

# **Welcome to this carpet maintenance cleaning action plan.**

**A plan which will show you step by step, how you can start making a recurring income from the customers you want on your system.**

It's not everyone who will be suited to this system. But you can, at your own discretion, choose who you'd like to work for.

But without jumping the gun, you will need to get yourself involved in how this carpet maintenance cleaning system works. Not only get to know how to do the cleaning work, but if you've never used a buffer machine before, then you're in for a surprise. Unfortunately, they are a bit like training a horse. It bolts and has a tendency to go off in any direction without warning. But you can seriously get the machine under control with a little practice. And its practice which is the only way to do it.

Without going into details, you must gain control of the machine. It is very much like walking. If you have never done it before, it seems like an impossible task at first, especially when you try a few times and fail. The buffer is exactly the same in comparison. You are better getting some practice in and be aware that you can do it. But you must try and try again until you start to gain some confidence in using the machine.

You will manage it, that I can promise you. But you must be persistent. Just keep trying and trying. The very easiest way is to wet the carpet with a spray of water. Then place the machine on the sprayed water before pressing the start trigger. The water will make it less harsh and will give you more control over the machine spinning.

It's easy after you've got control, it's just that first few times you have to overcome. Remember, it's just like learning to walk.

Another aspect of this system is the cleaning work itself. You never have to move furniture. You should ask your customer to prepare the rooms for you by vacuum cleaning. The idea is for you to be in and out as quickly as you can without of course doing a flimsy clean. Do the cleaning thorough for your customer but don't hang around. Get it done quick and properly. That way you'll not only be saving yourself some time but also you'll be saving your customer time too.

Your first few jobs will be a good place to get to learn how it's done. There are a few rules and it is all completely up to yourself. But after you've done a few of these carpet maintenance cleaning jobs, you will start finding the work easy and quick. Of course you have to get yourself to that position first with your first few jobs. It will come easy to you but you must build up to that platform with practice. It's hard at first but becomes very easy.

All I want to say about learning how to do a carpet maintenance cleaning, all of the vital information about the technicalities of the cleaning system are in your [Carpet Maintenance Cleaning Guidebook](#). Study the guidebook for your answers, it's all in there for you. You'll also want to know about all of the tools and solutions to use. There's a [Carpet Maintenance Cleaning Booklet](#) that will explain everything for you.

## **To get under way with this idea, you will require a buffer machine.**

It's no use going out and buying anything that comes along. There is a few rules you want to obey when purchasing your buffer machine.

Rule number one is; your machine must be a slow speed machine. I say this because it's from experience. I've used the faster machines myself before and paid the price. A standard speed machine is virtually acceptable. But if you're going to invest in a machine, than I suggest strongly you get nothing less than a slow speed machine, about 120rpm -150rpm.

The reasons why is because a slow speed machine will not create bumps in the carpet with cleaning. Whereas a fast machine will pull away at carpet fixings and this causes the carpet to sag. Sagging creates bumps which are plainly visible if this problem occurs. So it is very important that you invest in a slow speed machine and that way, although you are not protected 100% from sagging. You are certainly on the right side of the fence.

I would also get a machine with a solution tank if possible. Although this is not compulsory for you, it is a good idea for your carpet cleaning business, because a solution tank can help you with brush agitating carpet pre-spray solutions. A solution tank on the buffer machine is also good for hard floor cleaning too. Your buffer machine is a work horse and it's not restricted to carpet maintenance cleaning. That's why I am suggesting you get a machine with a solution tank. It's for your other aspects of your business cleaning carpets and hard floors too.

Lastly, you will want a Velcro disk drive board for your carpet maintenance cleaning work. The Velcro sits on the machine base and it holds the buffing pads while cleaning. So a Velcro drive board is an essential tool for your work.

Some machines will have all of these tools available with the machine. But if not, just check to see if you can get the tools independently. Look on eBay or just type into google your make and model of machine and the tool you're looking for. Tank, drive board, or shampoo brush.

