



CINDY WOLFORD

Your guide to start & grow
your cleaning business

GAINING FREE & EASY ORGANIC ATTENTION & TRACTION

THIS WEBINAR & HANDOUT GIVES NO PROMISE,
GUARANTEE, OR WARRANTY OF ACHIEVING ANY PARTICULAR
RESULTS OF THE METHODS SUGGESTED

INFORMATION GIVEN IN THIS WEBINAR & MATERIALS ARE
ONLY FOR ENTERTAINMENT & TO SPARK YOUR IMAGINATION



WHY DO GROUPS HAVE NO-SOLICITATION RULES?

- × Admin/moderators don't have _____

- × If one is allowed _____

- × Allowing vendor posts infers _____

- × The purpose of this group is _____

- × Sometimes, the admin has rules _____

- × Ultimately, members don't want to feel _____

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WHAT IS THE “ORGANIC” WAY TO ATTRACT CUSTOMERS?

Ideally, when your ideal customer audience has a need that your product or service will meet, they _____
_____.

Customers spend money with people they _____, _____,
and _____.

They aren't buying _____ or _____, rather they buy
_____ to their _____.

Meet our fictional example customer Beth.

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WHAT IS AN IDEAL BUSINESS RELATIONSHIP LIKE?

The goal is to build a _____ with your audience so that they see you're a trustworthy resource for help, information, guidance. This is the required foundation for them to purchase from you in the future.

You should be spending time _____.

What are their _____ and _____?

What _____ of business are they in?

Knowing your clients' needs is the essential first step to getting that organic traction and attention you deserve.

For me, the number one reason I deny and detest typical vendor posts is _____.

Don't be like a that street vendor with the trenchcoat selling garbage.

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SO WHAT'S THIS GOT TO DO WITH YOU VENDORS ALREADY??

By being known, liked, and trusted, Bob was able to _____
_____.

YOUR priorities in growing your customer base should be _____
_____.

And by participating in our group, YOU get the chance to _____
_____.

All that leads people to _____, _____, and _____ you
and you know that means people will _____.

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FOUR ACTION STEPS TO GAIN TRACTION AND ATTENTION:

1. PARTICIPATE _____

2. ENGAGE _____

3. LISTEN _____

4. EXPAND _____

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