Grow That Local

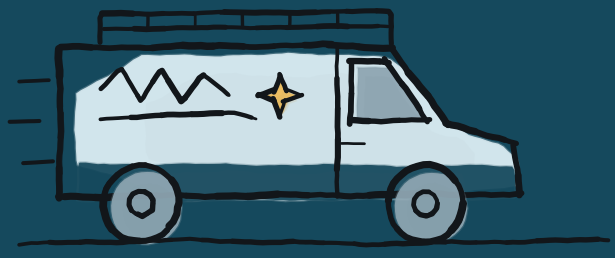
a free guide

12 newsletters a house cleaner can send this year

A year of finished monthly emails for your past and one-time clients. Fill in the brackets, add one photo, send.

For cleaning business owners who can't picture a newsletter.

- 12 short sections in 4 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Your regulars hear from you every visit. Your one-time clients don't. They booked a deep clean before a party or a move-in clean last spring, liked it, and forgot your name. Cleaning has clear seasons for a second booking: spring, moving season, back to school and the holidays. A short email each month, timed to those seasons, brings many of them back, and turns some of them into regulars.

This pack has 12 emails, one for each month. Each one has a subject line, the preview text (the gray line people see next to the subject in their inbox), the email itself, the photo to add and the one thing it asks for. Copy it into your email tool, fill in the brackets, add the photo, send. Send them to your one-time and past clients. Your regulars can get them too, with the booking line changed.

Why email. In Litmus's 2025 State of Email survey, 35% of marketing leaders said they got $10 to $36 back for every $1 spent on email, and another 35% said they got more than that (Litmus, litmus.com). It's a survey of marketers across many industries, so treat it as a sign that email is worth doing, not a promise for your business.

The rules, once. A newsletter that promotes your business is a commercial email, and the federal CAN-SPAM Act covers it, including emails to past clients. Here's what the Federal Trade Commission's CAN-SPAM guide asks of you (FTC, "CAN-SPAM Act: A Compliance Guide for Business", ftc.gov):

- Say who it's from. The From name, the reply-to address and the subject line must be honest. Use your business name.
- Put your mailing address in every email: your street address, or a post office box you've registered with the Postal Service. If you work from home and don't want your address on every email, a registered P.O. box counts.
- Give people a clear way to unsubscribe, and honor it within 10 business days. You can't charge for it or ask for anything more than their email address.
- Make it clear the email is promoting your business. A newsletter with your logo, your name in the From line and a "book" link does that. Don't dress a sales email up as a personal note or an invoice.
- If someone sends it for you, you're still responsible for it.

The FTC says each email that breaks these rules can cost up to $53,088 (FTC, ftc.gov). The law doesn't require permission before you email, but we'd only email people who've booked with you, asked for a quote or asked to hear from you. Strangers mark you as spam, and that hurts every email after.

The footer. Most email tools add this for you. Check it's there before your first send:
Footer for every email:
"[business] · [street address or registered P.O. box], [town], [state] [ZIP] · [phone]. You're getting this because you booked with us or asked to hear from us. Unsubscribe: [unsubscribe link]"

Texting. These are emails. If you send any of them by text instead, the texting rules apply: written consent for marketing texts, say who it's from, and an easy way to opt out. Our free guide Texting Customers Without Breaking the Rules covers it.

The months. This year is for a made-up cleaning business with two big peaks, spring and the holidays. If your area's moving season or holidays run differently, move those emails to match.

The brackets. [first name] is the client's first name. [your name] is yours. [business] is your business name. [town] is where they live. [phone], [review link] and [booking link] are yours. Anything else in brackets is a detail only you know, such as a date. Anything in brackets that starts with "If" is an offer: keep it only if you make that offer.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every email is a made-up starting point. Only send what's true for your business.



Part 1

A fresh start and spring

1 January: try every other week for a month

When to send it. The first full week of January, once the holidays are packed away.

- **Subject line:** New year, clean house. Try every other week for a month
- **Preview text:** Two visits, no long commitment. Here's how it works.

