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INTERVIEW SERIES

**How To Make Money Off Your
Expertise...Without Ever Stepping
Off The Couch**

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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How To Make Money Off Your Expertise... Without Ever Stepping Off The Couch

Tim knows how to clean. He's been in the janitorial business for more than 20 years, so he knows where to find dirt, the best products and methods to clean it, and how to do it in the fastest way possible. Problem is, he doesn't want to do it anymore. He's getting older (and wiser), and he knows it's time for him to figure out how to make money off his expertise... without breaking his back.

Tim's been thinking about making an audio information product, and he's come to me for advice on how to do it. The good news is, with his knowledge he can easily teach anyone how to set up a cleaning business for cheap (and out of the trunk of their own car). But I think his best bet is to build a business that sells cleaning accounts to cleaning companies. In other words, all he has to do is hire canvassers to close cleaning accounts, then hand those accounts over to other cleaning companies – and enjoy a monthly percentage off the deal.

And in this audio, you'll hear exactly how to do it, along with a "bonus" guide from Tim on how to clean like a "clock" to save time, money and hassle.

You'll Also Hear...

- Everything you need to get started in the cleaning business for under \$300 – and how to grow that business so you can possibly retire after only five years
- The main reason prospects switch their service providers – and how to cash in on it
- A step-by-step look at the effective (and almost sneaky) way Tim gets his accounts – the script he uses when he knocks on a business' door, how he sells them without really saying a thing, and how he writes up his proposals
- The four best products you need in your home – because they clean in half the time with half the effort
- A quick-start guide to selling business accounts – how to find quality canvassers and how to find companies to sell those accounts to (all from the comfort of your couch)
- The art of hiring workers on craigslist – from placing an ad to spotting flakes before you hire them

If you or someone you know may be interested in Tim's clock cleaning system e-mail
senoff.michael@gmail.com

- “Real-life” examples of how to shortcut the writing process on your next e-book
- The one place most people waste time cleaning that doesn’t need to be cleaned – and the three areas most people overlook (check your own home... and see)

Everybody’s got something they’re good at. Whether it’s cleaning, cooking, painting houses, or juggling – you can make money off your expertise, and you don’t have to kill yourself doing it. You just need to know how to make money off your know-how. And in this audio, you’ll hear all about it.

Senoff: Tell me, you’ve got a janitorial business?

Tim: I’ve owned a janitorial business for 20 years. The only problem is, is I don’t know any of the paperwork and I don’t know any of the selling techniques. All I really know is how to clean stuff. But, to put an information package together, I want to get, you know, how to go out and sell and prospect, market and all that stuff.

Michael: Where are you located? What area?

Tim: Terre Haute, Indiana. About 50,000 people live here. About 4,000 businesses, if I understand it right.

Michael: And, how big is your existing janitorial business?

Tim: It’s down to nothing. I mean, I’m only making about, less than \$2,000 a month.

Michael: But, you’ve done it for 20 years, right?

Tim: Right. I’ve owned my own business for 20 years, but I’ve been cleaning for like, 30.

Michael: So, how have you been able to get all your accounts over the last 20, 30 years?

Tim: Well, mainly I just did Yellow Page advertising and go door-knocking.

Michael: What produced more response, door-knocking or Yellow Page ads?

Tim: I think door-knocking did.

Michael: So, it's pretty easy to get an account if you're willing to knock on some doors or pick up the phone?

Tim: Yeah, and I thought the economy was bad, you know. So, I haven't really went out and did much door-knocking in the last three or four years because I just figured everything was set. But, I was talking to a guy at a supply house yesterday, and he owns a janitorial business, and he started it six years ago, and he says he has doubled his business every year for six years.

And, I said, "You know what? If I wasn't such a coward...I'm a manic depressive, so I get in depressions. I mean, there are just a lot of issues in my life, but that doesn't mean that there isn't an opportunity. You aren't going to believe this, and I hardly tell anybody anymore because they just don't believe it, but I have been offered, or had the opportunity, if I received all the clients that I could have had, within 20 years, I could have made over \$70,000,000.

Michael: Well, I believe it.

Tim: One example is I had a national bank call me up, the Vice President of Planters Bank. Anyway, he called me up and wanted me to put a bid in. He had 3,000 different offices. He wanted me to clean them once a day in all 50 States. It would have been \$7,000,000 a year and you figure for 15 years, just that one account right there.

