



Cleannie HQ · [hicleannie.com](https://hicleannie.com)

BUSINESS IN A BOX

# Client Launch Kit

Scripts, checklists, and the real numbers for starting a house cleaning side hustle. Written by someone who has done this, for someone who is thinking about doing it.

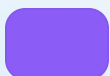
● 7 Day Launch Timeline

● Talk Tracks & Copy

● Ops Playbook



Cleenie



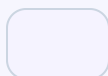
Lavender



Coral



Slate



Wash

[hicleannie.com](https://hicleannie.com)

## What this actually is

You show up on a set day, clean the house, take a photo, and leave. Neighbors book on your Cleannie page, pick weekly, every other week, monthly, or one time, and pay after you clean. You do not need a shop, a franchise, or a crew on day one.

Cleannie is the signup page, the open slots, SKIP, the proof photo, and Stripe. You bring the neighborhood and the caddy. That is the whole split.

### Why startup stays cheap

This is one of the cheaper side hustles in the family. A vacuum, a mop, labeled cleaners, and a car get you working. A second vacuum and a helper come later, after the book is full. Door hangers and flyers are nice. They are not required.

| What you buy                                                                               | Need it? | What it usually costs                                                                       |
|--------------------------------------------------------------------------------------------|----------|---------------------------------------------------------------------------------------------|
| Vacuum in good repair, plus a mop, bucket, and extendable duster                           | Yes      | \$80 to \$250 used. \$150 to \$400 new. Use what you already have if it still pulls dirt.   |
| Microfiber cloths, sponges, gloves, labeled all purpose, bathroom, glass, and disinfectant | Yes      | \$40 to \$90 to start. Restock as houses fill. Never mix chemicals in unmarked bottles.     |
| Caddy plus a sealed tote in the car                                                        | Yes      | \$20 to \$40. Wet rags do not ride on a seat.                                               |
| A car and your phone for photos and access notes                                           | Yes      | Use what you already have.                                                                  |
| Door hangers                                                                               | No       | \$40 to \$60 if you want them. Skip them if you are talking to households you already know. |
| Flyers                                                                                     | No       | \$30 to \$50 at home or a local print shop.                                                 |

### What 5 homes actually pay

Cleannie starts you at about **\$120** for a standard clean on a home up to 1500 sq ft, then **\$10** per bedroom, **\$15** per bathroom, and **\$8** per extra 100 sq ft. The first visit adds about **\$60** because it is a deep clean. You set what your streets will pay. After that first paid visit you can lock the recurring rate so it stays simple.

A typical 3 bedroom, 2 bath home around 1500 sq ft is about **\$180** for a regular visit, and about **\$240** the first time. Five homes every other week at \$180 is about **\$1,800 a month**. Five weekly homes is about **\$3,600 a month**. That is proof, not a ceiling. After supplies and gas, most of that is yours minus Stripe and Cleannie's 1% fee.

Recurring weekly or every other week beats a one time "please come before the party." Get 5 families who stay. Then add the next street.

### Who this is for

#### Stay at home parents

Houses do not need a 6 AM alarm. Clean after drop off. Back before pickup.

#### Neighborhood connectors

School pickup, Nextdoor, porch chats. Those rooms are your first five homes.

#### Already cleaning houses

Keep the customers. Drop the Venmo chase. Let Cleannie run reminders and billing.

## Your first week, explained

Days 1 to 3 are setup. Days 4 to 7 are momentum. Do not skip the homes you already know.

|       |                                                              |
|-------|--------------------------------------------------------------|
| Day 1 | Claim your Cleannie page, name the business, set house rates |
| Day 2 | Connect Stripe and pack your cleaning caddy                  |
| Day 3 | Snap local photos and get print pieces ready                 |
| Day 4 | Coming Soon warm outreach                                    |
| Day 5 | We are Live announcement and optional hanger drop            |
| Day 6 | Secure your first 5 founding homes                           |
| Day 7 | First cleans, proof photos, first reviews                    |

### Day 1

#### Claim your Cleannie page, name the business, set house rates

Do this on a laptop. Name the business, finish your profile, set base visit, included sq ft, bedroom, bathroom, and first clean prices, pick workdays and jobs per day, and claim [hicleannie.com/\[YOUR-SLUG\]](https://hicleannie.com/[YOUR-SLUG]).

