



# CLEANING UP COMPANY TRACK

## WELCOME KIT ONBOARDING GUIDE

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## Welcome

Creating your own “American Dream” shouldn’t be limited to only a few with higher education and deep financial pockets. Even without these, you can build your dream life! By joining Cleaning Up, you’ve already taken the first step to start and grow your own cleaning business, skip over expensive growing pains, and living your personal American Dream!

With this tailored program you will gain the tools to start, grow and transform your cleaning business and your life. You’ll be part of a community that provides incredible personal support and encouragement and resource that alone would be difficult to acquire. You’ll connect with a coach that has been exactly where you are and will challenge you to grow. And you’ll experience a quarterly deep dive that will motivate you to make foundational improvements with a super-sized impact for years to come.

You can absolutely build and live your personal American Dream to lead a wonderful, meaningful life at work and home. We’re very excited to show you how!

### THIS GUIDE:

This Welcome Kit Onboarding Guide helps frame the steps you’ll take over the next 12 months and help you see exactly what to expect. Our team is also here to answer questions.



## Welcome Kit Steps

It can feel overwhelming thinking about how much there is to do. Doing these steps, in this order, will help you feel in control of this process:

- Complete your New Student Intake Form
- Schedule your 1-on-1 onboarding session with Cindy
- Review & sign your Program Agreement
- Review and complete all items on the "Pre-Course Prep"
- Attend your onboarding session with Cindy over Zoom
- Attend the weekly Teaching session and Q&A Coaching session Zooms
- Start using your Full Focus Planner (provided)
- Set aside an entire day for your quarterly deep dives (live or over Zoom)

## How this Program Works

The Cleaning Up Program utilizes several components to teach and guide you to reaching your goals:

### CUSTOM COACHING

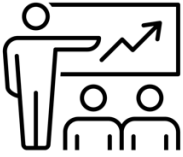
Ongoing training and live coaching that's industry-specific through twice weekly Zooms.

### SYSTEMS

Be equipped with proven industry-related necessary systems and custom tools crafted specifically to help build you into a successful employer.

### COMMUNITY

We surround you with additional places to get support from us and like-minded peers. You'll get ideas, inspiration, feedback that help keep you motivated and on track.



## INDUSTRY-SPECIFIC CURRICULUM

- Weekly Live training
- Weekly live Q&A & help



## SYSTEMS

- Quarterly deep dives
- Proprietary tools & resources
- Systems to grow & support your company



## COMMUNITY

- Quarterly guided planning sessions
- 24/7 online community

## Our Program Rhythm

### QUARTERLY DEEP DIVES

Every quarter you'll meet (live or over Zoom) for a full day of coaching with your peers and our team.

At each deep dive, you'll get advanced training and custom tools designed to help keep you moving forward in your cleaning business and personal life. Our team will help dissect and teach that quarter's topic in a way that's immediately applicable. Each quarter you will feel more clarity and motivation to succeed!

### WEEKLY ZOOMS

Weekly step-by-step live ZOOM training class on everything necessary to expand your cleaning business and hire employees (Wednesday early evenings). A second weekly live ZOOM coaching for situation-specific help on curriculum and help with current struggles/hurdles to overcome (Monday mornings).

### ONGOING SUPPORT & RESOURCES

Private Face Book group only for Company-Track students surrounds you with an additional place to get support from us and your like-minded peers. Give and get ideas, inspiration, feedback that help keep you motivated and on track.

A growing Knowledge Base resource that's on our website is reserved for students only!



## Best Path to Winning

The Cleaning Up Company Track Program is designed to Provide you the industry-specific curriculum, necessary systems and tools, and community to help you succeed at reaching your goals with your cleaning business and in your personal life. The best path to win is:

- ✓ **KNOW WHAT YOU WANT:** understanding exactly what you want and need to build and grow your cleaning business is essential from any program. The more clarity and details you have the better we can be of help.
- ✓ **TRUST OUR PROCESS:** the framework and order in which we teach materials is directly from the success (and struggles!) of the founder Cindy and her cleaning company.
- ✓ **BE 100% RESPONSIBLE FOR YOUR SUCCESS:** everyone has hurdles and struggles in starting and growing any business, a cleaning company is no exception. Success results from committing to being teachable; examining your thinking and behaviors with rigorous honesty; taking ownership for what *is* within your control.
- ✓ **BE OK WITH DISCOMFORT:** creating and growing any business takes strength and building those “muscles” can feel uncomfortable at times, especially if coaching is new to you. Persevering through any training process and this program provides is what leads to great transformation. Bring your best efforts and lean in! We are all doing this together with no one left behind.



## A Relatable Success Story

The job market is no easy place. Even with a college degree and an MBA, I found it difficult to find employment after spending so much time as a stay at home mom. It was then I decided that if I couldn't find the job I wanted, I would create one.

Spousal support would end, so I researched what I could do that wouldn't require more school or a large investment. Talking with my mom, she mentioned that she paid her cleaner \$30 an hour to clean her house each week. Realizing that I wouldn't mind making \$30 an hour, I decided to start my own cleaning business.

The first month I had six cleanings, and I noticed the clients were extremely grateful for my work. Not just getting a clean home, but grateful I could be trusted to help them care for their pets, and belongings. It turned out the care I gave *their home* made them feel cared for *as people* as well. That's when my "why" changed from simply making money, to feeling happy, fulfilled, useful, and valuable by helping clients in a fundamental way.

After 12 weeks my schedule was completely full and I couldn't take on anymore clients. I didn't like having to say no to new clients who would value my service, so I decided to hire an employee. I was nervous at first, but with a few minor lessons like navigating how to turn my clients over to the employee, it was a success. I'm still here in my 8th year building upon that early success with a growing crew and client base.