I could have got into Wal-Mart, done their floors. That's \$35,000 a month, and if you get one Wal-Mart, you'll get more. But, I mean, the ones that I had the opportunity to get, because they called me, both the President and Wal-Mart called me up and wanted me to put bids in.

Michael: Did they call you from Yellow Page advertising?

Tim: No. Actually, I was cleaning one of their banks, and the company that I was working with, I subcontracted to them and they weren't paying me right and everything. So, my brother handled all my accounts and he called up to get this billing squared away. Well, about two days later, the Vice President called him up and said, "You know what? We're having a big trouble with this contractor, and if you'd be willing to put a bid in on the contract, we'll just give it to you."

So, Travis called me up and he said, "No, we couldn't do that. We couldn't do that. You know, you'd have to have national accounts. You'd have to have a lot of money to start.

Michael: Yeah, you'd have to really get set up. But, there are opportunities out there and with the cleaning business, a lot of people will switch because they're disgruntled with their existing cleaning business. They're not being treated right or they're overpaying or they're not showing up on time, and it's just a matter of getting someone at the right time.

So, when you're knocking on doors, really you're looking for a disgruntled business owner who's not happy with their existing cleaning service or who doesn't have one, period, and wants one.

Tim: Right.

Michael: Well, did you listen to the recordings that I did with my two other cleaning guys?

Tim: Yeah, I listened to them about ten times, but it's been a couple of years ago, and what I was thinking was...I mean, obviously, they didn't go with you, or you'd have some more information about them on your website. But, I was thinking if I could get an info commercial, you know, get this information package up and running, we could sit down and do an interview and put it on your website or whatever.

There are all kinds of possibilities to do this, and I thought of this 20 years ago. If you just had somebody out there knocking on doors, you know, and just canvass the whole town, within a year's time, you'd have so many accounts, you just couldn't handle them because you wouldn't have the cash flow.

Michael: That's probably true.

Tim: I know it's true and there are always...it's like the armpit of Indiana. They used to call it Little Chicago because the Mafia...Well, anyway, it's a pretty corrupt town. I made probably, my best years, \$35,000.

Michael: But, you could show anyone how to go out and make \$100 bucks a day cleaning, couldn't you?

Tim: Oh, yeah. All I've done is commercial and done floors, like waxing and polishing floors, but there are so many things you could do. I mean, you can do maid service. You can do window washing. You can clean roofs. You know, that's another niche market is, did you ever see mold and black stuff on somebody's roof?

Michael: Yes.

Tim: I mean, you know, a roof is one of the most expensive parts of the house, and there's a product and a system, you can actually clean the roof off. I know a guy that made \$100,000 just washing windows, and I've heard a couple of your tapes on people washing windows.

There's just billions of dollars to be made, but my problem is, like I said, I'm a manic depressive and I'm a coward. I'm lazy and I hate cleaning. I've been doing it for 30 years, and I'm just sick and tired of it. So, I didn't really want to go out here and get all the headaches of grow my business.

But, if somebody needed a cash cow, this would be my hook. You build the business up. Within five years, you'd have a million dollars' worth of business and you could sell it and retire. If you work hard for five years, you could retire. That would be my hook, because I could have built this business up. I've talked to several people that built their businesses up.

Michael: Well, you have a lot of contacts from your years of being in the cleaning business, don't you?

Tim: I've got three accounts left.

Michael: You know other experts. You said you've got a guy who you know made a hundred grand a year washing windows, right?

Tim: I couldn't get a hold of him now, but I could find the people to interview, if that's what you're hinting at.

Michael: Yeah.

Tim: I think I could get the people to interview, do a lot of interviews on the process, and I cleaned windows myself. I was in the window cleaning business. I made a couple of hundred bucks a week, but man, it was only, you know, about two hours.

Michael: Yeah, it doesn't take long. So, what do you say when you go knocking on doors for your cleaning gig?

Tim: It's really simple. This is exactly how I do it. I walk into a business. I say, "Hi, my name is Tim. I own a regency cleaning service. I'd like to put a bid in on your cleaning needs. Who would I need to talk to about that?" And they say, "Joe" or "We're not interested." or "Hang on." or

whatever they say, and then, I just kind of wing it after that. That's basically all I do.