### Day 2

#### Connect Stripe and pack your cleaning caddy

Finish Stripe Express so payouts can land. Pack vacuum, mop, cloths, labeled cleaners, gloves, and a sealed tote. Confirm how you will restock without a store run between every house.

### Day 3

#### Snap local photos and get print pieces ready

Take 4 or 5 phone photos from the shot list in Getting Set Up. Drop them into flyers and hangers if you are printing any.

### Day 4

#### Coming Soon warm outreach

Text and email 15 to 20 friends, neighbors, and sports parents who have a house. Post a Coming Soon note on your own social.

### Day 5

#### We are Live announcement and optional hanger drop

Post Nextdoor and the We are Live captions. Hang 25 to 50 door hangers only on streets with homes you would actually want on the route.

### Day 6

#### Secure your first 5 founding homes

Follow up with anyone who replied. Push weekly or every other week over a one time rescue. Recurring is the business.

### Day 7

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#### First cleans, proof photos, first reviews

Work the list they left you. First visit is a deep clean unless you turned that off. Snap the completion photo in Cleannie.

## Computer first, then your phone

Name, rates, Stripe, and ZIP codes on a laptop. Adding the site to your phone comes after that.

### Desktop

Open **hicleannie.com**, click Login, and finish setup in a full browser. Rate card, Stripe, and templates are much easier on a real screen.

### iPhone

Open **hicleannie.com/[YOUR-SLUG]** in Safari. Tap Share (the square with the up arrow). Tap Add to Home Screen.

### Android (Chrome)

Open **hicleannie.com/[YOUR-SLUG]**. Tap the 3 dots in the top right. Tap Add to Home Screen or Install App.

## Must have in the first buy

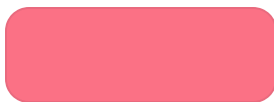
- A vacuum that still pulls dirt, plus a mop, bucket, and extendable duster.
- Microfiber, sponges, gloves, and labeled cleaners. Never mix chemicals in unmarked bottles.
- A caddy and a sealed tote in the vehicle. Wet rags stay off the seat.
- Your phone for proof photos, alarm notes, and lockbox codes.
- General liability before you walk into someone else's home. Bonding is common because families worry about keys. Cleannie does not buy this for you.

## Colors for anything you make



**Fresh Lavender**

#8B5CF6 · headlines,  
buttons



**Clean Coral**

#FB7185 · badges, first  
clean tags



**Midnight Slate**

#0F172A · body text



**Sparkle Aqua**

#06B6D4 · highlights, done  
states



**Lavender Wash**

#F5F3FF · backgrounds

Keep layouts bright. One job per piece. Local name plus hicleannie.com/[SLUG] at the top and bottom. Real after photos beat stock. Skip grim before shots on a flyer. Skip purple AI gradients that do not match this lavender.

## Five photos on your phone

*Daylight. After, not grim. These go on hangers, posts, and your page.*

### 1. Sparkling kitchen

A tidy counter and sink after a visit.  
No clutter in frame.

### 2. Your caddy

Vacuum, cloths, and labeled bottles  
packed. Looks ready, not a junk pile.

### 3 to 5. You, a bath, a street

You in the neighborhood, a clean  
bathroom, a block people will  
recognize.

## Name it like a neighbor, not a franchise

Cleannie is the software. You are the local name people trust. Keep it easy to say, spell, and type.

### Simple structure

[Neighborhood / Landmark / Town] + [Cleannie / Home Clean / House Care]

### Examples that work

Cleannie Miramar Beach

Coosa Valley Cleannie

Oak Mountain Home Clean

Northwood House Care

#### Do

- Use a name people already say for your streets or town.
- Keep it short enough to text without thinking.

#### Do not

- Sound like a factory. Statewide Maid Solutions is a no.
- Lean only on joke names. A realtor will not put that on the counter.

### Webfront taglines

Pick one for [hicleannie.com/\[YOUR-SLUG\]](https://hicleannie.com/[YOUR-SLUG])

1. **Relief:** "We clean. You don't."
2. **Local:** "Your neighborhood's favorite way to get the house back."
3. **Time:** "A clean house is a Saturday you actually keep."
4. **Plain:** "Weekly, every other week, monthly, or one time. Photo when we're done. Skip anytime."

