Grow That Local

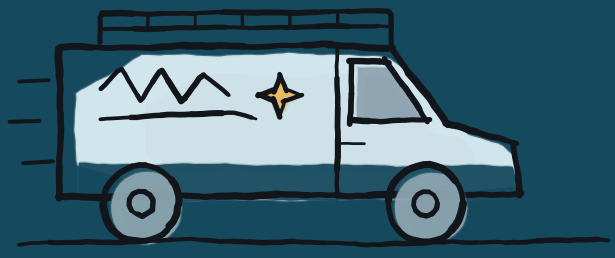
a free guide

5 wins in 24 hours for a house cleaner

Five small jobs for today, and something you can see tomorrow.

For cleaning business owners with a few hours today.

- 5 short sections
- 20 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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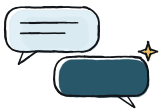
Before you start

These are the five fastest things a house cleaner can do today that show up tomorrow: new reviews, answered reviews that keep clients' homes private, missed calls that turn into quotes, regulars you keep before they cancel, and one-time deep cleans turned into regular clients.

Each one has the idea, a short example and a checklist. All five together take about three hours, and none of them costs money.

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 example is made up to show the idea. None of them are real clients, reviews or results.



Part 1

Five wins for today

1 Text a review request to every first clean from last month

The idea. Reviews decide which cleaner gets the call. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, and 74% look for reviews written in the last three months (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

The best moment to ask is after the first clean, when the client walks into a house that looks better than it has in months. Offer to fix anything first, so a complaint reaches you, not Google.

Check tomorrow. Open your Google profile and count the new reviews. That's your number to beat next month.

Example. A text sent to a client whose first clean was last week:

> **Hi, it's (your name) Cleaning. We hope the house still feels fresh. If anything wasn't right, reply here and we'll fix it. If it was, a quick Google review would help a small company like ours a lot: (your review link)**

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews" or "Share review form").
- [ ] Save the text above in your phone as a shortcut.
- [ ] Send it to every client whose first clean was in the last 30 days.
- [ ] From now on, send it the evening of every first clean.

2 Reply to every review, and keep the client's home private

The idea. The next client reads your replies too. In the same survey, 89% of consumers said they expect business owners to respond to reviews, and 42% said they're unlikely to use a business that ignores its reviews (BrightLocal 2026, brightlocal.com).

Cleaners have one extra rule. A reply must never give away the client's street, which days the house is empty, that you have a key, or what's inside.

Check tomorrow. Scroll your reviews. Every one should have your reply, and none should say where or when you clean.

Example. A reply to a one-star review about a missed bathroom:

> **Thank you for telling us, and I'm sorry. Missing a room isn't the standard we hold ourselves to. I'd like to send someone back to finish it at no charge. I'll call you today.**

Do it in 24 hours

- [ ] Reply to every unanswered review on your profile, good or bad.
- [ ] Read your old replies and remove any street, day or key details.
- [ ] For bad ones: thank them, own what's fair, say what you'll do, then call the client.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.

3 Turn on a missed-call text that asks for bedrooms and bathrooms

The idea. You can't answer with your hands in a bucket. The person asking for a quote at 9pm is asking two other cleaners too, and the first clear price with an open date usually wins. A text that collects the facts you need means your reply can be a price, not a question.

GTL estimate: aim to reply within five minutes during work hours, and first thing in the morning for anything after hours.

Check tomorrow. Have someone call your business line while you don't pick up. They should get your text within a minute.

Example. An automatic text sent when you miss a call:

> **Sorry we missed you, we're probably mid-clean. Text back your number of bedrooms and bathrooms, how often you'd like us, and any pets, and we'll send a price today.**

Do it in 24 hours

- [ ] Turn on missed-call text-back on your business line (most phone systems and apps offer it).
- [ ] Save a quote reply with your price for your three most common home sizes.
- [ ] Decide who checks messages between cleans, and how often.
- [ ] Reply to every missed call and form request from last week today.

