

SOLO CLEANER PROFIT SYSTEM™

YOUR FINANCIAL
Confidence Tool



Learn the **profit essentials**, build your **pricing**, know who from your leads and clients has a **profitable potential** and who is not.



PROTECT YOUR PROFIT.
Guard your margins, stop leaks and protect cash flow.



SET YOUR BUSINESS FOR GROWING.
Create stability, increase revenue and build a higher-income business.



UNDERSTAND
Know your numbers.
Find what's holding you back.



STRUCTURE
Build systems that support profit and efficiency.



PROTECT
Guard your margins.
Stop leaks and protect cash flow.



GROW
Increase revenue and build a higher-income business.

A COMPLETE BUSINESS SYSTEM FOR RESIDENTIAL SOLO CLEANERS

Welcome to the Solo Cleaner Profit System™!

*A step-by-step business implementation program
for building a more profitable solo cleaning business*

Whether you're just starting your cleaning business or you've been cleaning homes for years, this system was created to help you build a business that is more profitable, more professional, and easier to manage.

This isn't a traditional video course. And It isn't a collection of random downloads.

The Solo Cleaner Profit System™ is a practical business implementation system. Every resource has a specific purpose, and every folder builds on the one before it.

As you work through the system, you'll develop the knowledge, tools, and decision-making skills needed to build a stronger business—one business transformational improvement at a time.

WHAT THIS SYSTEM WILL HELP YOU DO

Throughout this system, you'll learn how to:

- Use my **Quote Right System** to build your service pricing from scratch
- Estimate every appointment easy and confidently
- Understand exactly where your profit comes from
- Evaluate your current business situation, using our trackers and tools
- Vet leads and clients before onboarding process starts
- Avoid costly pricing mistakes
- Secure your recurring client base
- Protect your time and income
- Improve efficiency without working longer hours
- Make better business decisions that would help grow your business

Most importantly...

You'll begin building a business that works for **you**, instead of feeling like you're constantly working for your business.

HOW THIS SYSTEM IS DIFFERENT

The Solo Cleaner Profit System™ focuses exclusively on the financial side of running a profitable residential solo cleaning business.

Every worksheet, calculator, checklist, and guide was created to solve real profit-related problems solo cleaners face every day.

Instead of overwhelming you with theory, this system give you practical **actions steps you can implement into your business immediately.**

This Is a Folder-Based Operational System and not a Course !

There is no shortage of growing cleaning business videos available today. You probably have already spent hours watching them, taking notes, saving screenshots, bookmarking posts, and collecting advice from different sources.

The challenge is rarely a lack of information. It lies in turning information into an experience-based system that would show you the steps in particular order that are easy to follow and that can actually be used during a busy cleaning work week.

That is why the Solo Cleaner profit System was intentionally designed as a **folder-based implementation program rather than a traditional video course.**

As a residential solo cleaner, your time is valuable. After a long day of cleaning homes, driving between appointments, managing clients, and handling business tasks, the last thing many cleaners want is another several hours of videos to watch.

Instead of requiring you to sit through lessons to find one useful resource, this protocol is organized so you can quickly locate the tool, checklist, template, tracker, guide, or process you need and put it into action immediately.

Need to understand how the pricing in cleaning business is built? Go to the Knowledge Base

Need to see your business numbers? Open the folder and use it.

Need to built your service price or learn how to estimate each appointment accurately? A specific folder that solves this problem for you is there.

The resource is already organized and ready to implement.

I want you to create more action for your business and get the results you need instantly. Think of this program as a business resource library and operating system rather than a course.

**Because a resource that gets implemented-
is far more valuable than a lesson that is only watched!**

YOUR LEARNING JOURNEY

The Solo Cleaner Profit System™ follows a logical progression.

1. Professional Knowledge Base

Build the professional foundation every successful cleaner needs.

2. Know Your Numbers

Understand the numbers that drive profit and learn how to measure business performance accurately.

3. The QuoteRight™ Pricing System

The unique system that helps you to price residential cleaning services for recurring and turnkey (move/in-out) packages easy, using a structured pricing system.

4. Protect Your Profit

Learn how to qualify clients, present your pricing professionally, close sales, protect your payment, and avoid costly business mistakes.

5. Grow Your Profit

Strengthen your business by improving client retention, increasing efficiency, managing capacity, and creating long-term profitability.

