Grow That Local

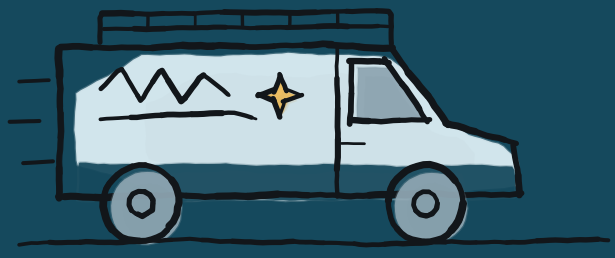
*a free guide*

# 52 weeks of house cleaning posts

**One ready post a week for a whole year, set to the cleaning seasons: the quiet new year, spring cleaning, moving season, back to routine and the holiday rush.**

For owners stuck for something to share each week.

- 12 short sections in 5 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

Most weeks, the hard part of posting isn't the posting. It's deciding what to say between cleans. This pack decides for you: 52 house cleaning posts, one a week, in the order the cleaning year runs, from quiet January to spring cleaning, summer moves, back-to-school routines and the busy holiday weeks.

Each month has a short line on what's happening in homes right then, then that month's posts. Every post has a label that says what kind it is, the words to copy, and the photo to put with it. Most months have four posts. March, May, August and November have five, so the year comes to 52.

The mix keeps your page from reading like an ad: job photos, before-and-afters, tips for clients, your team, reviews, season reminders and local posts. They work on Facebook, Instagram and your Google Business Profile.

Fill in the brackets: [business], [town], [neighborhood], [phone], [your name], [first name], plus a few like [number] or [day] that only you know.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every post is a made-up example to show the idea. None of them describe a real client, home or result.

Four checks before anything goes up:

- **Close-ups only, with the client's OK in writing.** A stovetop, a fridge shelf, a baseboard: never a room someone could recognize, a family photo, mail or anything with a name on it. Google wants profile photos that "represent reality," with no big edits or heavy filters (Google Business Profile Help, support.google.com).
- **On Google, take the phone number out.** Google may remove posts with unverified contact information, phone numbers included, and suggests adding a "Call now" button instead (Google Business Profile Help, support.google.com). Delete [phone] and add the button. Keep it on Facebook and Instagram.
- **Change a few words every time.** Nextdoor counts "unoriginal/templated content with no personalization" as spam (Nextdoor Help, help.nextdoor.com). Add one real detail: this week's weather, the spot that took longest, the cleaner who did it.
- **Reviews only with the client's OK.** Quote their words exactly, with their first name or initial only, and never name their street.

These are posts for your own pages and groups. If you text one to clients instead, text only people who've agreed to hear from you, say who it's from, and stop when anyone replies STOP (FCC, fcc.gov).



*Part 1*

# Winter

## 1 January

**This month.** The quiet stretch after the holidays, and flu season. Most years, US flu activity peaks between December and February (CDC, cdc.gov). Posts about how you handle sick days build trust now.
**Week 1, team:** "Our sick-day rule: if a cleaner is sick, they stay home, and we send [name] or another trained teammate instead of canceling you. If you're sick, tell us the night before and we'll move you, no fee."
Photo: two cleaners in uniform by the car with their kits.
**Week 2, job photo:** "Inside the fridge on a deep clean in [neighborhood]. Every shelf out, washed and dried, and the drawers emptied and wiped. It's the spot most people put off longest."
Photo: a spotless fridge shelf, close up, nothing personal in frame.
**Week 3, tip:** "Want more out of every clean? Spend ten minutes the night before picking up clothes, toys and dishes. Then the time you pay for goes to cleaning, not tidying."
Photo: a clear kitchen counter with nothing on it but a plant.
**Week 4, review:** "'[Their words, one or two lines].' Thank you, [first name]. We've cleaned for them every other [day] since [month]. Same cleaner, same checklist, every visit."
Photo: a screenshot of the review with the last name cropped.

**Do it in 24 hours**

- [ ] Write down your sick-day rule in one sentence and post it as week 1.
- [ ] Ask a deep-clean client for written OK to post a fridge close-up.
- [ ] Put a "post" reminder in your phone for every Monday morning.

