Grow That Local

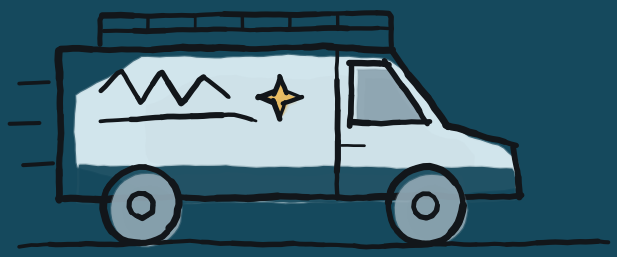
a free guide

The house cleaner marketing playbook

Every step to more cleaning clients who stay, one idea at a time.

For cleaning business owners who want more of the right calls.

- 32 short sections in 11 parts
- 132 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



growthatlocal.com · Text us at (423) 924-2014

Contents

Before you start: how this playbook works 3

Part 1 **Start here** 3

1 Know what one regular client is worth before you spend a dollar 3

Part 2 **Your website** 5

2 The first screen answers two questions: what will it cost, and when can you come? 5

3 Show how you price, even if you don't post a price list 5

4 Give every kind of clean its own page, plus a room-by-room checklist 6

5 Answer the safety questions on your site, before anyone has to ask 7

Part 3 **Your Google Business Profile** 8

6 Set up your profile for a business that runs from home 8

7 Post photos of the work without showing the client's home 8

8 Be ready for Google to ask you to prove you're real 9

Part 4 **Reviews** 11

9 Ask after the first clean, and once more after the third month 11

10 Get reviews that tell strangers who comes into the home 11

11 Answer every review, and keep the client's privacy in your reply 12

12 Use your regular clients for a steady pace, not a big push 13

Part 5 **Social media posts** 14

13 Post the spots people are embarrassed about 14

14 Be the name neighbors give when someone asks "anyone know a good cleaner?" 14

Part 6 **Email newsletter and referrals** 16

15 Email your one-time clients when their house needs you again 16

16 Build a referral offer for the friend who books every other week 16

Part 7 **SEO: showing up on Google** 18

17 Name the searches you want to win, by the kind of clean 18

18 Fix the six places shoppers check before they let you in 18

Part 8 **Win-back texts and fast follow-up** 20

19 Answer quote requests in minutes, even with gloves on 20

20 Follow up on every quote that went quiet 20

21 Save the client before they cancel 21

22 Win back the clients who already left 22

23 Turn one-time deep cleans into regulars 22

Part 9 **On the street: postcards, door hangers and car signs** 24

24 Fill the streets you already drive 24

25 Use door hangers and your car the right way 24

Part 10 **The cleaning moments: trust, keys, first cleans, moves, rentals and seasons** 26

26 Background checks, insurance and bonding, said plainly and done right 26

27 Keys, alarm codes and pets: write down how you get in 27

28 Make the first clean the one they tell friends about 27

29 Own move-in and move-out cleans, and partner with the people who see moves first 28

30 Be the turnover partner Airbnb hosts can't do without 29

31 Plan for the holiday rush and spring cleaning, months ahead 29

Part 11 **Tracking and your report card** 31

32 Count first cleans and clients kept, not likes, and check yourself against the top 3 31

Your first 24 hours, in one list 33

If you'd rather hand it off 34

Sources 35

GTL estimates 36

Before you start

This is the whole job of getting a house cleaning business more clients, and keeping them, broken into 32 short sections. Each one holds one idea, one example and a short list of things you can do in the next 24 hours.

You don't need to read it in order. Pick the part that hurts most, do its checklist today, and come back next week for the next one.

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 customers, reviews or results.

If you'd rather hand a part off, each area ends with the free sample we'll make for you.



Part 1

Start here

1 Know what one regular client is worth before you spend a dollar

The idea. A roofer sells one big job every 20 years. You sell the same job every week or two, to the same family, for years. That changes the math. A new client who books every other week is worth far more than a one-time deep clean, so your marketing should aim at clients who stay.

For a sense of scale, a one-time standard clean of a four-bedroom, three-bathroom home averaged about $221 across the US, with most between $150 and $250 (Fixr, updated January 2025, fixr.com). Your prices will differ by town and home size. Multiply your own price by 26 visits a year and the point is clear.

What your clients are buying is time. In 2024, on days they did household activities such as cleaning, cooking and laundry, women spent an average of 2.7 hours on them and men 2.3 hours (BLS American Time Use Survey 2024, bls.gov). That's the evening or weekend you hand back.

Example (sample numbers). A made-up cleaner writes three numbers on a sticky note: biweekly clean $150, one-time deep clean $300, average client stays two years. One biweekly client is $3,900 a year and about $7,800 over two years. That's the same as 26 deep cleans. Now every marketing choice gets one question: "Will this bring one more client who books every other week?"

Do it in 24 hours

- [ ] Write down your average recurring price and your average one-time price from last year.
- [ ] Count how many recurring clients you have today, and how many you had a year ago.
- [ ] Work out what one new biweekly client is worth to you over a year.
- [ ] Keep that number on your phone. You'll use it in every section after this one.



Part 2

Your website

2 The first screen answers two questions: what will it cost, and when can you come?

The idea. People shopping for a cleaner aren't in an emergency like someone with a leak. They're comparing two or three options on their phone, often at night after looking at a messy kitchen. They want two things fast: a rough price and an open date. A site that makes them call during work hours to learn either one loses them to the site that doesn't.

The first screen needs "house cleaning," your town, a real photo of your team or a spotless room, and one button that starts a quote by phone, text or a short form.

