

Your First 15-Minute Business Move

Okay, my Bonafide Peeps.

Before you move on to **Day 3 — Learn to Work With Clients**, I don't want you to just read all of this information and say:

"Okay, that makes sense."

Let's actually do something with it.

Set a timer for:

15 minutes

Grab a notebook, piece of paper, your phone, or whatever you like to write your business ideas in.

We are **not** writing some big complicated business plan.

We're making a few starting decisions.

Ready?

Let's go.

Minute 1–3: Why Do You Want This Business?

Write down:

What do I want my house cleaning business to give me?

Maybe you want:

- Extra income
- More control over your schedule
- Weekends off
- To work while your children are in school
- One cleaning job per day
- To eventually leave another job
- Something of your own

Don't write what you think you're *supposed* to say.

Write **your reason**.

One or two sentences is enough.

Minute 4–6: Decide Where and When You Want to Work

Write down:

The first one or two areas where I would like to clean:

Now write:

The days or hours I would like to work:

And:

The farthest I want to drive between cleaning jobs:

You can change these later.

Right now, we're just giving your business some boundaries.

Minute 7–10: Pick a Starting Labor Number

Remember:

This is **not automatically what you will charge the client per hour.**

This is a number you're using inside your own business math.

Write:

The hourly labor number I want to practice with:

\$_____ per hour

Now pretend you have a cleaning job that will take:

4 hours

Calculate:

\$_____ × 4 hours = \$_____ labor

That's it.

You just practiced the first part of your pricing math.

Later you will also think about:

Supplies + Travel + Overhead

But one number at a time.

Minute 11–14: Estimate ONE Room

Now pick one room in your own home.

Bathroom.

Bedroom.

Kitchen.

Living room.

Stand there and pretend you're looking at a future client's home.

Ask yourself:

How long would this room take me to clean?

My starting estimate:

_____ minutes / hours

Now look again.

Is there:

- Clutter?
- Pet hair?
- Heavy dust?
- Grease?
- Lots of furniture?
- Something else that would slow you down?

If yes, adjust your time.

My new estimate:

_____ minutes / hours

You just practiced looking at a room like a business owner instead of simply saying:

"Oh, I can clean that."

Minute 15: Read What You Just Wrote

Look at your paper.

In 15 minutes, you now have:

- A reason for starting

- A starting work area
- A starting schedule
- A driving boundary
- A labor number
- Your first labor calculation
- Your first room estimate

Is everything perfect?

Of course not!

You're just starting.

Remember:

Crawl before you walk.

You don't need your whole business figured out before moving forward.

But now you're not only **thinking** about starting a house cleaning business.

You have started putting your business on paper.

That's movement.

That's what I want.

Now You're Ready for Day 3

Days 1 & 2 helped you start thinking like the **business owner**.

Now we're going to add another hat:

Customer Service Rep.

Because once somebody actually calls you about cleaning their house, you need to know how to talk to them, listen, set expectations, handle problems and know when to say:

"Yes, I can do that."

And sometimes:

"No, that's not something I provide."

Let's move on to:

Day 3 — Learn to Work With Clients

Happy Business! You Got This!

Stay Bonafide — keep growing and glowing.