Once you have your machine and accessories and your happy with it all, then you're ready to start your new side line. But if you don't have this equipment available but you're planning on getting it soon. Then you can ask your carpet cleaning customers would they like to go on your shortlist. You can say something like this, "I'm giving a number of selected customers the opportunity to become clients for my new carpet maintenance cleaning service". Explain to your customers what it's all about by telling them how it works, what it does (removes Surface soils). Give them an idea of the pricing. And tell them about the regularity of the cleaning process too.

If they agree to go onto your shortlist, then the chances of them trying this service is very high. So it's worthwhile asking all the people you clean for. You can as well contact your list and offer this service to these customers as well. In fact, most of your carpet maintenance cleaning work will come from your existing customers. So it's well worth contacting them. Just be sure to give them the details in full. A nice letter always works and you can say as much as you like in a letter.

You'll need just a few tools and a couple of solutions to get under weigh. I have listed everything you'll need in your Carpet Maintenance Cleaning Booklet which accompanies your Carpet Maintenance Cleaning Guidebook. Please refer to the guidebook and booklet for your technical details about how to actually do the maintenance cleaning on carpets. It's an essential read if you're serious about including this maintenance service in to your cleaning programs.

Here is a quick list of the tools and the solutions you will require,

### Quick Reference Guide

- 1/Carpet pile brush
- 2/Nylon hand brush
- 3/Pressure sprayer
- 4/Hand sprayer x2
- 5/Fibre fabric rinse solution
- 6/Bonnet buff cleaning solution
- 7/Data sheets
- 8/Multi pro pre-spray solution
- 9/Stain remover solutions x3
- 10/Perforator
- 11/Bonnet buffing pads x4
- 12/White hand towels x2
- 13/Hose, multi fit.
- 14/Bucket 12.5 litre
- 15/Measuring jug (1 litre)
- 16/Funnel
- 17/Buffer machine

## **Be selective when offering this service to customers and clients.**

I'd like to say, offer this service to everyone. But that's not realistic, because some people simply don't need it. What I did in my business was this, I selected the customers who had a problem with keeping their carpets ship shape clean. They was the customers I targeted. And surprisingly, a lot of these prospects took me up on the idea. These clients just did not want to have dirty carpets in their homes or work place. So the maintenance plan was right up their street.

I also found as well, by talking to your customers after you've done a conventional carpet cleaning. Just chatting generally, it often came about that customers were interested and some of them took me up on the offer also. So you can never really tell who will accept your offer. So it does no harm to just bring it up in conversation with your day to day customers and clients.

I also found that commercial work was always a good candidate for carpet maintenance cleaning work. Most of the commercial work you do is in properties where carpets need to be kept clean. So you'll find that most of your commercial work will opt in to your carpet maintenance cleaning program. It's always well worth asking or offering your carpet maintenance cleaning services to these establishments.

You can also advertise right off the bat. This is something virtually no one else does. Can you remember ever seeing an advert offering carpet maintenance cleaning? No, you probably haven't, I know I haven't. But there is people out there who really want this sort of service. They want carpets clean all the time. It's important to them. When they see your advert offering this service at an affordable rate, they'll jump at it. Any place where carpeted areas are used daily by people. What I mean is, people who work in the building, people who frequent the buildings for various reasons. Carpets need to be kept clean, then there's an open door for you. Just create a letter and mail it to these establishments. You can do a follow up telephone call and that should be enough for you to gain some new customers onto your program. Remember, just one client is worth the monthly or 6 weekly retainer fee many times over. Normally clients stay with you for a long time because you're doing the service they like. They want their carpets looking ship shape, and it's you who makes that happen. So why would they want to stop using your services, or shop elsewhere even?

If you've never used a buffer before, it takes just a short while to gain control of the machine. But very quickly, you'll have the confidence to whizz round rooms, with or without furniture. Take my word for it, it's very easy. So I don't want you to worry about using the buffer machine. It's easy and you can do it.

## **A word on pricing.**

The biggest mistake you can make with your carpet maintenance cleaning clients is pricing down. What I mean is undercutting yourself. You have to be very

careful, because further down the line you may regret giving your client a cheap price for their carpet cleaning. So you must really consider the situation carefully.

- How long are you going to be in the premises cleaning for?
- How much cleaning will you be doing?
- Are you expected to remove stains?
- Will you be vacuum cleaning before you use your buffing equipment?