Example. A first screen that works on a phone:

> **House cleaning across (your county). Every week, every other week, or just once.**
>
> **Tell us your bedrooms and bathrooms and we'll text you a price today.**
>
> **(Big button: Get my price) (Smaller button: Text us)**

The form behind the button asks five things only: bedrooms, bathrooms, how often, pets, and best day. Anything more can wait for the reply.

Do it in 24 hours

- [ ] Open your site on your own phone. Time how long it takes to start a quote. More than one tap is too many.
- [ ] Rewrite your top headline so it names house cleaning and your area.
- [ ] Cut your quote form down to bedrooms, bathrooms, how often, pets and best day.
- [ ] Swap any stock photo of a smiling model with a mop for a real photo of your team, your car or a room you cleaned.

3 Show how you price, even if you don't post a price list

The idea. "Call for a quote" makes people nervous that the price will be high or will change at the door. You don't need a fixed price list. You need to show the four or five things that set the price, and say plainly that the first clean costs more than the ones after it, and why.

That second part matters most. A made-up client who expects $150 and gets a $280 bill for the first visit feels tricked, even if the extra time was real. A client who was told up front feels you were straight with them.

Example. A made-up cleaner's pricing box:

> **What sets your price:**
> **bedrooms, bathrooms, how often we come, pets, and how long since the last deep clean.**
>
> **Why the first clean costs more:**
> **we're catching up on the build-up behind the stove, on the baseboards and in the shower glass. After that, each visit keeps it there, so it takes less time.**
>
> **Every other week is our most popular plan.**
> **Text us your home size for a price today.**

Do it in 24 hours

- [ ] Write down the five things that change your price the most.
- [ ] Write two short sentences on why the first clean costs more.
- [ ] Add both to your homepage and your quote reply text.
- [ ] Check your last five first-clean invoices. If any surprised the client, ask why.

4 Give every kind of clean its own page, plus a room-by-room checklist

The idea. People search for the clean they need: house cleaning, deep cleaning, move-out cleaning, Airbnb cleaning, maid service. A page for each one tells Google and the shopper that you do exactly that. Each type of client also has different worries. A renter moving out cares about the deposit. A host cares about the next guest's check-in time.

Then add the page cleaners skip: a room-by-room list of what's included in each kind of clean. It answers "do you do inside the oven?" before anyone asks, and it ends the "I thought that was included" argument.

Example. A made-up cleaner's menu:

> **Recurring cleaning · Deep cleaning · Move-in and move-out · Airbnb turnovers · What's included · Areas we serve**

On the "What's included" page, a short table: kitchen, bathrooms, bedrooms, living areas, with a check under "Regular," "Deep" and "Move-out" for each task. Inside the oven and inside the fridge are checked only under "Deep" and "Move-out," or listed as add-ons.

Do it in 24 hours

- [ ] List the three kinds of clean that make you the most money.
- [ ] Check whether each one has its own page. Write down the missing ones.
- [ ] Write your room-by-room checklist for a regular clean and a deep clean.
- [ ] Add an "Areas we serve" page that lists every town and neighborhood where you have regular routes.

5 Answer the safety questions on your site, before anyone has to ask

The idea. A cleaner is a stranger in someone's home, often when nobody is there, with access to the bedroom, the jewelry box and the medicine cabinet. Every new client thinks about that, and most won't ask out loud. A site that answers it plainly feels safer than one that hides it.

The questions are always the same. Who exactly is coming? Are they background-checked? Are you insured? What if something breaks? Who has my key? Will it be the same person each time?

Example. One answer, written the way an owner would say it:

> **Will it be the same cleaner each time?**
> **Yes, as much as we can. You'll get a text the day before with the first name and photo of who's coming. If someone new has to cover, we'll tell you first.**

Do it in 24 hours

- [ ] Write down the six safety questions you hear most when people book.
- [ ] Answer each in two or three short sentences, the way you'd say it on the phone.
- [ ] Add them to your homepage as a questions section, and link to them from your quote reply.
- [ ] Only say "background-checked," "insured" or "bonded" if each is true today (see section 26).

or we can do it for you

Free sample: A preview of your new site

Made before you pay anything. Websites start at $1 a month, with a 7-day full refund.

Websites: growthatlocal.com/services/websites



Part 3

Your Google Business Profile

6 Set up your profile for a business that runs from home

The idea. When someone searches "house cleaning near me," the map results usually show first. Your Google Business Profile decides if you're in that map. Many cleaning businesses run from the owner's home and go to the client, and that's exactly the case Google has strict rules for.

If clients don't come to your address, Google says to hide it. Its own example is a plumber who runs the business from home: clear the address and set a service area instead. P.O. boxes and remote mailboxes aren't allowed, and the business name must be your real-world name, with no extra service words added (Google Business Profile guidelines, support.google.com).

Example. A made-up cleaner lists their name as "(Your Name) Cleaning | Maid Service | Deep Cleaning (Town)," with their home address showing on the map. Both are problems. The fix: just " (Your Name) Cleaning," address hidden, a service area of the towns they really drive to, and deep cleaning, move-out cleaning and Airbnb turnovers added as services.

Do it in 24 hours

- [ ] Search your business name on Google and look at your profile the way a client sees it.
- [ ] If your home address shows and clients never come there, hide it and set a service area.
- [ ] Make sure the name matches your sign, car magnet and paperwork exactly.
- [ ] Pick the primary category that names house cleaning. Add others only for work you really do.
- [ ] Add every kind of clean you offer as a service, each with a one-line description.

7 Post photos of the work without showing the client's home

The idea. A profile that hasn't changed in a year looks like a business that might have closed. New photos fix that. But cleaners face a problem roofers don't: the job site is the inside of someone's home. A wide shot of a living room can show family photos, mail with an address, a child's name on the wall, or what's worth stealing.

The answer is close-ups. Shower glass before and after. A stovetop. Grout. Baseboards. The inside of a fridge. These show the skill and nothing about who lives there.