Hi [first name],
It's [your name] from [business]. We cleaned your home [last spring / before the holidays], and we hope it's been treating you well since.
January is when a lot of people decide they're done spending their weekends scrubbing. If that's you, here's an easy way to see what it's like to have a clean house all the time, without signing up for a whole year.
Book two cleanings, two weeks apart. We'll do a deeper first visit to get everything to a fresh starting point, then a regular visit two weeks later to keep it there. Same cleaner both times, same checklist, and we bring all our own supplies.
After the second visit, you decide. Keep going every other week, switch to once a month, or stop. No contract and no hard feelings.
[If you offer it: Book your trial by [date] and the first visit is [offer].]
We have [number] openings left in January. Reply "trial" and we'll send you the dates, or book at [booking link].
Happy new year,
[your name], [business], [phone]

Photo to add. A real kitchen your team cleaned, with clear counters and a shining sink, no family photos or mail in view.

The one ask. Reply "trial" to book two cleanings two weeks apart.

Do it in 24 hours

- [ ] Export the email of every one-time and past client from your booking app or invoices into one list.
- [ ] Set up the footer above and send yourself a test email.
- [ ] Count your real January openings and put the number in the email.

2 February: after the flu goes through the house

When to send it. Early February, in the middle of sick season.

The fact behind it. The CDC says US flu activity most often peaks between December and February, and February was the most common peak month in the 40 seasons from 1982 to 2024 (CDC, Flu Season, cdc.gov).

- **Subject line:** Everyone's been sick? Let us do the reset
- **Preview text:** A top-to-bottom clean once the house is well again. Plus first pick of spring dates.

Hi [first name],
February is the peak of flu season in most years, according to the CDC. If it's been through your house, you know the feeling once everyone's finally well: the sheets, the bathroom, the remote, the doorknobs and the pile of tissues by the couch.
That's when a reset clean helps. We clean every room top to bottom, with extra time on the things that get touched most: door handles, light switches, faucets, the fridge handle, remotes and phones. We change the sheets if you leave fresh ones out, and we leave the bathrooms and kitchen properly clean.
[If you have a sick-day policy: And if one of our cleaners is unwell, we don't send them. We'll call you to move the day instead.]
One more thing. Spring cleaning dates open to our past clients on [date], a week before we open them to everyone else. If you'd like a spring clean this year, reply "spring" and we'll hold you a spot.
Feel better, all of you,
[your name], [business], [phone]

Photo to add. A real bathroom your team cleaned, faucets shining and fresh towels folded.

The one ask. Reply "spring" to hold a spring cleaning spot, or book a reset clean.

Do it in 24 hours

- [ ] Write down your sick-day policy for cleaners, if you have one, and add it to your website.
- [ ] Pick the date spring dates open to past clients.
- [ ] Schedule the email for the first week of February.

3 March: the spots nobody admits to

When to send it. Early March, as spring cleaning season starts.

The fact behind it. In an American Cleaning Institute survey by Wakefield Research (1,000 US adults, February 2026), 80% said they planned to spring clean, 56% said they'd be embarrassed to share when they last cleaned their refrigerator, and 40% felt the same about their toilet (BSM Magazine, reporting the ACI survey, bsmmag.com).

- **Subject line:** When did you last clean inside the fridge?
- **Preview text:** You're not alone. More than half of people say they'd be embarrassed to answer.

Hi [first name],
Spring cleaning season is here. In a 2026 survey by the American Cleaning Institute, 80% of Americans said they plan to spring clean this year. The same survey found 56% would be embarrassed to say when they last cleaned their fridge, and 40% felt that way about their toilet.
So if those are on your list, you're in good company.
Our spring clean is a deep clean of the whole house, with the places a regular clean skips. Inside the fridge and the oven. Baseboards, door frames and light switches. Blinds, ceiling fans and the tops of cabinets. Behind and under the furniture we can move safely. Window sills and tracks. You tell us what bothers you most, and we start there.
It usually takes [time] for a home your size, and we bring everything we need.
Spring dates fill fast. [Past clients had first pick until [date].] Reply "spring" or book at [booking link], and we'll send you the next open day.
[your name], [business], [phone]

Photo to add. A real fridge your team cleaned inside, shelves clear and bright, before the food goes back in.

The one ask. Book a spring deep clean.