Michael: That's it, and some will, some won't. So what?

Tim: Right. Here's the thing. You can hire a sales force to canvass a city, and that's all they'd have to do is hand out your business card, tell them that little spiel I did, and they'd say, "You need to talk to Mike. He's not in the office." or "Mike's in the office. Go talk to him now."

And just say, "Well, all I'm doing is just finding out contact people, you know, and the owner of the company will come and put a bid in for you." And, that's all they'd have to do. So, there's no stress on selling. You don't have to sell anything.

Michael: What happens when he says, "Okay, go talk to Mike **[Spigelli 06:44]**, and you go talk to Mike **[Spigelli 06:44]**, and then, how do you...?"

Tim: Right. If I had a salesman, you know, all they do is go in and talk to Mike and say, "Hi, Mike. We'd like to put a bid in on your cleaning needs, absolutely free estimate...", and you know, blah, blah, blah, and set up an appointment for me to come in and talk to him, and he'd just come back to me with the information.

If I did it myself, I'd just go and talk to Mike and do a walk around and say, "Do you have time to walk around?" And, he'd say, "Yeah, we can walk around real quick." And then, as we're walking around, I'm looking at things and I'm not saying anything negative, I'm just rubbing my hands over stuff, because I know what people clean and what they don't.

I know where to find all the dirt in the building and I don't say anything, but I look at my hand disgustingly while we're talking about something, you know..."Well, you like fishing?" Take my hand and wipe it on my shirt where he can see, and I usually wear something dark so they can see the whiteness on my shirt, how filthy the place is.

Michael: I see. That's good.

Tim: Yeah, as I'm talking to him real nice about other stuff, I'm not even mentioning that.

Michael: Do you have a contract with you, in the event they want to do it?

Tim: Yeah, I have a contract. What I do is I just get a proposal ready, and as we're walking through, I just write down a bunch of stuff. And then, I'll go out in my car and write the proposal right there and then, I bring it right back in there within about half hour or however long it takes me to write the proposal.

Michael: And then, he signs it. Do you get a key to the place?

Tim: Yep. Usually, he gets me a key to the place or he says I have to clean it while people are there.

Michael: And, what kind of contract do you write? Is it a couple of times a week?

Tim: I just have a very, very simple contract that I can make one complicated. You know, if I sell them a system and somebody want's something that looks more legal wise, or really, it's just one sheet of paper. It just says what I'm going to do and what I'm not going to do, and you know, if you agree with it, sign here, and if you don't, then don't sign it. They sign it, I sign it, and they give me the keys, and that's pretty much it.

Michael: Do they ask if you're bonded or licensed, or any of that stuff?

Tim: Yeah, I carry all those papers with me when I go in.

Michael: What does that cost someone, to get bonded and licensed, and all that?

Tim: Well, it's not as expensive as you'd believe. I had to hold a million dollars' worth of insurance, and that cost me like, \$56 bucks a month, and to get bonded is only like, \$20 bucks a month or something like that.

Michael: So, you don't have to put money down before you're bonded?

Tim: Nope. Most people don't have to get a million. I do, because it's one contract because I park my car on their parking lot, and if I run over somebody, they'll get sued. It's crazy. Usually, it's about \$100,000 to \$200,000, and that only costs like, about \$300 bucks for the whole year.

Michael: To be bonded?

Tim: No, that's for the insurance. To be bonded only costs about \$50 bucks for a year.

Michael: And so, you don't need to come up with all kinds of escrow money or anything like that?

Tim: I swear to God. I'm telling you the honest-to-God truth. I was unemployed, had a Beretta. It was my wife's car, and I bought a mop bucket and all the mops and stuff I needed. I think I spent less than \$300 on brand new equipment.

First of all, I put an ad in the paper and got the accounts first. And then, once I got the accounts, I spent the \$300 bucks on the equipment, and I ran that maid service out of my Beretta. It was a brand new, less than a year old, Beretta. I used it as maid service.

Michael: What kind of money were you making back then doing that?

Tim: I was making about \$40 bucks a house, and that took me about an hour and a half to do a house.

Michael: Well, a cleaning business is something absolutely anyone can do, if they're willing to get out and knock on doors and hustle or pick up the phone.