Example. A made-up cleaner's photo rules, kept in the team chat:

> **Close-ups only. No faces, no family photos, no mail, no house numbers, nothing with a name on it. Ask the client once, in writing, if we can post close-ups of their home. No means no.**

Every Friday, the owner uploads five close-ups from the week, plus one short update like "Deep clean on the east side this week. Here's the stovetop before and after."

Do it in 24 hours

- [ ] Write your photo rules and send them to everyone who cleans for you.
- [ ] Ask your recurring clients, by text, whether you may post close-up photos of the work.
- [ ] Upload ten of your best close-ups to your Google profile today.
- [ ] Add a photo of your team (with their OK) and your car or supply caddy.
- [ ] Set a weekly phone reminder for photos and one post.

8 Be ready for Google to ask you to prove you're real

The idea. Google may ask you to verify your profile when you set it up, and sometimes again after a change. Today that often means a short video. For a business that goes to its clients, Google asks you to show where you operate, the tools you use, and yourself doing the work or opening business-only things. It must be one live, unedited take of at least 30 seconds, recorded on your phone, with no private information or other people's faces (Google Business Profile Help, support.google.com).

A cleaner who's never thought about it fumbles this. A cleaner who's planned it passes in one try.

Example. A made-up cleaner's 60-second verification plan:

> **Start on the street sign near home. Walk to the car with the business magnet on the door. Unlock it and open the back: labeled caddies, vacuum, mop bucket, a stack of branded shirts. Pick up a caddy, show the business name on it. End by holding the business license next to the car.**

Do it in 24 hours

- [ ] Take screenshots of your profile today so you have a record if anything goes wrong.
- [ ] Write your own one-minute video plan like the one above.
- [ ] Put a business magnet or label on your car and caddies if you don't have one.
- [ ] Gather proof of your business in one folder: license, insurance certificate, a utility bill, photos of your car and supplies.
- [ ] Change your profile one thing at a time. Many edits at once can send it into review.

or we can do it for you

Free sample: A profile check-up with 10+ fixes

Google Business Profile is $200 a month, with a 7-day full refund.

Google Business Profile: growthatlocal.com/services/google-business-profile



Part 4

Reviews

9 Ask after the first clean, and once more after the third 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).

A roofer asks once, when the job's done. Your work is never "done," so you need to pick the moment. The best one is the evening after the first clean, when the client walks into a house that looks and smells better than it has in months. The second is around the third month, when they've stopped thinking about you because everything just works. That's when a gentle reminder lands.

Example. A text sent the evening of the first clean:

> **Hi, it's (Your Name) Cleaning. We hope you walked into a happy house tonight. Would you leave us a quick Google review? Good or bad, it helps a small company like ours a lot: (your review link). And if anything's not right, reply here and we'll fix it.**

Note the order. The text offers to fix problems first. A client who has a complaint tells you, not Google.

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.
- [ ] Send a short version to every recurring client who's been with you three months or more and hasn't reviewed you yet.

10 Get reviews that tell strangers who comes into the home

The idea. In most trades, the client hires the company. In cleaning, they let a person into their home. A review that says "she notices everything and always locks up" does more for a stranger's nerves than "great service." It tells them a real, steady person will show up.

You can't ask for that wording, though. Since April 2026, Google's review rules ban businesses from asking for reviews with specific content, and that includes asking clients to name a staff member. They also ban giving staff a review quota (Google Maps user-contributed content policy, support.google.com). So

ask every client for an honest review, and let them say what they want. Many will name their cleaner on their own.

It still helps you inside the business. When a review names someone, share it with them. Cleaners who feel seen stay longer, and cleaners who stay make clients who stay.

Use first names only in your replies. Never post a cleaner's last name or photo without their OK.

Example. A made-up cleaner's review text for clients with a regular cleaner:

> **Hi, it's (Your Name) Cleaning. Thanks for having us for the last three months. Would you leave us a quick, honest Google review? Good or bad, it helps a small company like ours a lot: (your review link)**

And when a review names someone, the owner screenshots it and shares it in the team chat that day.

Do it in 24 hours

- [ ] Ask your cleaners if they're happy to be thanked by first name in your review replies.
- [ ] Check your review request text: it asks every client, asks for an honest review, and asks for no particular words or names.
- [ ] Drop any review count targets or prizes for your cleaners.
- [ ] Share each review that names a cleaner with that cleaner the day it comes in.

11 Answer every review, and keep the client's privacy in your reply

The idea. Your replies are read by the next client, not just the reviewer. In the same 2026 survey, 89% of consumers said they expect business owners to respond to reviews, and 42% said they're unlikely to use a business that never replies (BrightLocal 2026, brightlocal.com).

Cleaners have one extra rule. Your reply must never give away anything about the client's home: their street, which days the house is empty, that you have a key, or what's inside. A reply like "Sorry we missed the upstairs bath at your house on Oak Street last Tuesday" tells strangers too much.

For a bad review: thank them, own what's fair, say what you'll do, and take it offline. Don't argue in public, even if they're wrong.

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 each old reply you've written and remove any street, day or key details.
- [ ] For bad ones, use the four steps above and call the client.
- [ ] Turn on review alerts in your Google profile so you see new ones the same day.

12 Use your regular clients for a steady pace, not a big push

The idea. A burst of 30 reviews in one week, then nothing, looks odd and fades fast. A few every month looks like a busy, real business. Your star score matters too: in 2026, 31% of consumers said they'll only use a business with 4.5 stars or more (BrightLocal 2026, brightlocal.com).

You have an edge most trades don't. You see the same clients every week or two, so you always have someone to ask.