It's actually trial and error with pricing. But I just want to warn you about pricing down. Your business needs to survive and it will only survive if you price jobs up properly. That means that if you lose the odd job or two because of your pricing, reconsider of course but please don't stoop too low. It will bust your business and you don't want that.

## **No contracts just a booking before you leave every time.**

The idea of the carpet maintenance cleaning plan is to do the work without asking your customer for a contract whether that be domestic or commercial. There is no rules on this, but I found that I never needed to ask a customer to sign up for a contract.

I worked every month or so and was certain every time that my customer was getting a good deal for their money. It's important that your customer recognises this too. When they do, then you don't have to worry about contracts. You simply ask your clients for a booking every time before you leave their premises. As time goes on, this will become easy and ordinary for your customer to book with you time and time again. In fact they will book with you for as long as they require your service, Sometimes this can be for a very long time indeed, because your customer wants the service you offer.

If they decide for whatever reason, they no longer want to continue, then that should be ok for all concerned. This makes what you do more attractive to your client. They don't feel locked in, but they do require your services every time they book with you. A fairer deal, I'm sure you'd agree.

Also, the no contract aspect, actually motivates you to do your best. I'm sure you don't want to lose a client simply because you got a bit complacent. You didn't perform as well as the month before for some reason.

So the idea is to keep you and whoever is doing the cleaning, on the ball. After all a good result is what your client is paying you for. It's important that you perform well on every visit. That's why a contract is not the best option for your client because it's easy to get complacent and your customer has no power to end the contract. But without the contract, your client simply does not re-book for next time. You should make that clear to your client that they do have the option not to book at any time. No contracts. Just a booking every 4-6 weeks because they like what you're doing for them.

## **Stains and spots can usually be dealt with on each clean**

I'm sure you won't want to bring in and set up your carpet soil extraction cleaning equipment in order to clean stains and spots. So you must qualify your customer and tell them you can do some stain and spot cleaning while doing your maintenance cleaning. However a good idea is to do at least one annual clean which is a fully blown extraction clean and it is then that you tackle carpet stains.

But let it be known that you can do some stains and spot cleaning, but without the extraction equipment. Unless of course you have a small machine you can use for cleaning up the stains on your maintenance cleaning service.

I always tackled carpet stains using multi pro in a hand sprayer. A good nylon brush and a clean white towel is usually all you'll need for cleaning some stains and spots. Of course this approach will never replace the extraction equipment. But you must qualify your client by telling them that you clean up stains but without your extraction equipment. So you can only clean up the stains in a limited way as the carpet maintenance cleaning equipment is only designed to remove surface soils and not clean like the deep cleaning soil extraction cleaning.

You could as an example, offer your client one soil extraction cleaning per year with your carpet maintenance cleaning plan. What that means is, you can remove heavy stains which get past the maintenance cleaning with your extraction equipment. You could as well offer this service as a once yearly clean which is

priced to be what the maintenance cleaning costs. A one yearly extraction clean will help keep your clients carpets in better condition. A once yearly extraction clean will also help you retain your client too.

On the other hand, if you have a small mobile machine you can use for stain removal, then that's great! You can tell your customer that stains will be removed. Otherwise qualify your client with the annual clean when you will tackle stains that get pasty the maintenance cleaning system.

## **Great results every time.**

From my own experience, you will if you use the system as described in your carpet maintenance cleaning guidebook, you will get a very nice result every time you do a maintenance clean. Your client will be impressed with your work. You should have no problem doing this because the system has been refined to work at optimum performance. Its quick drying, therefore carpets look bright and colourful after cleaning.

It's your cleaning results that will keep your client motivated to continue with you on your plan. When I say this, I'm not exaggerating. You get an absolute nice looking carpet every time you clean. And because you're doing it every 4-6 weeks, carpets never look soiled, they always look their very best. So it's the results that your client experiences with your service that keeps them booking. So I urge you to adopt this service and experience it. It's a completely brill way for you to keep carpets clean. You'll be very pleased with your own results every time, I am sure of that.