### Instagram bio

House cleaning in [NEIGHBORHOOD]  
Weekly, every other week, monthly, or one time  
Photo proof. Skip any visit.  
Book: [hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG])

### Facebook About

Welcome to [BUSINESS NAME]! We are a local house cleaning route powered by Cleannie, serving busy households in [NEIGHBORHOOD / TOWN]. We clean on a cadence you choose, send a photo when we are done, and bill after the visit. No long contracts. Skip a visit by text. Book at [hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG]).

### Nextdoor profile

Hi neighbors! I'm [YOUR NAME], long time resident of [NEIGHBORHOOD] and founder of [BUSINESS NAME]. We help busy local households get the house back. Recurring cleans, a proof photo, no contract. Message me or tap [hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG]).

### Brand reminder

Pair your local name with Cleannie: "[BUSINESS NAME], powered by Cleannie." Your page lives at [hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG]).

## What to say out loud

*School drop off, a driveway chat, or the sidewalk after work.*

### 30 SECOND PITCH

"Hey, real question. How's the house holding up between work and weekends? I just started a local house cleaning route called [BUSINESS NAME]. You book on my page, I show up with supplies, clean the house, send a photo when I'm done, and you don't lift a finger. Weekly, every other week, monthly, or just a one time deep clean. No long contract. Skip a visit by text. I'm taking on first homes this week if you want a spot."

### WHAT IS CLEANNIE, FOR FAMILIES

"Cleannie is house cleaning for busy households. You pick weekly, every other week, monthly, or one time. We clean, send a photo when we're done, and you're billed after the visit, not before. Skip a visit anytime. Use us so weeknights and weekends actually feel like home. See Pricing & FAQ if they ask about plans."

## When they push back

### 1. Price. "I can just do it myself."

"You can. Most of our customers used to. Then dust, bathrooms, and the kitchen stack up between work, kids, and guests. A regular visit is often about the same as a couple of takeout nights, and you get Saturday back. No contract. Skip any visit you don't need us."

### 2. Trust. "A stranger in my house?"

"I'm your neighbor, not a random national van. You add access notes, alarm codes, and room notes in the app. I send a photo every visit so you know it was done, even if you're at work. If a pet is loose or a lockbox does not work, I skip and we reschedule. Your safety and mine both matter."

### 3. Habit. "We already clean on weekends."

"Most of our families still wipe the obvious counters. They use us for the rest. Bathrooms, floors, the rooms they stopped looking at, and the week they were out of town. It's time back as much as a chore."

### 4. Schedule. "What if I'm not home?"

"You don't need to be. Leave a lockbox or drop the code in your Cleannie notes. We clean, take a photo, and you're billed after. The night before your visit you'll get a reminder text. Out of town or you already cleaned? Reply SKIP. That visit is cancelled and you aren't charged. STOP is how you unsubscribe from texts entirely."

### 5. First visit. "Why is the first clean more?"

"The first visit is a real deep clean, not a maintenance pass. Homes that have been sitting take longer. After that, weekly or every other week is the lower locked rate. If the first clean is a true reset, we may adjust once we've seen the house, then lock the regular visit price."

## The two pitches that get you running

### REALTOR, PROPERTY MANAGER, COFFEE SHOP, PEDIATRIC OFFICE

"Hey [OWNER NAME]! I live right up the street in [NEIGHBORHOOD]. I'm starting a local house cleaning route, [BUSINESS NAME], so busy households don't have to spend Saturday with a mop. Families book on my Cleannie page. I clean, send a photo, and bill after the visit. I'd love to leave a small stack of cards at your counter and offer your clients \$[DISCOUNT] off their first clean."

### NEIGHBOR HELPER

"Hey [NAME]! I'm launching house cleaning called [BUSINESS NAME] and thought of you. I need help with daytime home

## Your money, then theirs

### How you should think about it

Families see an instant quote on your Cleannie page: square footage, beds, baths, and cadence. First visit uses the deep clean adder. Recurring visits use the locked rate after that first paid visit. You clean first. Then the card on file is charged.

Cleannie's starting point is **\$120** for a standard clean up to 1500 sq ft, **\$10** per bedroom, **\$15** per bathroom, **\$8** per extra 100 sq ft, and **\$60** extra on the first visit. Raise it if your neighborhood will pay more. Families pay you through Stripe. Stripe takes its card fee. Cleannie's 1% platform fee comes out through Stripe Connect.