GTL estimate: aim for at least two new reviews every month. Our reasoning: most shoppers look for reviews from the last three months, so you want several fresh ones in any three-month window, even in your slow season.

Example (sample numbers). A made-up cleaner has 40 recurring clients and books 6 new ones a month. They ask every new client after the first clean and four regulars a month at their three-month mark. If half say yes, that's five new reviews a month.

Do it in 24 hours

- [ ] Count your reviews from the last 90 days.
- [ ] List your regulars who've never left a review. Pick four to ask this month.
- [ ] Look up the top three cleaners in your map results and write down their review counts.
- [ ] Put "ask for a review" on the calendar for every new client's three-month mark.

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Part 5

Social media posts

13 Post the spots people are embarrassed about

The idea. Clients don't hire you for a tidy coffee table. They hire you for the spots they've stopped looking at. In a 2026 survey for the American Cleaning Institute, 56% of Americans said they'd be embarrassed to say when they last cleaned their fridge, and 40% said the same about their toilet (ACI, March 2026, businesswire.com).

Those are your best posts. A close-up of a fridge shelf, a stovetop or shower glass, before and after, says "we do the part you dread," and it never shows whose house it is.

Example. A made-up cleaner's shot list, saved in every cleaner's phone:

> **1. Stovetop or oven door, before**
> **2. Same spot, after, same angle**
> **3. Shower glass or tub, before and after**
> **4. Fridge shelf or inside the microwave (deep cleans only)**
> **5. Baseboard or grout, half done, so both halves show in one photo**
> **6. A 10-second clip of one wipe that shows the difference**

Rules from section 7 apply: close-ups only, client's OK in writing.

Do it in 24 hours

- [ ] Send the shot list to everyone who cleans for you.
- [ ] Make a shared album for work photos and ask each cleaner to add two a week.
- [ ] Post one before-and-after close-up today.
- [ ] Try one 10-second clip this week. The half-cleaned grout shot works well.

14 Be the name neighbors give when someone asks "anyone know a good cleaner?"

The idea. "Can anyone recommend a house cleaner?" is a regular post in town Facebook groups and on Nextdoor. The replies are your clients' words, not yours, and they carry more weight than any ad. Your job is to be easy to recommend: a clear page to tag, a few happy clients who know you'd like the mention, and useful posts so people already know your name.

Don't flood those threads with your own ads. Many groups ban it, and it looks desperate. One short, friendly reply when someone tags you is enough.

Example. A made-up cleaner's plan:

> **Their business page on Facebook and Nextdoor has the same name, photo and phone as their Google profile.**
>
> **When a regular client says "you're amazing," the owner replies: "Thank you! If a neighbor ever asks for a cleaner, we'd love the mention."**
>
> **Once a month, they post one useful tip in the town group, like "The two-minute shower glass trick before guests arrive," with no sales pitch.**

Do it in 24 hours

- [ ] Make sure your Facebook and Nextdoor pages exist and match your Google profile.
- [ ] Join your town's main Facebook group and Nextdoor, and read the rules on business posts.
- [ ] Search both for "cleaner" and "cleaning" and read how people ask and what they praise.
- [ ] Tell three happy regular clients you'd love a mention if a neighbor ever asks.

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



Part 6

Email newsletter and referrals

15 Email your one-time clients when their house needs you again

The idea. 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, and an email at the right time brings them back.

Email is cheap to send. 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 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.

Example. A made-up cleaner's year of emails to one-time and past clients:

February:
"Spring cleaning dates open next week. Want first pick?"

August:
"Back-to-school reset: one deep clean after summer."

October:
"Hosting for the holidays? Our November dates are filling up."

January:
"New year, clean slate. Try every other week for a month."

Do it in 24 hours

- [ ] Export the email of every one-time and past client from your booking app or invoices.
- [ ] Put them in one list in a simple email tool.
- [ ] Only email people who've booked with you or asked to hear from you, and include an unsubscribe link.
- [ ] Write the next seasonal email now, under 120 words, with one button: "Pick a date."

16 Build a referral offer for the friend who books every other week

The idea. Your best new clients come from your best old ones. A happy client's friend already trusts you a little before you walk in, and that's the hardest part of selling a cleaner. But most referral offers pay for any booking, including a one-time clean that never comes back.

Tie the reward to what you want: a friend who books recurring cleaning. Then the reward pays for itself.

Example (sample numbers). A made-up cleaner's referral card, left on the counter after a client's third clean:

> **Know someone who'd love a clean house every other week? Give them this card. When they book their second regular clean, you both get $25 off your next visit.**

Do it in 24 hours

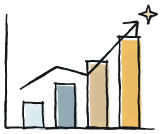
- [ ] Decide your reward and when it's paid (after the friend's second recurring clean works well).
- [ ] Write it on a simple card or a text you can send.
- [ ] Give it to every regular client at their next visit.
- [ ] Thank anyone who has already referred you, in writing, and give them the reward now.

or we can do it for you

Free sample: Your first newsletter, written

Email newsletter is $50 a month, with a 7-day full refund.

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



Part 7

SEO: showing up on Google

17 Name the searches you want to win, by the kind of clean

The idea. People search for a cleaner in very different words, and they mean different jobs. "Maid service" and "house cleaning" often mean regular cleaning. "Deep cleaning" is one-time. "Move out cleaning" is usually urgent and tied to a date. "Airbnb cleaning" is a host who needs a partner. Pick the ones that bring the clients you want, in the towns where you already have routes.

Driving time is unpaid time. Winning searches in the towns next to your current clients is worth more than winning a town 40 minutes away.

Example. A made-up cleaner's target list:

> **house cleaning (town) · maid service (town) · house cleaners near me · deep cleaning (town) · move out cleaning (town) · Airbnb cleaning (town)**

They search each one on their phone while parked in each of their three route towns, and write down whether they show in the map, in the regular results, or not at all.