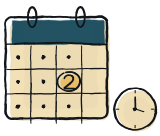
## 2 February

**This month.** February has been the most common month for the US flu peak in past seasons (CDC, cdc.gov). Spring cleaning dates get booked now, before the March rush.
**Week 5, job photo:** "The spots we wipe on every visit in [neighborhood] this month: door handles, light switches, faucet handles, the TV remote. Small spots that every hand in the house touches."
Photo: a light switch and door handle, close up, just wiped.
**Week 6, before and after:** "Baseboards in [town], half done so you can see the difference. They collect dust all winter, and nobody looks down until the light hits them."
Photo: one baseboard, the left half dusty and the right half clean.
**Week 7, local:** "Shout-out to [local coffee shop] in [neighborhood], where our team meets before the first clean every morning. [name]'s order: [their usual]."
Photo: the team's coffee cups on the car's hood.

**Week 8, season reminder:** "Spring deep-clean dates in [town] are open now. Our regulars get first pick until [date]. After that, it's first come. Message us or call [phone]."
Photo: a clean, sunny windowsill.

**Do it in 24 hours**

- [ ] Set your spring deep-clean dates and the regulars-first deadline for week 8.
- [ ] Take one half-done baseboard photo this week.
- [ ] Ask every client from January for a review.



*Part 2*

# Spring

## 3 March

**This month.** Spring cleaning season. In a 2026 survey for the American Cleaning Institute, 80% of Americans said they plan to spring clean (BSM Magazine, bsmmag.com). Plenty of them would rather not do it themselves.

**Week 9, tip:** "Spring cleaning list too long? Pick the three spots that bug you most, the ones you notice every day, and start there. Forget the rest for now. Or hand us the whole list."

Photo: a short handwritten list of three spots on a notepad.

**Week 10, job photo:** "Window tracks on a spring clean in [neighborhood]. A winter of dust, dead bugs and grit, all gone. The windows slide like new."

Photo: a clean window track, close up.

**Week 11, team:** "Meet [name], with [business] since [year]. Favorite room to clean: [their answer]. The spot that takes the longest: [their answer]. You'll know [name] by the [detail]."

Photo: [name] smiling with their kit, at the car.

**Week 12, before and after:** "Ceiling fan blades on a deep clean in [town]. Before and after. The dust on top falls on everything below every time the fan turns on, so we start high and work down."

Photo: one fan blade before and one after, close up.

**Week 13, review:** "'[Their words].' Thank you, [first name]. Their spring deep clean in [neighborhood] turned into an every-other-week visit."

Photo: a screenshot of the review with the last name cropped.

**Do it in 24 hours**

- [ ] Ask one cleaner the two questions for week 11.
- [ ] Take a fan blade or window track photo on your next deep clean.
- [ ] Offer every new spring deep-clean client a recurring spot after the visit.

## 4 April

**This month.** Spring cleaning carries on and the first moves of the year start. A good month to show the work and the people who do it.

**Week 14, job photo:** "Inside the microwave in [town]. Steam, scrub, wipe, done. It's on our deep-clean checklist because nobody ever remembers it until the door opens."

Photo: a clean microwave interior, close up.

**Week 15, tip:** "A good doormat outside and another inside the door catch a lot of the dirt before it reaches your floors. Shoes off at the door catches most of the rest."

Photo: a doormat at a front door, with shoes lined up beside it.

**Week 16, local:** "Spring yard sales are on in [neighborhood] this weekend. If you clear out a closet, we'll clean the empty space after. Good luck, sellers."
Photo: an empty, clean closet floor.
**Week 17, team:** "Every new cleaner at [business] spends [number] weeks working next to [name] before cleaning on their own. Same checklist, same standard, whoever comes."
Photo: two cleaners working side by side, one showing the other a spot.

**Do it in 24 hours**

- [ ] Put the microwave on your deep-clean checklist, if it isn't already, and photograph it.
- [ ] Write down how you train new cleaners in one sentence for week 17.
- [ ] Ask every spring deep-clean client for a review.