## **Clean every 4-6 weeks.**

The idea is to do this service regularly, it doesn't work any other way. You can in some cases do it every 8 weeks. But my experience was that carpet maintenance cleaning is best done every 4-6 weeks. That way carpets don't get a chance to show soils. You clean off the soils from the surface of the carpets before they start to show. Can you imagine this? Think how carpets will benefit. Very little abrasion will take place, therefore carpets won't look worn, even after years! Colours will be replenished every time you clean. So the carpet will always look good and newish. You will be dramatically preventing carpet wear and tear for your clients.

When carpets are otherwise due for replacing, your client's carpets are still looking great. You have prevented them from aging. This is so very important to clients as



they can do without the upheaval of carpet replacements. It easier all round to have carpets cleaned rather than go through the expense and disturbances of replacement. Your clients are aware of this of course.

Also, carpets are freshened up every time you clean. They actually get a new lease on life every time you clean. So, there's lots of yeses for your client to experience on the maintenance plan. Your job is to marry up your carpet maintenance cleaning services with the right sort of clients who want all the benefits you're offering.

## **How much should you charge for this service?**

You can answer that question yourself. How much do you want per hour for your carpet maintenance cleaning services? You can price up, per room cleaned. Or charge by the hour. But you must take into account all of the work you do each time you do carpet maintenance cleaning. It's not about how long you're in your client's home. You must consider all of the travel time, the unloading of your equipment, setting it all up, Then there's the hours spend cleaning, Then you have to put all your equipment back on the van. All of this work should be taken into consideration before you price up a job.

The other side of the coin is, that you expect to keep your client booking every 4-6 weeks for as long as possible. Then you have no advertising costs. Its repeat regular work. Over a year or so you'll be earning a fair bit of money from just one client.

My advice to you about pricing would be this. Consider all the elements involved with doing your carpet maintenance cleaning work, for each client. Then remember that you want a long cleaning relationship with your client. So always remember this before you give a price for your work. Obviously, pricing is not set in stone because you may be asked to do a little extra cleaning from time to time. Also you may be asked to do less on some jobs. But just be careful when pricing up your work. You don't want to scare you clients off. You have to show them that you'll do this work for them at a fair price. To that you must stick.

Does that mean that you'll be working for very little? Not at all. You must charge for your services. And I suggest that you don't price your work by undercutting yourself. Just try to be realistic with your pricing. It's hard for me here to give any more advice other than what I've given you.

## **This system offers you a continual stream of paying customers who will repeatedly have you in every 4-6 weeks.**

I know what it's like sometimes waiting for the phone to ring for a customer. Sometimes the phone doesn't ring, even when you really need a couple of jobs.

Apart from doing a little telemarketing, this carpet maintenance cleaning plan will give you the opportunity of having a steady stream of income, come rain or shine. That's the beauty of this program. You won't be waiting for your phone to ring. Because you don't need it to.

Let's conservatively look at some figures here.

Let's say you have just 10 clients on your carpet maintenance cleaning program.

10 clients at say £45 per client

Cleaning every 5 weeks.

10 clients at approximately 2 hours cleaning work per client.

£450 every 5 weeks for let's say 1 year. £4,500 per year.

2 hours work per client x 10 clients = 20 hours every 5 weeks = 200 hours cleaning time at £4,500 per year with just 10 clients.

Of course these figures are only approximations. But I'm sure you get the idea about how you can create a recurring income that you can rely on this year, next year and for as many years as you want to keep it going.

Remember 10 clients on the program isn't many. You could double that easily in less than a few months. But also you must remember that not everyone is suited to this carpet maintenance cleaning plan. But I can assure you that there are lots of people who are suited to it. And you just have to find them by asking. You choose who you'd like to ask. The ball is entirely in your court. As time goes on, you'll get a feel for the right sort of clients. Just keep asking and eventually, you'll have a nice number of clients who you're doing some really great work for. Work that they really appreciate and value.

You don't want to be traveling any distances which are out of your locality for this work either. Try to have most of your clients local. If you do have a few carpet

maintenance clients who are outside your local area. Try to get a couple more in the same area and group them together. That way you're not wasting valuable time and money traveling to just one client for one carpet maintenance cleaning. The idea is called 'the 3 around'.