Do it in 24 hours

- [ ] Write your list of eight searches, split into regular, one-time and Airbnb.
- [ ] Search each one on your phone from inside your busiest route town. Write down where you appear.
- [ ] Note which competitors show up most often.
- [ ] Make sure each search has a matching page on your site (see section 4).

18 Fix the six places shoppers check before they let you in

The idea. Before someone hands you a key, they check you out, and not only on Google. They look at Yelp, Nextdoor, Facebook and sites like Angi or Thumbtack. Some look up your business license or the Better Business Bureau. ChatGPT and Google's answer boxes also draw on public listings like these when someone asks for "a good house cleaner near me."

A wrong phone number on any of them is a lost client. Names that don't match also make it harder for Google to be sure the listings are all you. This matters more for cleaners, because many started under the owner's own name and later picked a business name, leaving old listings behind.

Example. A made-up cleaner does a 30-minute listing sweep. Their Yelp page is still under "Ana's Cleaning," the name they used before they hired help. Their Thumbtack profile has an old cell number. Their Facebook page lists a town they stopped serving. That's three dead ends, fixed in one sitting.

Do it in 24 hours: the 30-minute listing sweep

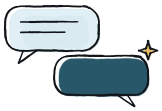
- [ ] Write your exact business name, phone number and website on one line. That's your master copy.
- [ ] Check these six against it: Google profile, Yelp, Nextdoor, Facebook, Angi or Thumbtack, and BBB. Fix every mismatch you can log into today.
- [ ] Search your old business name and your old phone number in quotes on Google to catch listings you forgot about.
- [ ] Ask ChatGPT "Who's a good house cleaner in (your town)?" Note who it names and which sites it mentions. Those are the next listings to fix.

or we can do it for you

Free sample: A ranking check and 10 fixes

SEO is $400 a month, with a 7-day full refund.

SEO: growthatlocal.com/services/seo



Part 8

Win-back texts and fast follow-up

19 Answer quote requests in minutes, even with gloves on

The idea. You can't answer the phone with your hands in a bucket. But the person filling in a quote form at 9pm is filling in two others too. The first cleaner to send a real price and an open date usually gets the booking.

GTL estimate: aim to reply within five minutes during work hours, and first thing in the morning for anything after hours. Our reasoning: shoppers ask two or three cleaners at once, and the first clear price with a date tends to win before the others reply.

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.**

That text does more than say sorry. It collects the four facts you need to quote, so your reply can be a price, not a question.

Do it in 24 hours

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

20 Follow up on every quote that went quiet

The idea. A lot of "no answer" means "not yet." The shopper is checking with a partner, waiting for payday, or just busy. A polite follow-up brings many of them back. Cleaning has one more reason: people often feel awkward about how their home looks right now, and a friendly note makes booking easier.

GTL estimate: three follow-ups over two weeks is a good default. Our reasoning: a cleaning booking is a smaller, faster choice than a roof, so the window is shorter, and more than three starts to feel pushy.

Example. A made-up cleaner's follow-up texts:

> **Day 1:**
> **"Just checking you got our price OK. Any questions?"**
>
> **Day 4:**
> **"No need to tidy up before we come, that's our job. We have a Thursday open next week if it helps."**
>
> **Day 14:**
> **"Still thinking about it? We're happy to start with one clean, no plan needed."**

Do it in 24 hours

- [ ] Pull every quote from the last 60 days that didn't turn into a booking.
- [ ] Send each one a friendly check-in text today.
- [ ] Set reminders for day 1, 4 and 14 on every new quote.
- [ ] Write down the reasons people give. They tell you what to fix in your quotes.

21 Save the client before they cancel

The idea. Recurring clients rarely cancel out of nowhere. There are signs first: a skipped clean, then another, a "can we push to next week," a short complaint after the second visit. Each of those is a chance to fix something before it becomes a goodbye text.

GTL estimate: most recurring clients who leave do it within their first few cleans, and two skipped cleans in a row is the clearest warning sign. Our reasoning: the first visits are when expectations get tested, and once a client has settled in, the habit tends to hold.

Example. A made-up cleaner's save routine:

> **After each of a new client's first three cleans, one text: "How did today go, 1 to 5?" Anything under 5 gets a call the same day.**
>
> **After two skips in a row: "We've missed you! Would every three weeks suit you better right now? Or we can pause and hold your spot."**
>
> **When someone does cancel: "Thank you for having us. Can I ask what we could have done better?" Their answer goes on a list the owner reads every month.**

Offering a pause or a new rhythm keeps many clients who would otherwise cancel. Same cleaner, same day, less often.

Do it in 24 hours

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

22 Win back the clients who already left

The idea. A past client already knows your work, and many left for reasons that change: a new baby, a tight month, a move across town, a cleaner who quit. A friendly text at the right moment brings a good share of them back, often for less than a new client costs to find.

Pick moments with a reason in them: spring cleaning season, before the holidays, or when their old cleaner is back on their street.

Example. A text to a client who stopped six months ago:

> **Hi, it's (Your Name) Cleaning. We're back on your side of town every other Tuesday now and have one spot open. Want it? Same checklist as before, and we'd love to have you back.**

Do it in 24 hours

- [ ] List every client who stopped in the last two years, with the month they stopped and why, if you know.
- [ ] Pick the 25 who left on good terms.
- [ ] Make sure you have their permission to text. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If unsure, ask a lawyer.
- [ ] Send the text above to those who've agreed to hear from you.

23 Turn one-time deep cleans into regulars

The idea. A deep clean is the best sales visit you'll ever get. The client has just seen what you can do, and their house is now easy to keep. If you don't offer a regular plan within a day or two, the shine fades and so does the chance.