One thing I found about expanding and becoming an employer is that the reason why you're doing this needs to go beyond just making money. I like teaching and encouraging my employees to grow and be successful in their work and in their personal lives. I like the effect my business has on the lives of my employees and the framework it provides for them to live and support their families. I also like that I can set the bar for any future employers they'll have.

Employees want to be valued as people rather than just worker bees. The recent pandemic made many who had become fed up with their current employment rethink their value and worth. The great resignation over the past two years is a staggering sign that people expect more from their employer/employee relationship. It's not that people don't want to work, it's that people's expectations have changed and they are done being treated like line items. People want a company and a leader that they can trust and rely on, and we must strive to be worthy of that.



## Benefits

### FULL FOCUS PLANNER

Our program includes a Full Focus Planner that will help keep you organized and on track of all the complicated moving parts of creating and growing a cleaning company. Even if you already use an electronic system/calendar, trying a different system will only give you additional tools that will help on this undertaking!

### DONE-FOR-YOU

An ever-growing library of done-for-you resources:

MARKETING: flyers, postcards, Facebook ads, website page mock-ups

COMMUNICATIONS: letters to clients and prospective clients

EDITIBLE FORMS & DOCUMENTS: employee application, sample employee handbook, non-solicitation agreement,

STATE-SPECIFIC RESOURCES: links to state-specific resources like how to register/form a business, research employer requirements, workers comp coverage requirements, SCORE mentor resources

## Coaching & Training

One-on-one coaching is extremely expensive and often not necessary for every person in every circumstance. To maximize the people that are helped and minimize costs, we have modeled this program after "group coaching". The weekly live training sessions on Wednesday evenings goes through the course curriculum. Then on Monday mornings, we will have general live Q&A sessions to answer questions about curriculum, offer strategy and inspiration for your business, and leadership help as well.

Quarterly deep dives will be a very intense day of learning, applying, getting new unique tools to help you grow, and creating your next 90-day action plan. It's a perfect mix of teaching + training + coaching that brings a well-rounded approach to your growing business.





## Onboarding Session

This will be approximately 90 minutes over Zoom with Cindy 1-on-1. You'll review your personal and work life goals and situation, discuss any questions you may have, and create an action plan to get off on the right foot!

## Pre-Course Prep Work/Checklist

This is a list of the things that you should already have in place to begin the Company Track Program. If you need help with any of these, please reach out to our team.

### COURSE PREP WORK

- Federal Employer Identification Number ("EIN")
- State business registration/license/filing
- \*County business/sales tax license
- \*City/Municipality registration/license
- General Liability Insurance
- Website presence (simple is ok)
- Minimum social media presence: Face Book & Google Business Profile
- Online reviews (Google Business preferred; Face Book, Angi (formerly Angie's List), Home Advisor, Yelp also acceptable)
- Office or other place in your home for business activities
- Separate business checking account, credit card
- Accounting software/Excel - proper records kept
- Set up your Full Focus Planner (included in Welcome Kit) & watch videos on how to use it while launching your company!

*\* These items may vary by location*



## Our Team

LUCINDA (CINDY) WOLFORD

*Creator Cleaning Up & Owner Clean House Cincinnati*

Cindy is the creator of the Cleaning Up Program and owner of Clean House Cincinnati. She has scaled from a solo business in 2015 to a \$300,000+ per year company with 7 employees.

NICK FROHLICH

*Marketing Manager Cleaning Up & Clean House Cincinnati*

Nick started with Cleaning Up and Clean House Cincinnati in March 2022. He has a background in communications and marketing as well as years of cleaning industry experience. He manages all marketing initiatives and social media channels for both businesses.

LESLIE COX

*Management Expert Cleaning Up & Office Manager Clean House Cincinnati*

Leslie started with Cindy in 2015 as a cleaner, and rapidly proved to be an asset we could never live without! She has since gone on to use her experience with her mother's Post-Construction Cleaning company to each and lead and train us all to do those specialty cleanings. Her energy has made all our clients and employees feel the love we bring to every job.

BRANDON PROM

*Admin Assistant Cleaning Up & Cleaner Clean House Cincinnati*

Brandon has been with Clean House Cincinnati since September 2021 and has been actively improving his marketing skills. Managing our Tik Tok channel, assisting Nick, and helping onboard new Cleaning Up students are his main priorities.



## Quick Help

The Pre-Course Prep Work is a comprehensive checklist of things you should have in place to be fully prepared to start this program. If you need any help with it, please let Nick or Brandon know and we can figure out the best solution to get you up to speed quickly.

## FAQ

You can visit live online chat help at [CleaningUp.co/Help](https://CleaningUp.co/Help) for answers to these questions and more:

*I have a billing/payment question. Who can help me?*

Email [ClientSupport@CleaningUp.co](mailto:ClientSupport@CleaningUp.co) for help

*I have a question about the Cleaning Up Program. Who can I contact?*

Email [ClientSupport@CleaningUp.co](mailto:ClientSupport@CleaningUp.co) for help

*I have a specific question regarding a/my situation. Who can I ask?*

The Monday Zoom Q&As are for general questions, and specific questions on how to implement our curriculum to your circumstance

*When are the quarterly deep-dives going to be held?*

Once the schedule is set we will release it for everyone but approx. every 12 weeks on a Tuesday – from approx. 10 AM to 4 PM ET. Visit [CleaningUp.co/deep-dive](https://CleaningUp.co/deep-dive)

*What's the best way to connect with my Cleaning Up peer students?*

Our closed Face Book group is the best most interactive place to connect