Ask these distant clients to get busy thinking about people they know who may well like your services too. But do be sure to follow these referrals up because they will probably agree to have carpets cleaned. You want new clients in the same area as your carpet maintenance cleaning client. Then you could offer the maintenance service to these new clients and group them together so you do just one trip out and service these clients on the same day. It's just an idea, but it can work given a little planning. Simply just ask for the referrals.

It's entirely up to your own discretion as to who you offer your carpet maintenance cleaning program to. The idea is to offer your services to those who need it most. Like if you have homes with just one couple living there and no one else, then they are unlikely to require your maintenance services. But if you have a couple and 3 or 4 kids and a dog, they are more likely to need your services. Also commercial properties are always a good bet. Seek these customers out and offer your maintenance services to them right away.

How I did it was, I always offered them the first maintenance clean for free. The idea was for them to see the quality of the work before buying the service. It worked almost every time and I usually came away from the free clean with a booking for 4-6 weeks later. These clients stayed with me on the carpet maintenance cleaning program for a very long time.

## **You don't want clients on your program who haven't got a good income**

It's no use doing one room for these clients who are struggling to pay you every few weeks. That's one of the reasons why I suggest you be selective as you'll know who to offer these services too.

You want people who can afford your service. This is easy, because you know just by where they live usually whether they can pay for your cleaning or not. Stay on the safe side and just offer your program to people you know can afford it.

## **You can ask your customer to prepare the areas for cleaning before you arrive.**

The idea is for you to be in and out of the premises quickly. You want your cleaning to be fast and professional. And that is exactly what the buffing system will be. But what will slow you down is having to vacuum clean and also removing stains will slow you down too. But let's look at vacuum cleaning for now. Because your customer could very easily do this pre-cleaning for you.

Don't skimp over vacuum cleaning because it is essential that it's done before the buff cleaning is done. The best way to tackle this is to give your customer two prices. One for vacuum cleaning included and the other for no vacuum cleaning. But you must be absolutely certain that your client actually does vacuum clean if they decide to do the vacuum cleaning themselves. You must drum it into them the importance of this aspect of the cleaning cycle. Vacuum cleaning is imperative. Your client must know this.

So, just do it as above. Offer two prices. And send home the importance of vacuum cleaning to your clients. Vacuum cleaning is covered in your Carpet Maintenance Cleaning Guidebook. Dry soils must be vacuum cleaned out of carpets before you use the carpet buffing system on every job. Otherwise, the dry soils in carpets will sludge up and re-soiling is usually the outcome.

Ask your customer as well to get each of the rooms ready for you to go in and clean. That means that small objects that will be in the way of cleaning should be removed. You want a clear run through with your buff cleaning. You don't want to be stopping and starting to remove items that are in your way. Big items of furniture, they usually just stay in place. You work round big objects. There is no need to move big stuff.

## **Offer this service after you've done a carpet cleaning.**

Just do it verbally in your own words. Tell your customer how the system works. Tell them it's quite, quick and effective.

This is optional, but I usually offered the first carpet maintenance clean for free. That way customers get to experience the system before they buy it.

The best time to talk to your customer is right after you've done a carpet cleaning. When you're writing out your invoice is a good time. Or while you're putting your equipment into your van. Just start the conversation off when you have a chance to talk. Do it in your own words because you know the system well and you know how it works. So feel free and fire away first chance you get.

If you're serious about what you're doing cleaning carpets. If you're planning on being around in 5 years' time cleaning carpets for people. Then I'm sure you can make some good recurring income from the carpet maintenance cleaning program. It's easy to get 10 clients onto the system. If you work at it continuously, you could have 100 carpet maintenance cleaning clients in just a year or two.

Some carpet cleaning businesses employ or delegate just one person to do the carpet maintenance cleaning work. But just do it a step at a time for now. Its early days and all you've got to do is put this idea into motion.

I am here always, and you can find me online. Just type in or click on <http://shanedaleyconsulting.com/one-room-carpet-cleaned-free/> for my website. [shanedaley.consulting@gmail.com](mailto:shanedaley.consulting@gmail.com) email.

Get in touch with me anytime. I will be privileged to chat with you and help.