GTL estimate: make the recurring offer within 48 hours of a deep clean. Our reasoning: the client is happiest while the house still feels new, and within a week or so it starts to slip back and the memory of the clean fades with it.

Example. A text sent the day after a deep clean:

> **Hope you're still enjoying the shine! Now that the deep clean's done, keeping it this way takes much less time. 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 client.
- [ ] Send each one the text above with their real price.
- [ ] Add the offer to your process: the day after every deep clean, the text goes out.
- [ ] Put the recurring price on the deep clean invoice too.

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



Part 9

On the street: postcards, door hangers and car signs

24 Fill the streets you already drive

The idea. For a cleaner, a new client on a street you already visit is worth more than one across town. The drive between homes is unpaid. Two clients on the same street on the same morning can mean one more clean a day.

So mail where you already are. A postcard to the homes around your regular clients says something no other cleaner can: we're already here, on your street, on a set day.

Example. A made-up cleaner's postcard front:

> **We clean homes on your street every other Tuesday.**
>
> **Want to be next door to our schedule? First clean on us is (offer).**
>
> **(Photo of a shining kitchen close-up) (Phone number, large)**

The offer is the owner's choice. Some cleaners use a small first-clean discount. Others offer a free add-on, like inside the fridge.

Do it in 24 hours

- [ ] Mark every regular client on a map and circle the three tightest clusters.
- [ ] Pick about 200 homes around each cluster.
- [ ] Write the card in two sentences: when you're already there, and what you'll do for them.
- [ ] Get a print and mail quote from a local printer or the post office's Every Door Direct Mail service.

25 Use door hangers and your car the right way

The idea. While you clean, your car sits on the street for two or three hours. That's an ad every neighbor walks past, if they can read it. And when you leave, a door hanger on the two homes on each side reaches the people most likely to notice the difference next door.

Never put a flyer or hanger inside a mailbox. Federal law bars putting unpaid mail matter in a mailbox, and it carries a fine (18 U.S.C. 1725, govinfo.gov). Hang it on the door handle instead, skip homes with a "No Soliciting" sign, and check your town's and HOA's rules.

Example. A made-up cleaner's door hanger:

> **We just cleaned a home on your street.**
> **If you'd like your Saturday back, we're here every other Tuesday.**
> **(Phone number, large) (Short web address)**

The car magnet has three things: the business name, "House Cleaning," and a phone number big enough to read from across the street.

Do it in 24 hours

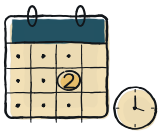
- [ ] Stand across the street from your car. Can you read the phone number?
- [ ] Order a door magnet if your car doesn't have one.
- [ ] Ask your regular clients if they mind you leaving hangers on the neighbors' doors.
- [ ] Check your town's and HOA's rules on door hangers and signs.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 10

The cleaning moments: trust, keys, first cleans, moves, rentals and seasons

26 Background checks, insurance and bonding, said plainly and done right

The idea. "Background-checked, insured and bonded" is on almost every cleaning site, and most clients don't know what the words mean. Explain them plainly, and only say what's true.

- **Insured** usually means liability insurance: it covers accidents, like a broken lamp or a slip on a wet floor.
- **Bonded** usually means a janitorial bond: it protects the client if someone who works for you steals.
- **Background-checked** means you checked each cleaner's record before they started.

If you use a company to run background checks, federal rules apply. The FTC says you must tell the person in writing, in a stand-alone notice, and get their written permission first. If something in the report makes you decide not to hire them, you must give them a copy of the report and a summary of their rights before you act (FTC, Background Checks: What Employers Need to Know, ftc.gov). State and local rules can add more, so check yours.

Example. A made-up cleaner's "Your safety" box on their site:

> **Insured: if we break something, our insurance covers it.**
>
> **Bonded: if anything ever goes missing, our bond protects you.**
>
> **Background-checked: every cleaner, before their first clean in anyone's home.**
>
> **We'll email you our insurance certificate any time. Just ask.**

Do it in 24 hours

- [ ] Check that your insurance is current, and ask your agent what a janitorial bond would cost if you don't have one.
- [ ] Write down how you check each new cleaner, and make sure you have their written permission on file.
- [ ] Put a plain-words safety box like the one above on your site.
- [ ] Remove any of the three words from your site and ads that isn't true today.

27 Keys, alarm codes and pets: write down how you get in

The idea. Many regular clients aren't home when you clean. That means you hold keys, door codes and alarm codes for a lot of homes. Clients worry about this more than they say. A written plan for how you handle access is a quiet reason to choose you.

Pets are part of getting in, too. 95 million US households own at least one pet (APPA 2026 State of the Industry, americanpetproducts.org). A dog that slips out the door or a cat shut in the wrong room is a lost client. Ask about pets before the first clean, not at the door.

Example. A made-up cleaner's key and access promise, sent to every new client:

> **- Your key gets a numbered tag. Your name and address are never on it.**
> **- Keys live in a locked box when not in use. Only your regular cleaner and the owner can open it.**
> **- Door and alarm codes are kept in our booking app, never in a text thread.**
> **- We'll return your key the day you ask, or the day you stop service.**
> **- Tell us about your pets: names, where they stay, and which doors must stay shut.**

Do it in 24 hours

- [ ] Re-tag every key you hold with a number only. Keep the list of numbers somewhere locked.
- [ ] Move any door or alarm codes out of text threads and group chats.
- [ ] Add "pets: names, where they stay, doors to keep shut" to your booking form.
- [ ] Write your access promise and send it to every client who gives you a key.

28 Make the first clean the one they tell friends about

The idea. The first clean decides most of what follows: the review, the referral and whether they book again. It's also the visit a new client is most nervous about, because a stranger is about to see their home at its worst. In ACI's 2026 survey, 56% of Americans said they'd be embarrassed to admit when they last cleaned their fridge (ACI, March 2026, businesswire.com). Your clients feel that way too.