4 Text every regular who skipped two cleans in a row

The idea. Regular clients rarely cancel out of nowhere. A skipped clean, then another, is the warning. Offering a pause or a slower rhythm keeps many clients who would otherwise send a goodbye text. Same cleaner, same day, less often.

GTL estimate: two skipped cleans in a row is the clearest sign a regular is about to leave.

Check tomorrow. Count the replies. Each "every three weeks works" is a client you kept.

Example. A text to a client who's skipped twice:

> **We've missed you. Would every three weeks suit you better right now? Or we can pause and hold your spot.**

Do it in 24 hours

- [ ] List every regular who has skipped two cleans in a row in the last 60 days.
- [ ] Text each one the "pause or every three weeks" message today.
- [ ] Ask the last three clients who canceled why, and write down what they say.
- [ ] From now on, send a "How did today go, 1 to 5?" text after each new client's first three cleans.

5 Offer a regular plan to last quarter's one-time deep cleans

The idea. A deep clean is the best sales visit you'll ever get. The client has seen your work, and the house is now easy to keep. If you didn't offer a regular plan then, offer it now.

Only text people who've agreed to hear from you. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If you're unsure, ask a lawyer.

Check tomorrow. Count the replies and put each new regular on the calendar.

Example. A text to a deep-clean client from two months ago:

> **Hi, it's (your name) Cleaning. We did your deep clean in (month). Keeping a home that way takes much less time than getting it there. Every other week for your home is (price). Want us to hold Thursdays for you?**

Do it in 24 hours

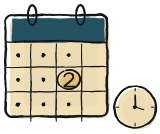
- [ ] Pull every one-time deep clean from the last 90 days that didn't turn into a regular.
- [ ] Check which of them have agreed to texts.
- [ ] Send each one the text above with their real price.
- [ ] From now on, send the offer the day after every deep clean.

or we can do it for you

Free sample: Your first 25 customers texted

Win-back texts is $100 a month, with a 7-day full refund.

Win-back texts: growthatlocal.com/services/win-back-texts



Your first 24 hours, in one list

If you do these five today, you'll have something to look at tomorrow:

- [ ] Text your review link to every first clean from the last 30 days (section 1).
- [ ] Reply to every unanswered review, with no street, day or key details (section 2).
- [ ] Turn on a missed-call text that asks for bedrooms and bathrooms (section 3).
- [ ] Text every regular who has skipped two cleans in a row (section 4).
- [ ] Send the regular-plan offer to every one-time deep clean from the last 90 days (section 5).

Tomorrow, write down three numbers: new reviews, regulars you kept, and deep cleans that said yes. Check the same three next week.



Where to go next

These five wins come from The House Cleaner Marketing Playbook, our free 32-section guide to the whole job of getting more cleaning clients who stay: your website, your Google profile, reviews, posts, email, search, follow-up, keys and trust, first cleans, move-outs, rentals and tracking.

Pick the part that hurts most and do its checklist next week.



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: Win-back texts. Free sample: your first 25 customers texted. Win-back texts is $100 a month, with a 7-day full refund.

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.

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.

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.

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.

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. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 2026): 97% read reviews for local businesses. brightlocal.com (section 1)
2. Same survey: 74% look for reviews written in the last three months. (section 1) (brightlocal.com)
3. Same survey: 89% expect owners to respond to reviews. (section 2) (brightlocal.com)
4. Same survey: 42% unlikely to use a business that ignores its reviews. (section 2) (brightlocal.com)

Rules and guidance cited (not statistics):

- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. All five wins together take about three hours (before you start). Reasoning: each is a setting or a short list of texts and replies from your phone, and none needs new software beyond the text-back setting.
2. Reply to new quote requests within five minutes in work hours (section 3). Reasoning: shoppers ask two or three cleaners at once, and the first clear price with a date tends to win before the others reply.
3. Two skipped cleans in a row is the clearest warning sign (section 4). Reasoning: one skip is usually a busy week, but two in a row usually means the rhythm no longer fits, and that's when people start to look elsewhere.

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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