

▶ Client Red Flag Cheat Sheet

Watch for these early signs that a job might be a mismatch for your solo cleaning business.

⚠ Common Phrases to Watch For:

- **“We’ve had a few cleaners, but none of them worked out.”**
→ Signals unrealistic expectations or lack of boundaries.
 - **“It’s a big house, but it won’t take long.”**
→ They're downplaying scope — expect underestimation.
 - **“Can you match what my last cleaner charged?”**
→ Price shopping = no respect for your rates.
 - **“We just need a quick once-over.”**
→ Often means heavy buildup with no routine maintenance.
 - **“We’ll be home, but we won’t get in your way.”**
→ Expect distractions, interruptions, or awkward dynamics.
 - **“Can you also throw in laundry/dishes/organizing?”**
→ Blurry scope = higher emotional labor.
 - **“I need only bathrooms and the kitchen to be cleaned”**
Usually, it’s a sign of one-time jobs with tight timelines (special occasion events).
Such requests are often high-pressure and low loyalty.
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🔍 Behavior-Based Red Flags:

- ☐ **Client is vague about home size or service needs**
 - ☐ **They avoid discussing price directly**
 - ☐ **They text multiple times before responding clearly**
 - ☐ **Consultation feels rushed or dismissive**
 - ☐ **They had a team before, but now want solo pricing**
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💡 Lana’s Rule:

If you spot **2 or more red flags**, pause.

You’re allowed to decline or refer out. **You don’t need to explain, apologize, or negotiate.**

Your energy is valuable — it’s a part of your service product.

Protect your peace. Preserve your energy. Lead like a pro!