**No long contract.** They pay per visit. SKIP cancels that visit only. STOP unsubscribes from texts. Say that once. If it comes up again, point them here.

#### Weekly / every other week (easy to explain)

"A typical 3 bed, 2 bath home is about \$[TYPICAL\_VISIT] for a regular clean. Most families start every other week so the house never gets ahead of them."

#### First clean / one time

"The first visit is higher because it's a real deep clean, not a maintenance pass. One off party resets use that same first clean adder."

### Answers families ask most

#### Q: How do I book?

A: Create a free account on [hicleannie.com/\[SLUG\]](#), tell us square footage, beds, baths, and weekly / every other week / monthly / one time, and we lock the quote. We clean first, then charge the card on file.

#### Q: Do I have to sign a contract?

A: No. Stay as long as the house stays nicer. Skip a visit by replying SKIP to the reminder text. STOP unsubscribes you from Cleannie texts entirely.

#### Q: Do I need to be home?

A: No. Share lockbox codes, alarm notes, pet notes, and where not to go in your profile. We'll send a photo when the visit is done.

#### Q: Do you bring supplies?

A: Yes. We bring vacuum, mop, cloths, and labeled cleaners. If you want us to use only products you already have, put that in your notes before the first visit.

#### Q: Why is the first visit more?

A: The first visit is a deep clean. After that, recurring visits use the lower locked rate. If the house is a true reset, we may adjust once we've seen it, then lock the regular price.

## Your first 10 homes

The first ten come from people you can text, not from a billboard.

### Step 1. The personal 5

Text 10 friends, neighbors, or school contacts using the SMS in the swipe file. Aim for 5 founding recurring homes in the first three weeks.

### Step 2. The Nextdoor drop

Post Nextdoor Variant 1 Monday 8:00 AM or Sunday 7:00 PM in your neighborhood group.

### Step 3. Hanger walk (optional)

Walk 50 homes on streets you would actually take. Hang door hangers if you printed them.

### Step 4. First clean done right

Work the list, proof photo, then the review text. First visit is the deep clean.

## Visit day checklist

- ☐ Pull the day's homes in Cleannie. Confirm beds, baths, access notes, and locked rate.
- ☐ Pack vacuum, mop, cloths, labeled cleaners, gloves, and empty tote space.
- ☐ Work the whole list, not just the obvious rooms. Kitchen, baths, floors, beds.
- ☐ Photo from a clean angle (kitchen or living, not a messy closet).
- ☐ Send the done photo. Charge happens after the visit. Restock the caddy before the next house.

## If they come to the door

### DOOR GREETING

"Hi [CLIENT\_NAME]! I'm [YOUR NAME] with [BUSINESS NAME]. I'm here for today's clean. I'll send a photo when I'm done. If anything looks off, text me. Thanks for trusting us with your house!"

## Waitlist (outside your area)

### OUTSIDE YOUR ZIP / NEIGHBORHOOD

"Hi [NAME]! Thanks for reaching out to [BUSINESS NAME]. Right now we cover [NEIGHBORHOOD / ZIP CODE], so we aren't cleaning on [THEIR STREET] yet. I added you to the waitlist. When we get 3 more families in your pocket of town, we'll open that area. Drop your email here to stay first in line: [hicleannie.com/\[SLUG\]](mailto:hicleannie.com/[SLUG])."

## Keep it clear so you can sleep

Say what you do. You clean interiors. You are not a mover, a mold crew, or an outdoor service.

### No contracts

They pay per visit on [hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG]). See Pricing & FAQ.

### Point to platform terms

Your page links to Cleannie's Terms. SKIP cancels one visit. STOP ends texts. Loose pet or a lockbox that fails: skip the home and reschedule.

### Carry your own insurance

Keep general liability and valid auto insurance on any vehicle you use. Bonding is common because you are inside homes with keys. Cleannie does not buy this for you.

### Cleannie is not your insurer

Cleannie / Mahy Group LLC is not on the hook for breakage, wrecks, or claims from your (or a helper's) mistakes, and does not pay customer claims for you.

## What not to promise

- **Every fingerprint, every time, in a house that has been sitting.** Say: "We work the list. Hidden grime in unused rooms can take more than one visit."
- **Exact minute arrival.** Say: "We clean on your visit day in a daytime window."
- **Mold, move outs, or outdoor work.** Say: "We clean interiors. We don't remediate mold or haul furniture."
- **Dumping dirty water anywhere convenient.** Follow city rules. Never storm drains.