Do it in 24 hours

- [ ] Write your spring clean checklist so the email matches what your team does.
- [ ] Set your spring clean price by home size.
- [ ] Take a before-and-after of the next fridge you clean.



Part 2

Spring, moves and summer

4 April: a friend who'd love a clean house

When to send it. Mid-April, after spring cleans, while clients are happiest with their houses.

- **Subject line:** Know someone who'd love a clean house every other week?
- **Preview text:** Send them our way, and we'll both thank you.

Hi [first name],
Most of our best clients came to us because a friend mentioned our name. A friend's word does what no ad can: it tells someone we're trustworthy in their home before we ever walk in.
So here's a small ask. If you know someone who's been talking about getting help with the house, would you pass our name along? A busy neighbor, a friend with a new baby, a parent who's finding the stairs harder, a coworker who spends every Saturday cleaning.
Forward them this email, or give them our number: [phone].
[If you offer a thank-you: When your friend books their second regular cleaning, you both get [reward] off your next visit. We wait for the second visit so we know it's working for them.]
They'll get the same thing you did: the same cleaner each time when we can, a checklist we follow every visit, and a call from us, not a no-show, if anything changes.
Thank you for thinking of us,
[your name], [business], [phone]

Photo to add. A real living room your team just finished, cushions straight and the floor vacuumed in clean lines.

The one ask. Forward this email to a friend.

Do it in 24 hours

- [ ] Decide your referral reward and when it's paid, tied to the friend's second recurring clean.
- [ ] Print the same offer on a small card to leave on the counter.
- [ ] Thank anyone who has already sent you a client, in writing.

5 May: moving this summer?

When to send it. Early May, before moving season peaks.

The fact behind it. The National Association of Realtors reported 4.06 million existing homes sold in 2025 (NAHB Eye On Housing, reporting NAR, eyeonhousing.org). Every one of those is a move-out and a move-in.

- **Subject line:** Moving this summer? Let us do the last clean and the first

- **Preview text:** Move-out cleans for your deposit or your buyer. Move-in cleans before the boxes arrive.

Hi [first name],
Summer is moving season. If you're moving, or someone you know is, here's how we can take one big job off the list.
A move-out clean is for the empty house you're leaving. We clean inside every cabinet, drawer and closet, inside the oven and fridge, the baseboards, the floors and every bathroom, so the landlord or the buyer walks into a house that looks cared for. If you're renting, we'll follow your landlord's move-out checklist, so send it to us.
A move-in clean is for the new place, before your things arrive. Somebody else lived there, and you'd like to start fresh: inside the cabinets before you fill them, the bathrooms before you use them, and the floors before the furniture covers them.
We can do both on the same week, and the empty house makes it faster.
Book early, because the end of the month fills first when leases turn over. Reply "moving" with your dates, and we'll send you a price.
And if a friend is moving, please forward this.
[your name], [business], [phone]

Photo to add. A real empty room your team cleaned for a move-out, floor shining and the light coming in.

The one ask. Reply "moving" with the move dates.

Do it in 24 hours

- [ ] Write your move-out and move-in checklists.
- [ ] Set your prices for empty homes by size.
- [ ] Send the email to past clients, and forward it to two real estate agents or apartment managers you know.

6 June: come home to a clean house

When to send it. Early June, before summer trips.

- **Subject line:** Going away this summer? Come home to a clean house
- **Preview text:** We clean while you're gone, so the first night back is easy.

Hi [first name],
Summer trips are coming up. The best part of a vacation shouldn't end the moment you walk through the door and see the laundry, the dusty counters and the bathroom you rushed out of.
Here's an easy fix. Book a clean for the day before you come home. We'll clean every room, take out the trash, change the sheets if you leave fresh ones out, and leave the kitchen ready for the first coffee. You walk into a house that smells clean and feels calm.
If you'd rather not leave a key, [we can use a lockbox or door code you set up for the day, and we'll text you when we arrive and when we lock up].
[If you have pets: If someone is coming in to feed the pets, let us know their schedule, and we'll work around it.]