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Tim: Well, when he told me he has doubled..." And, I thought about this in the back of my head. It just didn't click with me, because sometimes I'm a slow learner. But he told me, he said he has doubled every year in the last six years, and I was thinking, "Wow!" Because, when the housing thing went belly up, I got laid off from some...I lost some of my accounts.

But, I got to thinking, "Well, you know, with the insurance and having to hire the in-house people and the insurance and the employees and the risk and everything, what you really are is an employment agency with skilled labor. That's all you are, basically.

Michael: Why don't you just hire canvassers and pay them by the hour to do your pitch, get the accounts, and then sell them off for a piece of the action to existing established cleaning businesses? Then, you don't have to clean. You don't have to mess with people, and you can take a piece of the action and on every account you sell.

There are a lot of cleaning businesses in the area. You've got to find one you trust and respect and who would love to do a deal like that. Anyone would love to have accounts just put in their hand.

Tim: Right.

Michael: You can go out as a representative of their cleaning establishment. They've got the infrastructure. They've got the equipment. They've got the manpower. They've got the administrative. They've got all of that. You go get the accounts and you can ask for 20% of the gross on every account.

And then, you know, if you've got an account, that's going to pay over and over again. You can pay 100% to your canvassers on every account they get, a one-time commission, 100%, and then every month or every day or every bi-weekly cleaning gig, you're going to get 20% of that.

You've already paid your canvassers, and they'll work hard for 100%. You don't pay them ongoing. You pay them for the sale that they get when they get the account, and give them all the money up front.

Tim: That's what that one guy you interviewed was talking about. He was in a wheelchair or something like that, and he couldn't get out of the house.

Michael: That's right.

Tim: Making a lot of money. I was hoping that he would have had an info product.

Michael: We never got it together. We were going to do something.

Tim: Yeah, I know. He didn't want to spend the money. I could tell when he was talking to you. I'm like...

Michael: Yeah.

Tim: "This guy isn't going to do anything. He's a cheapskate." But, you know, just like advertising, because I didn't advertise...and I knew it before I even got into business, that if you don't market, you don't have a business. And, marketing is not an expense. It's your business.

I mean, you're in the business of selling. That's what you do. I mean, yeah, it's a service business, but it's just like anything else. If you don't sell it, there isn't anybody who's going to buy it.

Michael: Do you know what you should do? You should put an ad on Craig's List for canvassers. You'll pay them \$10 bucks an hour. You want them to work just two hours a day, and then pay them two hours a day to go out and use your spiel. Type it out, tell them what you're going to do, have them come back to you with the accounts that they close.

And then, look for a cleaning business. Call them up and say, "Hey, I'm in the cleaning business. I'm kind of winding things down, but I still have salespeople out in the field. Are you interested in some accounts? Then, work a deal out with them. Just start with one person. Then, see if you can make it work and see if you can make a profit. And then, get another person and another.

Tim: You're probably right. I might go ahead and do that.

Michael: Then, you're not doing anything. You're just running the whole show. You have no responsibility. You don't have equipment. You're turning these accounts over for an annuity, month after month after month. You can scale it into any city, any town. Just get it working with one person and then one joint venture with another cleaning business who would like some accounts.

Start it off real small. Get all the kinks worked out. See how it goes. See how much it costs you to get one account from your canvasser. Pay him 100% commission. You can put a free ad up on Craig's List right now when we hang up the phone. "Canvassers needed, 100% commission. Call."

Just tell them, "Tim here. I've got a cleaning business. I'm kind of down and out right now. I'm not able to get out there, but I'm looking for someone to work for a couple of hours a day. I'm paying 100% commission on the..."

Just tell them what you've got going. You're willing to give it a go. Tell them, "It's an easy sale. I'll give you every word you need to say. It's very easy. I've been doing this 30 years. I just need some feet on the street."

Tim: Wow. That's really good. I'm going to do that. Back to the info product.

Michael: Yeah.

Tim: I still would like to really get that going. I know if I get all the bells and whistles that you offer, because I've listened to you a long time and I can hear in between the lines. I'm really good at that.

I know it would be expensive to get the whole product together and I know I would have to buy some stuff, but I was thinking if I went out and interviewed people that owned janitorial businesses in other cities and get them to spill the beans, and if I had ten of them plus my system of cleaning...