## Website footer one liner

House cleaning visits provided by [BUSINESS NAME] are subject to terms at [hicleannie.com/terms](https://hicleannie.com/terms). Visits are billed after completion. SKIP cancels that visit only.

## On you, not on Cleannie

- **No profit promise.** Cleannie gives you software, brand files, and this roadmap. It does not guarantee a dollar amount.
- **Supplies are yours.** Cleaners, cloths, vacuum bags, and gas come out of your pocket.
- **Marketing is your job.** The model works when you actually talk to households on your streets.

## Print this. Cross it off.

This is Launch Day. Most of this maps to Day 5 of the timeline. Your caddy should already be in the car.

### 1 to 2 days before

- ☐ Vacuum, mop, cloths, labeled cleaners, gloves, sealed tote packed.
- ☐ Cleannie URL claimed ([hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG])) and profile done.
- ☐ Stripe Connect linked so payouts can land.
- ☐ Rates set: base, sq ft, beds, baths, first clean. Workdays and jobs per day set.
- ☐ Flyers or hangers printed only if you chose them. Custom link and local photos on them.

### Launch morning

- ☐ **8:00 AM:** Publish We are Live on Nextdoor (swipe file, Variant 1).
- ☐ **8:30 AM:** Publish We are Live graphics and the Instagram Stories sequence.
- ☐ **9:00 AM:** Text the SMS invite to 15 local friends and neighbors with houses.
- ☐ **10:00 AM:** Hang 25 to 50 door hangers on streets you want if you printed them.

### Afternoon and evening

- ☐ Answer comments, DMs, and texts using Talk Tracks.
- ☐ Confirm first bookings in your Cleannie dashboard.
- ☐ Stage the car for the first clean day.
- ☐ Take the win. You launched a house cleaning side hustle.

Cleannie HQ · For people building this in their own neighborhood · [hicleannie.com](https://hicleannie.com)

## Grab what you need

You do not need to use all of these. Pick the pieces you will actually send this week.

### When to post or drop

| Type               | Best time                                 | Where                                                  |
|--------------------|-------------------------------------------|--------------------------------------------------------|
| Nextdoor           | Sunday 6pm to 8pm, or Monday 7:30am       | Your local neighborhood group                          |
| Door hangers       | Tuesday to Thursday, 9:00am to 11:30am    | Streets with homes you would actually take             |
| Instagram Stories  | Monday morning and Thursday afternoon     | Personal and business Stories. Use a poll and a link.  |
| Forwardable text   | Sunday 2pm to 5pm                         | 10 to 15 friends, PTA parents, busy households         |
| Neighborhood flyer | Saturday morning or after school drop off | Coffee shop, pediatric office, realtor, hardware store |

### Nextdoor Variant 1. Launch day

Hi neighbors! Real question... is anyone else's Saturday disappearing behind a mop right now?

I started [BUSINESS NAME], a local house cleaning route for [NEIGHBORHOOD] (powered by Cleannie).

How it works:

1. You pick weekly, every other week, monthly, or just a one time deep clean.
2. I clean the house and send a photo when I'm done.
3. You're billed after the visit. Skip a visit by text.

No long contract. I'm capping launch so I can keep this personal. Grab a spot:  
[hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG])

## Nextdoor + social captions

### Nextdoor Variant 2. Get Saturday back

Guests coming over this weekend? Dust winning the war?

Don't spend Saturday catching up. Let [BUSINESS NAME] handle the clean.

We come on a set day, clean the house, send a photo, and bill after. Weekly or every other week.

Book: [hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG])

(Local owner: [YOUR NAME], serving [NEIGHBORHOOD])

### Caption 1. The weekend chore

The house does not care that you worked all week.

Stop spending Saturday with a mop. [BUSINESS NAME] cleans in [NEIGHBORHOOD], sends a photo, and bills after the visit.

Link in bio. [hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG])

#Cleannie #HouseCleaning #[NEIGHBORHOOD]Homes #SaturdayBack

### Caption 2. Photo when we're done

You don't have to be home. You don't have to wonder if it got done.

[BUSINESS NAME] cleans the house and texts a photo. Skip any visit. No long contract.