Summer is also when kids are home all day, and houses get busier. If that's your house, our every-other-week visits keep it from getting away from you until school starts.
Reply "trip" with your dates, or book at [booking link].
[your name], [business], [phone]

Photo to add. A real bedroom your team cleaned, with the bed freshly made.

The one ask. Reply "trip" with their travel dates.

Do it in 24 hours

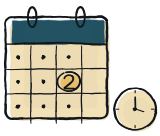
- [ ] Write down how you handle keys, lockboxes and door codes, and fill in the bracket.
- [ ] Decide whether you'll text clients when you arrive and leave.
- [ ] Schedule the email for the first week of June.

or we can do it for you

Free sample: Your first newsletter, written

Made from your own job photos. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Part 3

Summer into fall

7 July: a review, if we earned it

When to send it. Mid-July. Send it to every client from the past year, not only the ones you think were happy.

The fact behind it. Google's rules for reviews forbid offering incentives such as payment, discounts or free services for a review, and forbid asking only happy customers (Google Maps user contributed content policy, support.google.com).

- **Subject line:** Would you tell a neighbor about us?
- **Preview text:** Two minutes on Google helps someone pick who to let into their home.

Hi [first name],
Letting a cleaner into your home takes trust. Before people book, most of them look us up on Google and read what other clients wrote. They want to know whether we're on time, whether we're careful with their things and whether the house really looks different when we leave.
If we've cleaned for you this year, would you take two minutes to say how it went? Here's the link: [review link]
The details that help most are what kind of clean you booked, how often we come, and what you notice when you walk in afterward. If you have a favorite cleaner on our team, feel free to use their first name.
Plain and honest beats polished. If something wasn't right, say that too. We read every review.
If you've already left one, thank you. You can ignore this email.
And thank you for trusting us with your home.
[your name], [business], [phone]

Photo to add. A real, freshly cleaned entryway, the first thing a client sees when they come home.

The one ask. Leave a Google review.

Do it in 24 hours

- [ ] Copy your review link from your Google Business Profile and test it on your phone.
- [ ] Send the email to every client from the past 12 months.
- [ ] Reply to every new review within a day or two, and share kind ones with the cleaner named.

8 August: the back-to-school reset

When to send it. The week before school starts in your area.

- **Subject line:** Summer's over. Let's reset the house
- **Preview text:** One deep clean after a summer of sand, sunscreen and sticky counters.

Hi [first name],
School starts in [town] on [date]. If your house looks like it had a busy summer, you're not the only one: sand in the entryway, sunscreen on the bathroom counter, sticky spots on the kitchen floor and a fridge full of half-finished snacks.
A back-to-school reset puts it all back to normal in one visit. We deep clean the kitchen and bathrooms, wipe down the fridge inside and out, clean the floors properly, and spend extra time on the kids' rooms and the spots where backpacks and shoes will pile up again next week.
Once the house is reset, it's much easier to keep it that way. If you'd like help with that, our every-other-week visits pick up where the reset leaves off, on the same day each time, so the school routine has one less chore in it.
Reply "reset" or book at [booking link]. The week school starts fills up first.
[If you offer it: Book a reset and three regular visits by [date], and the reset is [offer].]
[your name], [business], [phone]

Photo to add. A real kid's room your team cleaned, with the floor clear and the bed made, nothing with a name on it.

The one ask. Book a back-to-school reset.

Do it in 24 hours

- [ ] Look up your local school start date.
- [ ] Decide whether you'll offer anything for booking regular visits, and fill in or delete the line.
- [ ] Schedule the email for the week before school starts.

9 September: what a regular clean covers

When to send it. Mid-September, a steady month before the holiday rush.

- **Subject line:** What we actually do on a regular visit
- **Preview text:** The checklist, room by room. Plus the extras you can add any time.

Hi [first name],
People often ask what's included when we come every week or every other week. So here's our checklist, room by room.
Kitchen: counters, sink, stovetop, the outside of the appliances, the microwave inside and out, and the floor.
Bathrooms: toilets, tubs, showers, sinks, mirrors and the floor.
Bedrooms and living areas: dusting the surfaces we can reach, making beds if you leave fresh sheets, vacuuming and mopping.
Everywhere: trash out, light switches and door handles wiped.
And here are the extras you can add to any visit: inside the oven, inside the fridge, inside the cabinets, interior windows, baseboards and the laundry. Just tell us the week before.
If you're not a regular client yet and you'd like to be, reply "regular." We'll send you the open days in your area. If you already are, and there's something you'd like done differently, reply and tell us. The checklist is a starting point, and your house is the one that counts.

