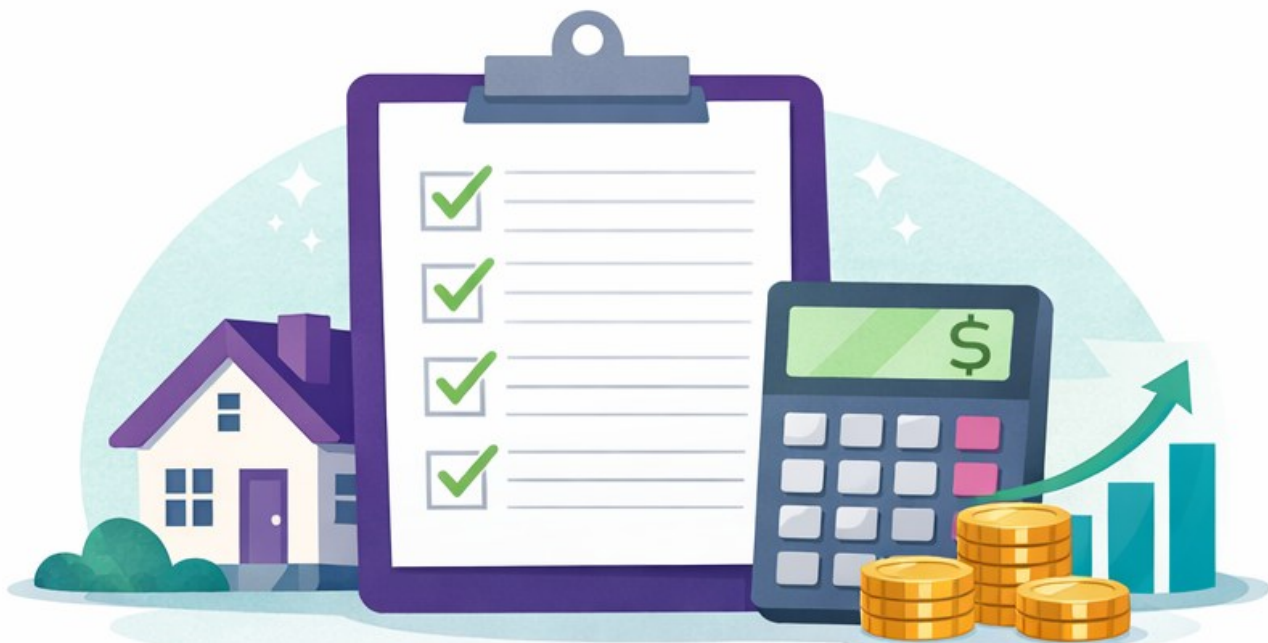


The Add-On

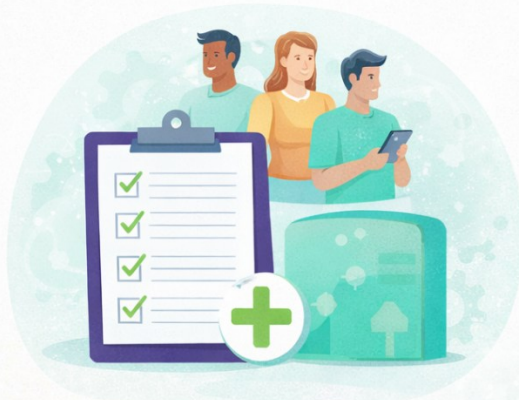
REVENUE MAP

A Strategic Guide to Expanding Revenue Inside
Your Existing Client List



WHY ADD-ONS ARE THE SMARTEST WAY TO INCREASE REVENUE

There are only two ways to grow revenue:



Add more clients

OR



Increase the value
of existing appointments

Most solo cleaners think income growth requires:

- More marketing
- More new clients

But **the most profitable revenue** is often already inside your **current client list**.

When you offer add-ons strategically:

- ✓ **Travel time is already covered**
- ✓ **Trust is already established**
- ✓ **No new marketing cost is involved**
- ✓ **Profit per visit increases immediately**

IMPORTANT! This is not about randomly “asking for more.” This is about building a predictable revenue expansion system inside your recurring schedule.

THE 3 TYPES OF STRATEGIC ADD-ONS

To keep this system simple and sustainable, categorize your add-ons:

3 Tiers of Add-Ons



Quick Boost Add-Ons (10–20 minutes)

Low effort. Easy yes. High margin.