Book this week: [hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG])

### Caption 3. How it works

3 steps to a house you don't have to think about with [BUSINESS NAME]:

1. Book weekly, every other week, monthly, or one time.
2. We clean and send a photo.
3. You're billed after the visit.

No long contracts. Serving [NEIGHBORHOOD] households. Link in bio.

### Caption 4. First deep clean

House been sitting? Party reset? That's a first clean, not a maintenance pass.

Book the deep clean in [NEIGHBORHOOD], then lock a weekly or every other week visit so it never gets that far again.

Grab a day: [hicleannie.com/\[SLUG\]](https://hicleannie.com/[SLUG])

## Stories, texts, email

### Instagram Stories (5 frames)

#### Frame 1. Hook

**Visual:** Kitchen counter with yesterday's dishes (keep it light, not grim).

**Overlay:** "Be honest... how long since you really cleaned the whole house?"

**Sticker:** Poll. This weekend / Don't ask

#### Frame 2. Idea

**Visual:** Your caddy packed in the tote.

**Overlay:** "What if the house was done before you got home from work?"

#### Frame 3. Reveal

**Visual:** Sparkling kitchen, phone with a "done" photo on screen.

**Overlay:** "We clean. We send a photo. You get Saturday back."

#### Frame 4. Freedom

**Visual:** Kids or a quiet living room (your family, or a customer who said yes).

**Overlay:** "No long contract. Skip any visit. Help when you need it in [NEIGHBORHOOD]."

#### Frame 5. Ask

**Visual:** Lavender and coral graphic.

**Overlay:** "Save \$[DISCOUNT] on your first clean. Tap below."

**Link sticker:** hicleannie.com/[SLUG]

### Forwardable text

Hey [NAME]! I just launched a house cleaning route for our neighborhood called [BUSINESS NAME] (powered by Cleannie). I come on a set day, clean the house, send a photo, and bill after. Weekly or every other week. First clean \$[DISCOUNT] off with code [CODE]: hicleannie.com/[SLUG]

### Email to friends

Subject: A quick favor (and a Saturday shortcut)

Hi [NAME],

I hope your week is off to a decent start.

I launched a local business for households here in [NEIGHBORHOOD] called [BUSINESS NAME] (powered by Cleannie).

House cleaning. You pick weekly, every other week, monthly, or one time. I clean, send a photo, and bill after the visit.

No long contract. Skip a visit by text.

I'd love for you to try it. \$[DISCOUNT] off your first clean:

hicleannie.com/[SLUG]

(Promo: NEIGHBOR[DISCOUNT])

Know another neighbor who would want Saturday back? Pass this along.

Thanks for supporting local,

[YOUR NAME]

Owner, [BUSINESS NAME]

Text: [PHONE] | Web: hicleannie.com/[SLUG]

## Coming Soon, We are Live, review ask

### Coming Soon

Something cleaner is coming to [NEIGHBORHOOD]!

[BUSINESS NAME] is launching house cleaning starting [LAUNCH DATE]. Recurring cleans, a photo when we're done, no long contract.

Want in before we fill the book? Drop your email at [hicleannie.com/\[SLUG\]](mailto:hicleannie.com/[SLUG]).

### We are Live

WE ARE LIVE IN [NEIGHBORHOOD]!

House cleaning is open. We clean, send a photo, and bill after the visit. Weekly, every other week, monthly, or one time.

First 10 homes save \$[DISCOUNT] on the first clean with code: LAUNCH10

Book: [hicleannie.com/\[SLUG\]](http://hicleannie.com/[SLUG])

### After the visit. Review and referral

Hi [CLIENT\_NAME]! This is [YOUR NAME] from [BUSINESS NAME]. Today's clean is done and the photo is in your texts.

If the house feels like yours again, would you take 30 seconds for a Nextdoor or Facebook review? Word of mouth is how a small neighborhood business grows.

Bonus: Give \$[DISCOUNT], get \$[DISCOUNT]. Share [hicleannie.com/\[SLUG\]](http://hicleannie.com/[SLUG]) with a friend in [NEIGHBORHOOD]. When they book their first clean, you both get \$[DISCOUNT] off a visit.

### That is the kit

Read sections 1 through 9 in order. Use this swipe file when you sit down to post or text. If a family asks about paying or skipping, send them to Pricing & FAQ instead of rewriting it in a caption.

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