Plan the first clean from the day before to the evening after, and say "no judgment" out loud.

Example. A made-up cleaner's first-clean routine:

> **Day before:**
> **"Hi, it's (Your Name) Cleaning. Jess is coming tomorrow between 9 and 10. Here's her photo. No need to tidy up first, that's our job."**
>
> **At the start:**
> **a two-minute walk-through. "What would make the biggest difference to you today?"**
>
> **At the end:**
> **a text with three after photos of the spots they named, and the checklist of what was done.**
>
> **That evening:**
> **the review text from section 9.**
>
> **Day after:**
> **the recurring offer from section 23, if it's a one-time clean.**

Do it in 24 hours

- [ ] Write your day-before text with the cleaner's first name, photo and arrival window.
- [ ] Add a two-minute walk-through question to the start of every first clean.
- [ ] Set up an end-of-clean text with photos of the client's priority spots.
- [ ] Book first cleans with extra time, so the cleaner isn't rushed on the visit that matters most.

29 Own move-in and move-out cleans, and partner with the people who see moves first

The idea. Every home sale can mean two cleans: the seller's move-out and the buyer's move-in. In 2025, 4.06 million existing homes were sold in the US (National Association of Realtors, reported by NAHB (eyeonhousing.org)). Renters moving out want their deposit back, and landlords need the unit ready for the next tenant.

These jobs pay well. Move-in and move-out cleans commonly run $200 to $400 per visit (Fixr, fixr.com). They also run on someone else's date, so being reliable on that date is what wins them.

The people who hear about moves first are real estate agents, property managers, apartment offices, movers and home stagers. One good partner can send you jobs every month.

Example. A made-up cleaner's one-page sheet for real estate agents:

> **Listing photos or closing day coming up? We clean empty homes within two business days, and send you before-and-after photos you can share with your sellers or buyers. One text books it: (phone number).**

Do it in 24 hours

- [ ] Write a separate move-out checklist (inside cabinets, inside appliances, baseboards, walls spot-cleaned) and put it on your site.
- [ ] List five agents, property managers or apartment offices you could reach this week.
- [ ] Text or visit two of them and ask what they need from a cleaner.
- [ ] Make your one-page sheet: what you clean, how fast, and how to book.

30 Be the turnover partner Airbnb hosts can't do without

The idea. A short-term rental host lives on two things: the cleaning between guests, and the guest reviews that follow it. Airbnb's Co-Host Network, for example, asks the co-hosts in it to hold an average guest rating of 4.8 stars or higher (Airbnb Co-Host Network, airbnb.com). A host or co-host who answers to a number like that needs a cleaner who never misses a turnover.

Turnovers are a different job from house cleaning. The window is tight, between checkout and the next check-in. The host isn't there. Beds, towels and supplies must be reset to the same standard every time, and damage has to be reported fast.

Example. A made-up cleaner's turnover report, texted to the host after every clean:

> **Done at 2:40pm. Six photos: each bed, both bathrooms, kitchen, front door. Restocked: coffee, toilet paper, dish soap. Low next time: laundry pods. Found: a cracked mug, set aside on the counter. Ready for 4pm check-in.**

Hosts keep cleaners who send that every time.

Do it in 24 hours

- [ ] Write a turnover checklist and a photo report template like the one above.
- [ ] Add an "Airbnb and rental turnovers" page to your site (section 4).
- [ ] Find your area's short-term rental host groups on Facebook and read what hosts complain about.
- [ ] Decide how you'll handle same-day turns and last-minute bookings before you take your first host.

31 Plan for the holiday rush and spring cleaning, months ahead

The idea. Cleaning has two big peaks: spring, and the weeks before the winter holidays. In the 2026 ACI survey, 80% of Americans said they plan to spring clean (ACI, March 2026, businesswire.com). Before the holidays, people host family and want the house ready.

The cleaners who win the peaks fill them before they start, and use them to sign regulars. The ones who don't spend December turning people away.

GTL estimate: start holiday marketing in early October and spring marketing in early February. Our reasoning: people plan hosting and spring projects weeks ahead, and the open dates in a small cleaning business are gone well before the week itself.

Example. A made-up cleaner's peak plan:

> **Early October:**
> **email past and one-time clients: "Hosting this year? November dates open now." Postcards to the tightest route clusters.**
>
> **November:**
> **gift cards for "a clean house for the new year," sold to clients for their parents and friends.**
>
> **Early February:**
> **spring cleaning dates open to the email list first, then the public.**
>
> **Every peak booking:**
> **the recurring offer from section 23, the day after.**

Do it in 24 hours

- [ ] Look at last year's bookings by month. Mark your two busiest and two slowest months.
- [ ] Put "holiday marketing starts" in early October and "spring marketing starts" in early February on your calendar.
- [ ] Decide how many peak slots you can take without dropping a regular.
- [ ] Set up a gift card, even a simple printed one, before November.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Ready for your next busy season. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 11

Tracking and your report card

32 Count first cleans and clients kept, not likes, and check yourself against the top 3

The idea. You can't fix what you don't measure. Most cleaners know how many clients they have today, but not where new ones came from or how many quietly left this year. For a business built on regulars, the second number matters as much as the first. Ten new clients a month means little if eight walk out the back door.

Be exact with words. A tap on your call button isn't a call, and a quote request isn't a client. Keep them separate so the numbers mean something.

The one number most trades don't need: your keep rate. Take the list of regular clients you had 12 months ago. Count how many still book with you today. Divide by the first number. That's the share of regulars you kept for a year. Work it out once a quarter and watch which way it moves.

