The Automatic Data Processing Service (ADP) provides one of the best nationwide payroll accounting services to help keep track of employee payroll and tax deposits. You can visit them at www.smallbusiness.adp.com or contact them at, 71 Hanover Road, Florham Park, NJ.
- BB-Bid is The Blue Book's online bid management system. You may call them at their toll-free phone number, 888-3032243, to get more detailed information or go online to [www. thebluebook.com](http://www.thebluebook.com) & (www.construction.com/network/)

- The Building Service Contractors Association International (BSCAI) represents over 2,000 companies that provide cleaning, facility maintenance, and related services to building owners and managers. BSCAI provides educational programs, publications, video training programs, seminars, and networking opportunities, for the building service contracting industry. You can visit them at www.bscai.org, or call them at 800-368-3414, for more information.
- Business Link Fax Service is one of the many companies that will fax out your business information to a list of fax numbers provided by you. You can go to www.blifax.com or call 516-982-4146 for more information.
- The Construction Data Company (CDC) is a good source of information about new construction projects around the country through its CDC News publications. For more information visit www.cdcnews.com or call 800-652-0008.
- Federal Business Opportunities (FBO). It is the U.S. government's virtual marketplace where commercial vendors and government buyers can post, search and retrieve opportunities solicited by the entire Federal government contracting community. You can find information and introductory material about FBO at <https://www.fbo.gov/>
- FindLaw's Small Business Center provides information and resources for small business owners, and help for entrepreneurs seeking to get a business idea off the ground. They have information on choosing and forming the right legal structure for your small business, legal tips on day-to-day business operations, an overview of employment law issues, and much more. You can find them online at www.smallbusiness.findlaw.com
- Government Data Publications, Inc. is a private company providing information about government contract and subcontract opportunities and tools to help businesses bid on government contracts and subcontracts. For information go to <http://www.govdata.com> or G.D.P. Building, Computer Operations Center, 1661 McDonald Ave., Brooklyn, NY, 11230.
- MrOfficeSpace.com is the largest database of independently verified real estate listings, mostly in the Northeastern U.S. Listings are updated daily. It includes details on available spaces in every office building including maps, aerials and building photos.
- The National Electronic Procurement Assistance Center (NAPAC) lists government buildings, contract awards, bid due dates, people to contact, and addresses of job sites. Jobs listed here can pay anywhere from \$100 to \$1,000,000 a month. Contact them at 55 Maple Avenue, Suite 106, Rockville Centre, NY 11570, or call 800-932-7761 for details.
- The Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. For more information, go to www.sba.gov/index.html or call 800-827-5722. It is one of the best systems to use when it comes to starting a small business.
- The Small Business Administration's 8-A Certification Program provides business development services to assist qualifying small businesses in obtaining and performing significant contracts for products and services with the Federal government. Typical contracts offered under the program range in size from several thousand to several million dollars. For more information, go online to www.fedaccess.com/8a-certification-cd.htm

- Small Business Development Centers (SBDC) are a program of the Small Business Administration, that's connected through local colleges. They provide management assistance to current and prospective small business owners by sharing a wide variety of information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments. You can find information by calling 1-800-U-ASK-SBA (1-800-827-5722), emailing answerdesk@sba.gov, or by going online to <http://www.sba.gov/aboutsba/sbaprograms/sbdc/index.html>
- Chamber of Commerce: SCORE Counselors, this program is set up with groups of retired volunteer businessmen, who have an unlimited source and business experience. Please visit, www.score.org

There are plenty of other good resources out there, so again make it part of your business plan to find some new ones each week. This will keep you learning and keep your business growing.

You can find many more resources by visiting your local library and by using your computer as a research tool to search the World Wide Web. You should also talk to other business owners and ask them what resources they find most useful. Even more important than the resources you refer to for information and help, is your attitude and outlook on the future of your building contracting or cleaning business. In order to be successful, you must set goals for yourself and position yourself to achieve those goals. Even if you run into a few non-believers or tough clients, it is very important not to lose sight of all that you have worked for and what you want out of life. Success depends on you believing wholeheartedly in your goal, so never lose track of wanting to get there.

Conclusion

Some people may not view the building cleaning industry as glamorous, but when you start making thousands, or even millions, of dollars and spending them, people will come and ask you for business advice. They may even ask you for some of your dirty millions to help them start their own cleaning businesses. That is when you will tell them a thing or two about this book, *Make Dirty Millions the Clean Way*. It will change their lives just like it has changed yours. After they read it, they'll come around and be ready to get a little dirty as they try some of these ideas and use the contacts and resources for themselves. Of course, there will be some ups and downs for anyone who is just starting out in the construction or the cleaning business, but there is no doubt that if you are eager and try a little harder than the next person, you will prosper. It becomes easier only as you try a little more each day.

Take this advice and the other information I've given you to start the life you have always dreamed about living. So, turn off the TV, and don't spend so much time having fun every night after work and on the weekends, at least in the beginning or the first year of your new business venture. Try harder, work more, push, and create some new building cleaning business ideas of your own. Become a people magnet and network with the thousands of contacts you have and will develop, because that's how you get the word out about your new business. Your business phones will not ring if the business communities do not know, you are out there. I often hear people say, "I want to make more money." But that's all wrong. Wanting and wishing alone won't get you any more money. You need to take action. First, you need to meet rich, highly paid business contacts who give away contracts. It is through your contacts that you will eventually make more money than you ever knew you could. They've just been holding your money in their bank accounts, waiting to pay you to clean, construct or repair, their properties. You see, your future business contacts control all of the money you want to earn and put in your bank account, so get to know them as you get your money. Once you know them, that money will soon be yours, by earning it. Stay positive, take some daily action, be healthy by exercising each day, and the money will come your way. This is very important. I do understand that you want to be your own boss and make dirty millions, with what I have shared as some of, what I know about how you can start and get there soon. When you own your own cleaning business, the sky is the limit as to how much money you can bring in. Picture the things you want out of life and where you want to be in two years. You can get started fulfilling your dreams today if you just take the right action now, and never stop taking action until you have reached your goal.

On a final note, when you first start your new business venture, you will be working a few more hours than you do in your present job, just to get things started. This is because you are motivated and self-employed. However, it is very important to keep your life in balance, exercise, eat good healthy meals, and get the proper amount of rest for you and your body type. Do not become stressed out, since this could knock you out of the game before you even get started making the money you desire. Have fun with this! And always remember, as long as you are making more money than you received in your old weekly, nine-to-five paycheck, you can be

happy and go forward. With this in mind, you can forget about the mistakes and jobs that did not work out for your business. Try not to focus so much on making lots of money or your first million; just stay loose. Your building cleaning business will not hit the jackpot right away. Then, one day, you will realize that the money has shown up, as you were having fun running your business. Again, just stay happy, healthy and strong, and have a little fun with your newfound freedom. Your hard work and healthy ambitions will take you far. Enjoying your life as you create your business or anything that you love, will make everything you do a lot easier.

Who would have ever thought that being a JANITOR could make you, highly paid or even make you rich someday?

GOOD LUCK!!

*Dedicated To: ELT & MCT.
In Loving memory of: DVT and Grand Moms: BT, & Big Mom.*

© All names mentioned are property of their respective owners. Every effort has been made to make this book as accurate as possible, but no warranty is implied. The information provided is on an “as is” basis. The author shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the contents or information contained in this book.