## 5 May

**This month.** Moving season begins. About 4.06 million existing homes sold in the US in 2025 (NAHB, reporting NAR, eyeonhousing.org), and every move has a move-out and a move-in.
**Week 18, season reminder:** "Moving this summer? Book your move-out clean when you book the movers. Summer weeks fill fast, and the walk-through won't wait. [phone]"
Photo: an empty, clean room with the blinds open.
**Week 19, job photo:** "Move-out clean in [neighborhood]: inside every kitchen cabinet and drawer, top to bottom. Empty cabinets show everything, so we wipe every shelf."
Photo: an open, empty, clean kitchen cabinet.
**Week 20, tip:** "Book your move-out clean for the day after the movers leave, not the same day. Empty rooms clean faster and better, and nobody is carrying boxes past a wet floor."
Photo: moving boxes stacked by a door.
**Week 21, review:** "'[Their words].' Thank you, [first name]. Their move-out clean in [town] was done before the walk-through, and they got their deposit back."
Photo: a screenshot of the review with the last name cropped.
**Week 22, team:** "Our move-out team this summer: [name] and [name]. They've done [number] move-outs together and finish most homes in [number] hours."
Photo: the two cleaners with their kits in an empty room.

**Do it in 24 hours**

- [ ] Tell two local real estate agents or apartment offices you do move-out cleans.
- [ ] Take one empty-cabinet photo on your next move-out.
- [ ] Block a few summer days just for move-outs.



*Part 3*

# Summer

## 6 June

**This month.** Moves, summer guests and kids home. Pets shed more in the warm months, and the floors show it.
**Week 23, tip:** "Have pets? Tell us before the first clean: names, where they'll be, and anything they shouldn't have. Our cleaners love animals, and they like knowing who they'll meet."
Photo: a dog sitting calmly by the door (your own or a client's, with permission).
**Week 24, job photo:** "Pet hair on the stairs in [neighborhood], before and after one pass. Every step, every edge, every corner where it rolls into little tumbleweeds."
Photo: a staircase edge with pet hair, then clean.
**Week 25, local:** "Congratulations to the [town] class of [year]. Hosting a party? We do the day-before and the day-after cleans. [phone]"
Photo: a clean kitchen counter set for a party, no faces.
**Week 26, before and after:** "Hard water spots on a bathroom faucet in [town], before and after. It's one of the first things people see in a bathroom, and one of the last they clean."
Photo: a faucet base with white spots, then shining.

**Do it in 24 hours**

- [ ] Add a pet question to your booking form or first-clean text.
- [ ] Take a stair photo on your next home with pets.
- [ ] Check your town's graduation dates for week 25.

## 7 July

**This month.** Vacation season. Clients go away and come back to a house that needs a reset. Summer heat is hard on cleaners, so show how you take care of the team.
**Week 27, team:** "Summer at [business]: water bottles in every car, the hardest rooms done first while it's cool, and a lunch break in the shade. A rested team does better work."
Photo: the team's water bottles lined up by the cars.
**Week 28, season reminder:** "Going away this summer? Book a clean for the day before you come home. Walk back into a fresh house instead of a to-do list. [phone]"
Photo: a made bed with fresh towels folded on the end.
**Week 29, job photo:** "Kitchen sink and faucet in [neighborhood], end of a regular clean. The drain, the faucet base, the handles. The sink is where a clean kitchen starts."
Photo: a shining sink and faucet, close up.
**Week 30, review:** "'[Their words].' Thank you, [first name]. We cleaned the day before they got back from [place]. Their first text: [their words]."

Photo: a screenshot of the review with the last name cropped.

**Do it in 24 hours**

- [ ] Text regular clients asking if they're away this summer, if they've agreed to texts.
- [ ] Take a sink photo at the end of your next regular clean.
- [ ] Post week 27 the first hot week of the summer.

## 8 August

**This month.** School starts and schedules change. People who put off a regular cleaner all summer start looking again.
**Week 31, season reminder:** "Schedule changing when school starts? Tell us your new days by [date] and we'll move your regular clean to fit. New clients, fall spots in [neighborhood] are open now. [phone]"
Photo: a calendar on a fridge with a clean day marked.
**Week 32, tip:** "A 10-minute reset before bed keeps the house nicer between our visits: dishes in the dishwasher, counters cleared, shoes by the door. We'll handle the deep stuff."
Photo: a clear kitchen counter at night, light on over the sink.
**Week 33, job photo:** "Bathroom tile in [town] on a first clean. The grout lines take the longest, and they make the biggest difference. Here's the shower wall at the end."
Photo: a clean shower wall, close up, no products with names showing.
**Week 34, team:** "[name] has cleaned with [business] for [number] years. Clients ask for [name] by name, and here's why: [one thing a client said, with their OK]."
Photo: [name] with their kit.
**Week 35, review:** "'[Their words].' Thank you, [first name]. They booked a one-time clean in [neighborhood] in June. They've been on our every-other-[day] list since."
Photo: a screenshot of the review with the last name cropped.