You do **not** need to complete every resource immediately. In fact, I'd recommend the opposite. Work through the folders in order. Implement what you learn. Then move on to the next section. Some resources will only take a few minutes. Others are designed to become permanent business tools you'll return to regularly. This system is designed to grow with your business.

My hope is that this program would make a transformational change in your business and allow you spend less time reacting to financial problems and more time doing what you love-cleaning!



Lana Conlon

Author, Founder, RCA
Owner, Shine Perfection LLC,

Welcome, and Let's begin!



SOLO CLEANER PROFIT SYSTEM™

Your Business Roadmap

A step-by-step business implementation program
for building a more profitable solo cleaning business.



00



WELCOME! START HERE

Begin here to understand
how this system works
and how to get the
best results.

- 00 Welcome! Start Here
- 01 Profit Knowledge Base
- 02 Know Your Numbers
- 03 Build Profitable Pricing
- 04 Protect Your Profit
- 05 Grow Your Profit



01



PROFIT KNOWLEDGE BASE

Build the foundation
before making important
business decisions.

KEY RESOURCES INSIDE

- Common Residential Cleaning Business Myths Cards
- Recurring VS Random Income - What Works The Best for You
- Understanding Profit In Cleaning Business
- What Makes a Residential Cleaning Business Profitable

02



KNOW YOUR NUMBERS

Measure your business
before trying to
improve it.

KEY RESOURCES INSIDE

- Your Realistic Operating Limit-How Much Work Your Body Sched...
- PRICING ALIGNMENT TRACKER
- BUSINESS EXPENSE REPORT FOR SOLO CLEANERS
- Cleaning Supply Tracker
- HOURLY REALITY CHECK™ (TIME & PROFIT AUDIT TRACKER)

03



BUILD PROFITABLE PRICING

Create pricing that
protects both your time
and your profit.

KEY RESOURCES INSIDE

- The Quote Right Pricing System
- Pricing Essentials In Cleaning Industry

04



PROTECT YOUR PROFIT

Choose profitable
clients, defend your
prices, and protect
your income.

01 QUALIFY NEW CLIENTS

- The Clients Readiness Filter For Solo Cleaners
- CLIENT PROFITABILITY FIT ASSESSMENT™
- Red Flag vs Unmatched Client Worksheet
- Client Red Flag Cheat Sheet
- 10 signs this job is not for a solo cleaner

02 CLOSE THE SALE

- WIN THE CLIENT OVER-YOUR PRICE DEFENCE TOOLKIT
- RCA PRESENTATION AVOID UNDERCHARGING THE FIRST WALKTHROUGH
- 15_Response_Templates_for_Tricky_Situations
- How to Prevent Your Client from Leaving You for a Cheaper Competitor

03 PROTECT YOUR PAYMENT

- Pricing & Payment protection playbook
- Resolving And Preventing Payment Problems In Solo Cleaning Businesses presentation

04 RETAIN PROFITABLE CLIENTS

- Income Forecasting & Stability
- Long-Term Client Retention & Client Network Control
- Client Relationship Evaluation Tool

05



GROW YOUR PROFIT

Build a stronger,
more profitable business
over time.

KEY RESOURCES INSIDE

- Energy Audit & The Right Client Filter™
- Rate Increase Action Plan
- TIME MANAGEMENT FOR RESIDENTIAL CLEANING BUSINESSES
- PROFIT BOOSTER CARDS



**FOLLOW THE ROADMAP.
IMPLEMENT EACH STEP.
BUILD THE BUSINESS YOU DESERVE.**



Small improvements today
create significant results
tomorrow.

Need Help? Product Support Is Included.

Although the Solo Cleaner Profit System was designed to be simple to navigate and implement, questions are normal.

Every cleaning business is different, and you may need guidance on how to adapt a particular system, template, checklist, or process to your specific situation.

If you get stuck, need clarification, or would like feedback on how to implement a resource, support is available.

You are welcome to contact me directly with questions related to the materials included in this program on **FB and IG @rcasoloclean** or email me at **hello@racpro.org**

In addition, **all founding cleaners and purchasers of the Solo Cleaner Profit System receive access to one complimentary 1:1 live Q&A session**, where we can discuss implementation questions, review specific challenges, and help you determine which action steps would be the most useful for your business.

If you need assistance, don't hesitate to reach out, I'm happy to help!