I'm really good at cleaning. Some of the worst people I've ever hired said that they were great cleaners and they just don't know anything. But, I am. I'm telling you, I am. You just have to take my word for it.

Michael: You know how to do it efficiently and fast and effectively?

Tim: There's nothing like turnovers in the janitorial business, and the only reason I ever lose an account is because they hire a new manager, and the first thing they do is, of course, get rid of the janitors and get rid of the sales people, right? You know that. You've heard enough. The first thing you do when you do when you're hurting for money is you cut back on your advertising.

Michael: Yeah.

Tim: You know, it's the easiest thing to do, and that's the worst thing you can do. But, cleaning, you know, in today's market, they care more about their ego and what their place looks like than they do about making money.

So, keeping things nice and clean is super important to people, and you've got to maintain the office, and you know, this is the only job that you can actually kill somebody because if you don't clean the toilets and stuff, you know, you can spread Aids and all kinds of viruses.

So, it's a really important job, but you know, you don't get respect. But, I get paid...Most of the people I clean for, they make less money than I do an hour.

Michael: So, what do you figure you're making, cleaning per hour?

Tim: I make about \$40 to \$45 an hour.

Michael: That's pretty good.

Tim: Yeah, it's good money. Well, actually, I did this one account, I lost some money. But, other than the two bad experiences I had, I have probably averaged \$35 to \$40 an hour. I think I did \$180, it took me two hours and I charged them a little less than \$400 bucks.

Michael: How do you know how to price it? Are the account buyers pretty savvy on price? Are they real price sensitive?

Tim: I tell you, I've got a real problem, Mike, because I'm really fast. I'm really good, but I'm also fast. The people watch me and they say, "You're not doing it right. You don't clean this way. What are you doing? You're crazy. You're spastic. You're not cleaning right. You're not using the right system."

But, I always out beat everybody else. I do a lot better job. So, you've got to figure how much time you're going to spend in that office, is my point. I can go in there and I can clean it in an hour. It takes other people an hour and a half to two hours. I don't know why. Not because of the employees. Just because, you know, you just don't have a system down.

Michael: What makes your system so good?

Tim: Well, when I walk into a room, I go clockwise around the room and I hit everything, top and bottom, all the way around the room and then I circulate to the center of it, and I make sure I clean the phones and I wipe the chairs, and just do the things that most normal people don't. And, there are a lot of things that people clean they don't need to clean.

This is my thing. If it's dirty, clean it. If it's not dirty, don't clean it. And, people will spend so much time cleaning stuff that's not dirty, and the stuff that are dirty, they don't touch it. I don't know why. I can walk into any building right now in Terre Haute and show you things that are dirty that shouldn't be.

And, okay, if it takes me an hour to clean a building, if I spend an extra five minutes, literally five minutes, people can go in there and inspect it with a white glove. There will be nothing wrong with it.

Michael: What do people mostly not clean that's dirty, and what do people clean that's already clean most of the time?

Tim: As soon as you walk into the door, if you reach up on top of the door thing right there, that's usually dirty.

Michael: The top of the door?

Tim: The wooden frame around the door, if you touch the top of it and look at your hand, if it's white, white-gray, it's probably been cleaned within a week. If it's white dust, it's probably been cleaned. If it's a dirty building, it's going to take you more time, so you've got to charge a little bit more. If it's gray, that means it hasn't been cleaned for a couple of months, and if it's black, it hasn't been cleaned for years and most of them are black.

Michael: What else are people not cleaning?

Tim: Picture frames. For some reason, nobody ever cleans picture frames because they don't want the picture to fall off the wall, or else they're just lazy, or they don't think about it. I don't know. I don't know why they don't.

But, if you put your hand on the picture frame so it doesn't move, and then take your rag and wipe it real quick, and if you do it every time you go in and clean it, it's never going to get so filthy you've got to take soap and water to wash it. You just put your hand in there. It takes five seconds to wipe the top of it. I mean, you just wipe it as fast as you're walking.

Michael: Alright, what's another example?

Tim: Phones. If it's a guy, they've always got greasy earwax on the phone. You can always tell if it's a man's or a woman's office because it has got wax on it, it's a guy, if it's got makeup on the mouthpiece, it's a woman, and you've got to clean that every time. And, the computer screen.

Michael: How about the keyboard?