**Do it in 24 hours**

- [ ] Set the date in week 31 for clients to send schedule changes.
- [ ] Ask one client for a line about their favorite cleaner for week 34.
- [ ] Offer every summer one-time client a recurring spot.



*Part 4*

# Fall

## 9 September

**This month.** Back to routine. The best month to sign up regular clients, and the time to plan holiday dates before they're gone.
**Week 36, job photo:** "Fall reset in [neighborhood]: the stovetop, the oven door, the backsplash. A summer of cooking, gone in [number] minutes."
Photo: a clean oven door glass, close up.
**Week 37, tip:** "Write down how we get in: the key spot or lockbox code, the alarm code, and which doors stay shut for pets. Keep it in one text to us. Fewer calls, no surprises."
Photo: a key on a hook by a door (no house number or address in frame).
**Week 38, local:** "Thanks to [local laundromat or linen service] in [town], who wash every one of our cleaning cloths. [number] cloths a week, fresh for every home."
Photo: a stack of clean, folded cleaning cloths.
**Week 39, season reminder:** "Hosting this fall or winter? Our regular clients get first pick of November and December dates until [date]. After that, they open to everyone. [phone]"
Photo: a clean dining table with chairs pushed in.

**Do it in 24 hours**

- [ ] Set your holiday-dates deadline for week 39.
- [ ] Text each regular asking for their entry details in one message, if they've agreed to texts.
- [ ] Take an oven door photo on your next deep clean.

## 10 October

**This month.** The calm before the holidays. Indoor season starts and people spend more time at home.
**Week 40, before and after:** "Cabinet fronts in a [town] kitchen, before and after. Fingerprints and splashes build up near the handles, and they show in fall light."
Photo: one cabinet door, the handle area before and after.
**Week 41, tip:** "Safety tip: never mix bleach with ammonia or other cleaners. Together they make a toxic gas. One product at a time, with a window open. That's how we work too."
Photo: a cleaning caddy with products standing apart, labels turned away.
**Week 42, team:** "Behind the scenes: [name] restocks every cleaner's kit every [day]. Fresh cloths, full bottles and a spare pair of gloves. Here's what's inside."
Photo: a cleaning kit laid out neatly, brand names turned away.
**Week 43, review:** "'[Their words].' Thank you, [first name]. They came home after a long week to a clean house in [neighborhood]. That's the whole job."
Photo: a screenshot of the review with the last name cropped.

**Do it in 24 hours**

- [ ] Photograph your standard kit for week 42.
- [ ] Ask every fall client for a review.
- [ ] Check that your holiday dates are filling.

## 11 November

**This month.** The holiday rush starts. Guest rooms, guest bathrooms and the kitchen take a beating, and cleaners' calendars fill.
**Week 44, job photo:** "Guest bathroom in [neighborhood], ready for company. Mirror, sink, toilet, tub and a fresh set of towels folded on the counter."
Photo: a clean guest bathroom counter with folded towels.
**Week 45, tip:** "Guests coming? Clear the guest room closet and one drawer before the clean. We'll dust and wipe the empty space, and your visitors will have somewhere to put their things."
Photo: an empty, clean dresser drawer.
**Week 46, local:** "We're collecting cleaning supplies for [local shelter] through [date]: unopened sprays, sponges, gloves and paper towels. Hand them to your cleaner at your next visit."
Photo: a box of unopened cleaning supplies, labels turned away.
**Week 47, team:** "The busiest weeks of the year are here. Thank you to [name], [name] and [name] for the extra early starts this month. Clients, you'll see a lot of them."
Photo: the team together, early morning.
**Week 48, review:** "'[Their words].' Thank you, [first name]. Their guest rooms were ready in [town] two days before family arrived."
Photo: a screenshot of the review with the last name cropped.

**Do it in 24 hours**

- [ ] Post week 45 two weeks before your busiest holiday weekend.
- [ ] Ask a local shelter which supplies they need most for week 46.
- [ ] Count your open holiday dates and post them if any are left.