[your name], [business], [phone]

Photo to add. A real clipboard or tablet with your team's checklist, held in a cleaner's hand in a clean kitchen.

The one ask. Reply "regular" to start regular visits, or ask for an extra.

Do it in 24 hours

- [ ] Check that the checklist in the email matches what your team really does, and edit it.
- [ ] Set prices for each extra.
- [ ] Put the same checklist on your website's services page.



Part 4

The holidays

10 October: hosting for the holidays?

When to send it. Early October, about six weeks before Thanksgiving.

- **Subject line:** Hosting this year? November dates are filling now
- **Preview text:** Past clients get first pick, until [date].

Hi [first name],
If you're hosting family or friends this year, here's a heads-up: our November and December dates are already starting to fill. Past clients get first pick until [date], and then we open the calendar to everyone.
Here's what most people book. A deep clean a few days before guests arrive, so the guest room, the bathrooms and the kitchen are ready. Then an after-party clean once everyone has gone home, so you're not spending the next morning scrubbing roasting pans.
If you tell us where guests will sleep and which rooms they'll use, we'll spend extra time there: fresh sheets on the guest bed if you leave them out, the guest bathroom stocked and shining, and the entryway clean for the first impression.
Reply "holidays" with the date your guests arrive, and we'll send you a day that works. Or book at [booking link].
[If you sell them: Gift cards are available too, if someone on your list would love a clean house.]
[your name], [business], [phone]

Photo to add. A real dining room your team cleaned, table clear and chairs tucked in.

The one ask. Reply "holidays" with the guests' arrival date.

Do it in 24 hours

- [ ] Count your real November and December openings.
- [ ] Pick the date you'll open holiday dates to everyone.
- [ ] Send it to past and one-time clients first.

11 November: the last few dates, and gift cards

When to send it. The first week of November.

- **Subject line:** The last few dates before the holidays
- **Preview text:** And a gift that nobody returns.

Hi [first name],
A quick update: we have [number] cleaning dates left before Thanksgiving and [number] before the end of December. If you've been meaning to book a clean before guests arrive, now is the time. Reply "date" and we'll send you what's open.

Here's a holiday idea, too. A cleaning makes a good gift for the person who has everything, or for someone who could really use a break: a new parent, a friend recovering from surgery, a parent who still insists on doing it all, or a neighbor who helped you this year.
Our gift cards cover [one standard clean / a set amount], and the person you give it to books whenever they like. We'll email you a card you can print or forward, with a short note from you.
Reply "gift" with who it's for, and we'll send it today.
And if this year has been a lot, it's okay to give yourself one too.
[your name], [business], [phone]

Photo to add. A real gift card or envelope with your logo, on a clean kitchen counter.

The one ask. Reply "date" to book, or "gift" for a gift card.

Do it in 24 hours

- [ ] Count the dates you have left and fill them in.
- [ ] Make a simple gift card you can email as a PDF, if you don't have one.
- [ ] Schedule the email for the first week of November.

12 December: thank you, and the after-holidays clean

When to send it. The second week of December.

- **Subject line:** Thank you, and the clean nobody wants to do in January
- **Preview text:** We'll take the after-holidays mess off your list.

Hi [first name],
Before the year ends, thank you. Every home we cleaned this year was someone trusting us with their keys, their things and their pets, and we don't take that lightly.
Here's one more way we can help. The week after the holidays, most houses have had more people, more food and more wrapping paper than they're built for. Pine needles in the rug, a guest bathroom that needs real attention, the oven after the big meal and a fridge full of leftovers that need to go.
Our after-holidays clean takes care of it in one visit. We have openings from [date] to [date]. Reply "after" and we'll send you a day, or book at [booking link].
And if you're thinking about making clean house a regular thing next year, ask about our every-other-week visits. January is the easiest time to start.
Wishing you a warm and restful holiday,
[your name], [business], [phone]

Photo to add. A real living room your team cleaned after the holidays, rug clear and surfaces bright.