Examples:

- Laundry folding (per load)
- Inside microwave clean
- Cabinet exterior wipe-down
- Baseboard refresh (selected rooms)
- Fridge handle/detail touch-up

These are small services that add \$10–\$30 quickly without exhausting you.



Mid-Level Add-Ons (20–45 minutes)

Moderate effort. Great for seasonal offers.

Examples:

- Interior fridge deep clean
- Oven interior detail
- Window track cleaning
- Garage sweep & reset
- Detailed bathroom refresh

These typically fall into a \$35–\$70 range depending on home size.



High-Impact Reset Add-Ons (45–90 minutes)

Higher ticket. Less frequent. Strong revenue drivers.

Examples:

- Interior window cleaning
- Full cabinet detail
- Seasonal deep reset package
- Appliance deep refresh

These can range from \$75–\$150+ depending on scope and square footage.

THE ADD-ON REVENUE MAP

Use this table to plan your offers strategically.

ADD-ON SERVICE	TIME ESTIMATE	SUGGESTED PRICE RANGE	OFFER FREQUENCY
Laundry Folding (per load)	5–10 min	\$5–\$10	As needed
Interior Fridge Clean	20–30 min	\$35–\$50	2-4 times a year
Oven Interior Detail	30–45 min	\$45–\$65	Every 6 months
Baseboard Refresh	20–30 min	\$30–\$50	Monthly
Interior Windows	45–60 min	\$75–\$150	1–2x per year
Cabinet Exterior Detail	20–30 min	\$30–\$45	Biweekly/Monthly
Garage Sweep & Reset	30–45 min	\$40–\$70	1–2x per year

RCA NOTE: Always price based on time control and scope clarity.
If the task expands, the price must expand.

HOW THE SYSTEM CREATES REAL REVENUE

This is where strategy turns into income. Let's look at realistic scenarios.

Scenario 1 – Quick Boost Stacking Model

 You have:

- ✓ 12 recurring clients
- ✓ Biweekly schedule
- = 24 appointments per month.



Out of 24 appointments,
**just 10 appointments have
a small add-on:**

6 appointments add:

Laundry folding (1 load) at \$10

6 x \$10 = \$60



+\$60

3 appointments add:

Dishwasher empty + reload at \$15

3 x \$15 = \$45



+\$45

1 appointment adds:

Baseboard refresh at \$25



+\$25

+\$60 + \$45 + \$25 = \$130 extra this month.

If you repeat this structure every month?

\$130 x 12 months = \$1,560 per year

- ✓ No new marketing.
- ✓ No new travel.
- ✓ No new onboarding.



Scenario 2 – Occasional Mid-Level Add-On

You offer fridge cleaning
2–4 times per year.

If 5 clients accept at \$45:

$5 \times \$45 = \225
per campaign



If done 3 times per year:

$\$225 \times 3 \text{ campaigns} =$
\$675 per year



\$675 per year in
occasional revenue.

SCENARIO 3: TARGETED OFFER STRATEGY

Tailor add-ons to specific client needs.

Offer special add-ons to the right clients at the right time.

CLIENT TARGETING EXAMPLES:

Client A: Busy family, laundry piled up

Offer: Laundry Folding Add-On (\$10–\$15)



Client B: Hosting an event soon

Offer: Interior Windows (\$95)



Client C: Fridge buildup after 6 months

Offer: Fridge Deep Clean (\$45)



Client D: Minimalist, very tidy

Offer: No Add-On



POTENTIAL MONTHLY BOOST:

- 3 Micro Add-Ons: **\$45**
- 2 Fridge Cleans: **\$90**
- 1 Window Cleaning: **\$95**

Additional Income: \$230

WHY IT WORKS:

- Targeted & Relevant
- Clients Feel Understood
- No Over-Selling
- Increased Acceptance

HOW TO PRESENT ADD-ONS PROFESSIONALLY

When to Offer Add-Ons

- At the start of a new quarter
- Before major holidays
- After 6 months of recurring service
- During seasonal transitions

IMPORTANT! Do not offer randomly! Offer intentionally!

PROFESSIONAL ADD-ON SCRIPT

Hi [Client Name],

I'm offering optional seasonal refresh services for my recurring clients this month.

If you'd like to add [specific service] to your upcoming appointment, just let me know and I'll include it in your invoice.

These are completely optional and designed to help maintain your home long-term.

Thank you,
[Your Name]

FINAL REMINDER

ADD-ONS SHOULD FEEL:

Professional
Optional
Structured
Time-controlled

RCA NOTE: This is not upselling out of pressure. This is expanding value inside an already trusted relationship. That's what increases income sustainably.