

IDEAL CLIENT

DECRYPTOR

FOR YOUR CLEANING BUSINESS



Nice to meet *You!*

"I help residential solo cleaners going from feeling overwhelmed by the process of building a successful cleaning company, to have a clear vision and necessary training, so they can start, grow and enjoy their business with confidence!"



Owner, "SHINE PERFECTION LLC"
Founder, the RCA

Hi, My name is Lana and I am the founder of the RCA and the owner of Shine Perfection LLC- an Eco-Friendly residential cleaning company in Jacksonville, FL with 5 years of professional business experience and more than 1500 cleaning appointments. The company won the Nextdoor.com Annual "The Neighborhood Faves Small Business" Award for four years in a row. Together we will achieve the same or even better results!

The RCA was created to help solo cleaning business owners just like you! I always wanted to share my insights, as a practitioner,

managing a cleaning company on a daily basis. This inspired me to create step-by-step training programs, designed to help you launch your cleaning business from scratch and expand it within a short timeframe. Everyone can learn how to clean homes, but what is more important is a rewarding feeling to know that your efforts have made a positive impact on people lives. A tidy and organized space you give your clients can bring them peace, transforming a house into a true sanctuary. And it goes beyond your cleaning skills. It's about building a client/business partnership. The gratitude from clients serves as a reminder of the importance of your role in creating environments where families can relax, feel comfortable, and truly thrive. That is the feeling we are after!

Finding your Ideal Client starts with Your Vision of the Ideal business you would like to run on a daily basis, which you are planning to expand in the near future. Your Ideal Client avatar is important since it helps you:

- ✓ To create a very specific targeted promo campaign
- ✓ To identify who will not be a good match for your business
- ✓ To eliminate distraction and temptation to work with unmatched to your criteria clients
- ✓ To save the limited resources (such as money and time) and reinvest it back into the business with the purpose of growth
- ✓ To establish your brand and popularizing its core principles
- ✓ To have a high client retention rate and stabilize a repeating business model for years.
- ✓ To create a brand association for your cleaning services for potential clients.

You can't be everything to everyone! Your services must be specific and the only person who can determine that, is you! (it's not the market demand, not your price point, not even your business or cleaning skills), but you are personally! **You must clearly identify the specific audience for whom you wish to offer your services. Consider the client environments, types of residences, and household styles that naturally appeal to you. Don't worry if you are in business for some time but still haven't been able to identify your ideal client! It simply takes time and practice. I offer you here a solution that will help you to unlock this problem right away, in a matter of minutes!**

All this will contribute to creating a successful cleaning appointment outcome, which will lead to great word of mouth advertising, and bring you a loyal clientele and sustainable business for years. Here are **the elements of your cleaning appointment**. Together they will give you a complete understanding of your **Ideal Client**.



Let's dive into details of each criteria to outline our Ideal client prototype. Now, you have a fun exercise to complete 😊) Choose the option (s) that would fully describe what your business does. Feel free to add your own elements.

1.What would be your Ideal Service Plan(s):

- General Cleaning
- Deep Cleaning
- Green Cleaning
- One-Time (Occasional)
- Recurring (weekly, bi-weekly, monthly)

2.What would be your Ideal type of residences to clean:

- Single Family Homes (one level/two levels)
- Apartments/Condo Buildings (with elevator/without elevator)
- Townhomes
- Ranch-Style Houses

3. What would your Ideal Square Footage be like?

- Up to 1000 Sq. Ft
- 1000-1500 Sq. Ft
- Up to 2000 Sq. Ft
- 2000-2500 Sq. Ft
- 2500-3000 Sq. Ft
- 3000 Sq.Ft and more

4. What would be your Ideal Type of Households:

- Families
- Singles
- Couples
- With pets/without pets

5. What would be your Ideal Client's Age Group

- 20-30 years old
- 30-40 years old
- 40-50 years old
- 50-60 years old
- 60 -70 years old
- Over 70 years old



6. What would be your Ideal Estimated Cleaning Time (ECT)

- ☐ 1hr-1hr 30 mins
- ☐ 1hr.30 mins-2hrs
- ☐ 2- 3 hrs.
- ☐ 3hrs –3hrs 30mins
- ☐ 3 hrs. 30 mins- 4 hrs.
- ☐ 4-5 hrs.

7. What would be your Ideal Client's location or specific neighborhoods/zip codes

- ☐ City
- ☐ Suburb(s)
- ☐ Neighborhoods_____
- ☐ Zip Codes_____

8. What would be your Ideal Client's Income

- ☐ Lower-middle class
- ☐ Middle Class
- ☐ Upper-Middle Class

9. What would be an Ideal Price Point for your services

- ☐ Market Adjusted
- ☐ Premium

Congratulations, you have completed the exercise!



And now comes the magic part: we will reveal who is the Ideal Client for your residential Cleaning Business. Fill up the gaps with your answers. This is your Official Service Statement and your Ideal Client Revelator all- in -one in one! Are you ready?



YOUR IDEAL CLIENT AVATAR

My cleaning company specializes in helping (Q8)	(Q4)
of (Q5)	age group (s),
that live in (Q3)	Sq.Ft (Q2)
	,reside in (Q7)
and need (Q1)	services
that would last no more than (Q6)	for (Q9)
	price.

Let's take a look at how this would work in practice in the example below:

My cleaning company specializes in helping **middle and upper -middle class families with pets** of **all age groups** ,that live in **up to 3000 Sq.Ft homes and townhomes** ,reside in **suburbs** and need **recurring general bi-weekly and monthly cleaning services**, that would last no more than **3 hours** for the **market adjusted price**.

This information gives you clarity, and a sense of relief, isn't it? It's the same as cracking a very difficult code you've been struggling with for a long time. Not only do you know what to expect from your clients, you know what to expect from yourself and your business!

Now that you unlocked the secret of who your ideal client is, you need **to implement this knowledge into:**

1. Your Promo Campaigns:

- **Use location/age/income specifics to create targeted Facebook, Instagram and Nextdoor ads.**
- **Create an announcement banner on your website**
- **Use your statement to create visual advertisement such as business cards, flyers, car magnets, etc.**

2. Include your service statement in your 1x1 Meeting with a client or your phone protocol for the initial consultation over the phone.

Always Keep This Service Statement Handy for New Client Calls!

If a potential client does not meet more than two of your criteria, it is likely they will not be a suitable fit for your business!



If you need more help with turning your leads into recurring clients, take my new video mini course that is dedicated to this challenge that every cleaning business owner faces and it will allow you once and for all to solve your client retention problem!

ReA
RESIDENTIAL CLEANING ACADEMY

FROM LEADS TO LOYALTY

5-Day

CLIENT CONVERSION BOOTCAMP

Learn how to finally:

- ✓ Stop struggling with Lead Generation for your cleaning company
- ✓ Transform one- time appointments into repeating business
- ✓ Establish a loyal clientele that will happily hire you for years!

Click here <https://3e34-hello.systeme.io/bootcamp> to enroll

and use code **BOOTCAMP** for **50% OFF**

For more help with your cleaning business visit www.rcapro.org