Example (sample numbers). A made-up cleaner's weekly sheet:

> **Quote requests: 14 · First cleans booked: 5 · New recurring clients: 3 · Clients who canceled: 1 · Where new clients came from: Google 6, referral 4, Nextdoor 2, postcard 1, other 1**

Their keep rate: 40 regulars a year ago, 30 of them still booking today, so 30 ÷ 40 = 75%. The cancel reasons from section 21 tell them what to fix to raise it.

And once a month: their review count, their star score, their spot in the map for "house cleaning near me," next to the top three cleaners in town.

Do it in 24 hours

- [ ] Make a simple weekly sheet with the five lines above.
- [ ] Work out your keep rate from your client list from 12 months ago.
- [ ] Ask every new client, "How did you hear about us?" and write it down.
- [ ] Check the Performance section of your Google profile for calls and website clicks.
- [ ] Write down the review count and star score of the top three cleaners in your map results, so you have a starting point.

or we can do it for you

Free sample: Your first report card, this month

The monthly report card is free.

Monthly report card: growthatlocal.com/services/report-card



Your first 24 hours, in one list

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

- [ ] Start a quote from your own site, on your own phone, in one tap (section 2).
- [ ] Hide your home address on Google and set a service area (section 6).
- [ ] Upload ten close-up photos to your Google profile (section 7).
- [ ] Text a review request to every client whose first clean was in the last 30 days (section 9).
- [ ] Reply to every unanswered review, with no street, day or key details (section 11).
- [ ] Turn on missed-call text-back that asks for bedrooms and bathrooms (section 19).
- [ ] Text every regular who has skipped two cleans in a row (section 21).
- [ ] Send the recurring offer to every one-time deep clean from the last 90 days (section 23).



If you'd rather hand it off

Every part of this playbook is something Grow That Local does for house cleaners. Each one starts with a free sample, so you see the work before you pay.

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.

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. Fixr, "How much does it cost to hire a house cleaning service?" (updated January 31, 2025): one-time standard clean of a four-bedroom, three-bathroom home, national average $221. fixr.com (section 1)
2. Same page: most house cleanings cost $150 to $250. (section 1) (fixr.com)
3. Same page: move-in and move-out cleaning costs $200 to $400 per visit. (section 29) (fixr.com)
4. US Bureau of Labor Statistics, American Time Use Survey 2024 results (released June 26, 2025): on days they did household activities, women spent an average of 2.7 hours and men 2.3 hours. bls.gov (section 1)
5. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published February 11, 2026): 97% of consumers read reviews for local businesses. brightlocal.com (section 9)
6. Same survey: 74% seek reviews written in the last three months. (section 9) (brightlocal.com)
7. Same survey: 89% expect business owners to respond to reviews. (section 11) (brightlocal.com)
8. Same survey: 42% are unlikely to use a business that never replies. (section 11) (brightlocal.com)
9. Same survey: 31% will only use a business with 4.5 stars or more. (section 12) (brightlocal.com)
10. Litmus, 2025 State of Email survey (nearly 500 marketing leaders): 35% get $10 to $36 back for every $1 spent on email. litmus.com (section 15)
11. Same survey: a further 30% get $36 to $50 and 5% get more than $50, so another 35% in all get more than $36. (section 15) (litmus.com)
12. American Cleaning Institute survey by Wakefield Research (1,000 US adults, February 4 to 12, 2026; released March 3, 2026): 56% would be embarrassed to share when they last cleaned their refrigerator. businesswire.com (sections 13, 28). The release blocks automated reading; the same figures were checked in BSM Magazine's report of it: bsmmag.com
13. Same survey: 40% would be embarrassed about their toilet. (section 13) (businesswire.com)
14. Same survey: 80% of Americans plan to spring clean. (section 31) (businesswire.com)
15. American Pet Products Association, 2026 State of the Industry report (released March 26, 2026): 95 million US households owned at least one pet in 2025. americanpetproducts.org (section 27)
16. 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 29)

Rules and guidance cited (not statistics):

- Google Business Profile guidelines (hide a home address for service-area businesses, no P.O. boxes or remote mailboxes, real-world name only): support.google.com (section 6)
- Google Business Profile Help, video verification (service-area businesses show where they operate, their tools, and themselves doing the work; one live unedited take of at least 30 seconds): support.google.com (section 8)
- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 22)
- 18 U.S.C. 1725, postage unpaid on deposited mail matter: govinfo.gov (section 25)
- FTC, Background Checks: What Employers Need to Know (stand-alone written notice, written permission, steps before adverse action): ftc.gov (section 26)

- Airbnb Co-Host Network requirements (4.8-star average guest rating over the past 12 months, among others): airbnb.com (section 30)

GTL estimates

These are our own judgment, not measured facts:

1. Aim for at least two new reviews a month (section 12). Reasoning: most shoppers look at the last three months, so you need several fresh ones in any three-month window.
2. Reply to quote requests within five minutes in work hours (section 19). Reasoning: shoppers ask two or three cleaners at once, and the first clear price with a date tends to win.
3. Three follow-ups over two weeks on quiet quotes (section 20). Reasoning: a cleaning booking is a smaller, faster choice than a big repair, and more than three starts to feel pushy.
4. Most recurring clients who leave do it within their first few cleans, and two skipped cleans in a row is the clearest warning sign (section 21). Reasoning: the first visits are when expectations get tested, and once a client settles in, the habit tends to hold.
5. Make the recurring offer within 48 hours of a deep clean (section 23). Reasoning: the client is happiest while the house still feels new, and that fades within a week or so.
6. Start holiday marketing in early October and spring marketing in early February (section 31). Reasoning: people plan hosting and spring projects weeks ahead, and a small business's open dates go before the week 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.

Grow That Local