The one ask. Reply "after" to book an after-holidays clean.

Do it in 24 hours

- [ ] Set your after-holidays openings and put the dates in the email.
- [ ] Ask your cleaners which clients have mentioned going regular.
- [ ] Schedule the email for the second week of December.

or we can do it for you

Free sample: Your first newsletter, written

Written for this month's season in your town. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter: growthatlocal.com/services/email-newsletter



Your first 24 hours, in one list

You don't need all 12 today. Start with these:

- [ ] Put every one-time and past client's email in one list in a simple email tool (section 1).
- [ ] Set up the footer with your business name, mailing address or registered P.O. box, and unsubscribe link (before you start).
- [ ] Decide your referral reward, tied to a friend's second regular clean (section 4).
- [ ] Copy your Google review link and test it on your phone (section 7).
- [ ] Pick next month's email, fill in the brackets and schedule it.



Where to go next

These emails come from The House Cleaner Marketing Playbook, our free guide to getting more cleaning clients. Section 15 covers emailing one-time clients, and section 16 covers referral offers.

Want to know what your list is worth? What your past customers are worth each year shows the repeat and referral work a monthly email brings back, and What a referral program brings in weighs a reward against the clients it brings. For the busy months, The House Cleaner Storm and Season Playbook plans spring, moving season and the holidays.



If you'd rather hand it off

Grow That Local does this work for house cleaners every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Email newsletter. Free sample: your first newsletter, written. Email newsletter is $50 a month, with a 7-day full refund.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every statistic above, with where to check it:

1. Litmus, 2025 State of Email survey (nearly 500 marketing leaders): 35% get $10 to $36 back for every $1 spent on email; a further 35% get more than $36. litmus.com (before you start)
2. FTC, CAN-SPAM Act: A Compliance Guide for Business: each separate email in violation can bring penalties of up to $53,088. ftc.gov (before you start)
3. CDC, Flu Season: US flu activity most often peaks between December and February; February was the most common peak month, in 17 of 40 seasons from 1982 to 2024. cdc.gov (section 2)
4. American Cleaning Institute survey by Wakefield Research (1,000 US adults, February 4 to 12, 2026), as reported by BSM Magazine: 80% of Americans plan to spring clean. bsmmag.com (section 3)
5. Same survey: 56% would be embarrassed to share when they last cleaned their refrigerator. (section 3) (bsmmag.com)
6. Same survey: 40% would be embarrassed about their toilet. (section 3) (bsmmag.com)
7. National Association of Realtors, as reported by the National Association of Home Builders (January 2026): 4.06 million existing homes sold in 2025. eyeonhousing.org (section 5)

Rules and guidance cited (not statistics):

- FTC, CAN-SPAM Act: A Compliance Guide for Business (honest headers and subject lines, identify the message as an ad, a valid physical postal address such as a street address or registered P.O. box, a working opt-out honored within 10 business days, no fee or extra information to opt out, responsibility when others send for you): ftc.gov (before you start)
- Google Maps user contributed content policy (bans incentives for reviews and asking only for positive reviews): support.google.com (section 7)

GTL estimates

These are our own judgment, not measured facts:

1. Only email people who've booked with you, asked for a quote or asked to hear from you (before you start). Reasoning: people who don't know you are the ones who mark email as spam, and spam reports make inbox providers file your later emails as junk.
2. A two-visit trial turns more one-time clients into regulars than a straight sign-up ask (section 1). Reasoning: the second visit is when people feel the difference between a deep clean and a house that stays clean, and the small commitment lowers the bar to say yes.
3. Pay referral rewards after the friend's second regular clean (section 4). Reasoning: it ties the reward to a client who stays, so it pays for itself.
4. Moving season peaks in summer, and month-ends fill first (section 5). Reasoning: families time moves around school, and most leases turn over at the end of a month.
5. Holiday dates start filling about six weeks out (section 10). Reasoning: people plan hosting weeks ahead, and a small business has only so many days before the holiday itself.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

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