*Part 5*

# Year end

## 12 December

**This month.** Holiday cleans, then the quiet week before the new year. Ask for reviews while the work is fresh, and offer recurring spots for January.
**Week 49, job photo:** "Kitchen floor in [town] after a holiday deep clean. Under the edge of the cabinets and behind the trash can, where crumbs hide all year."
Photo: a clean kitchen floor edge along the cabinets.
**Week 50, team:** "Our year in numbers: [number] homes, [number] first cleans, and [number] clients who've been with us more than a year. Thank you to every cleaner at [business]."
Photo: the whole team in front of their cars.
**Week 51, review:** "'[Their words].' Thank you, [first name]. If one of our cleaners looks after your home, an honest review means a lot to the team: [review link]"
Photo: a screenshot of the review with the last name cropped.
**Week 52, season reminder:** "Want a regular cleaner next year? January has the most openings we'll have all year. Every-other-week spots in [neighborhood] are open now. [phone]"
Photo: a clean, sunny living room corner, nothing personal in frame.

**Do it in 24 hours**

- [ ] Ask every client from the last three months for a review.
- [ ] Count your year's numbers for week 50.
- [ ] Put a reminder on January 1 to open this pack at week 1.

*or we can do it for you*

**Free sample: Two weeks of posts, ready to go**

Social media posts is $200 a month, with a 7-day full refund.

**Social media posts: growthatlocal.com/services/social-media**



# Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Open this month's section and post this week's cleaning post today.
- [ ] Put a "post" reminder in your phone for every Monday.
- [ ] Get written OK from three clients to post close-up photos.
- [ ] Write your sick-day rule in one sentence (section 1).
- [ ] Ask one regular client for permission to share their review.



# Where to go next

These posts work best with good photos. Our free Job-Site Photo Shot List gives you the shots to take on every clean, and what to keep out of the frame. For holidays, our Holiday and Season Post Pack has a dated post for every one. And for the whole job of getting more cleaning clients, read The House Cleaner Marketing Playbook.



# If you'd rather hand it off

Grow That Local writes and posts for house cleaners every week, timed to the season and made from your real work photos. Each service starts with a free sample, so you see the work before you pay.

**Best fit for this guide: Social media posts. Free sample: two weeks of posts, ready to go. Social media posts is $200 a month, with a 7-day full refund.**

**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.

**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.

**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.

**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 season fact above, with where to check it. Each was checked on 2026-11-12:**

1. CDC, Flu Season: most of the time US flu activity peaks between December and February; February was the most common peak month from 1982 to 2024. cdc.gov (sections 1, 2)
2. American Cleaning Institute survey by Wakefield Research (1,000 US adults, February 2026; released March 3, 2026), as reported by BSM Magazine: 80% of Americans plan to spring clean. bsmmag.com (section 3)
3. National Association of Realtors, as reported by the National Association of Home Builders (January 15, 2026): 4.06 million existing homes sold in 2025. eyeonhousing.org (section 5)

**Rules and guidance cited (not statistics):**

- Washington State Department of Health, bleach mixing dangers: bleach mixed with ammonia makes toxic chloramine gases. doh.wa.gov (section 10, week 41)
- Google Business Profile Help, photo and video guidelines: photos should represent reality, without significant alterations or excessive filters. support.google.com (before you start)
- Google Business Profile Help, photos, videos and posts content policy: posts with unverified contact information, including phone numbers, may be removed; use a "Call now" button. support.google.com (before you start)
- Nextdoor Help, business posting guidelines: templated and repeated content counts as spam. help.nextdoor.com (before you start)
- FCC, Stop Unwanted Robocalls and Texts (consent, and stopping when asked): fcc.gov (before you start)

# GTL estimates

**These are our own judgment, not measured facts:**

1. One post a week is enough to keep a cleaning page looking open (before you start). Reasoning: it's a pace a busy owner can keep all year, and someone checking you out mostly looks at whether the last few posts are recent and real.
2. Close-ups sell better than room shots and keep the client's home private (before you start). Reasoning: a shining stovetop says "we do the part you dread," and nobody can tell whose kitchen it is.
3. A posted sick-day rule builds trust in flu season (section 1). Reasoning: the two worries about letting a cleaner in are "who's coming" and "will they bring a cold," and the rule answers both.
4. Move-out cleans are best booked for the day after the movers (section 5, week 20). Reasoning: empty rooms clean faster, and nobody walks boxes across a wet floor.
5. Pets shed more in the warm months (section 6). Reasoning: it's what cleaners see on every visit from late spring; how much depends on the animal.

*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.

Grow *That* Local