Tim: Oh, yeah. The keyboard's a mess.

Michael: Well, how do you clean a keyboard fast and efficiently?

Tim: Well, what I do is I take one of those micro cloths that they have now, which they didn't have when I first started, and I just take glass cleaner and spray it real light and just press down on it, and just wipe as good as I can. Mostly, it gets dusty, but if it's dirty because you work in a

factory situation, you're going to have to just put your finger on the capital I, and just twist it two or three times, and it'll come clean.

If you're going to do all that, you need to charge for it. When you're inspecting, before you put the bid in, you look at all that stuff and say, "Wow, I'm going to have to clean these keyboards. You know, you've got burger stuff on it."

Michael: What are people cleaning that doesn't need to be cleaned, where they're wasting time? What have you seen from your experience?

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Tim: Mainly, vacuuming floors. When you have a vacuum cleaner and you're vacuuming all the floors, what they want to do is they want to vacuum every square inch of the floor. I spot vac. It's hard to teach somebody to spot vac because after a while, they just won't do any of it. You know what I'm saying? They'll take shortcuts. They'll end up saying, "Well, I don't have to do this part. I don't have to do that part."

But, if you spot vacuum and just vacuum the part that's dirty, vacuuming is the longest thing to take, I mean, if you think about it. Here's another tip. If you're doing around the edges and stuff, a vacuum cleaner will not hit the edges of the carpet, never. So, what I do is, once a month, I take a mop and a mop bucket and get it real damp, but not wet. And, I take that mop and go around all the edges and underneath the desks and stuff.

My carpet always looks clean, and when you do that, it's easier to vacuum, because when you see something dirty and you hit it about ten times, but it's in the corner, so you're never going to get it anyway but subconsciously, you're going to hit that thing about three or four times. But, if you haven't got any dirt in the corner, you're only going to hit it once. But, people normally, vacuuming is like, a real super waste of time.

Michael: What else? What about wiping down the walls? Is that something cleaners spend time doing that they really don't need to?

Tim: No, actually, people normally don't wipe down walls. When I go in and do the bid the first time, the very first time I go in, what I do is I walk around clockwise, do all the walls, then I do a system, so I don't have to do it twice. If I just go in and then, I start a desk and then, I do a chair and then, I do a counter over here, and then somebody calls me

up on the phone or something, I get distracted, I can't remember what I cleaned and what I didn't clean.

So, when I've got a system, I know where I stopped and I know where I start in the room. So, I know exactly where I'm at, so when I go back to that room, I know what I've already cleaned so I don't have to clean everything twice.

Oh, the walls, if you go in a clockwise thing, what I do is I charge a little bit extra when I first put the bid...the first time I clean it, and I wash all the walls, I wash out the trashcans, I wash the phones, I wash everything from top to bottom so everything is nice and spiffy. That away, I just come in there and I spot clean the walls.

Michael: Because, you know they've been cleaned properly the first time.

Tim: Right. Probably people put their fingers on the walls around the light switches and where they lean back on their desk in the chair and they hit the wall with their chair, or sometimes, especially in bathrooms, they'll get on the cellphone, so they'll put their stupid feet on the wall, you know, to rest their legs while they're standing there. You know, lean up against the wall and put their foot...

When they're using the bathroom, usually, in the bathrooms, of course, it's your paper dispensers, your soap dispensers, but they always use their foot to flush the toilet and they get all their feet marks where the plunger's at. So, that's really dirty. So, you've got to clean that.

Michael: So, what are some of your supplies that you need to clean? Is it anything fancy or just...? You know, what does one need to go out and make \$100 bucks a day to clean offices? What supplies is he going to need to get it going? You know, where is the best place to get them? Home Depot? What do you think?

Tim: I get a product called Pert, P-e-r-t. It's a shower and bath and sink cleaner. That stuff is amazing. It keeps it from the buildup of the crud on your water fountains and stuff.

Michael: Where do you get this stuff?

Tim: I get that from Easy Clean, but I'm not sure. I think it's a Misco product.

Michael: It cuts through all that crap?

Tim: I've had this one account for 20 years. It was my first account and I've still got it. I've washed that water fountain for 20 years. There's not a spot, not a spot of rust or a spot of buildup. You know how you always get buildup on your water fountains? Not a spot on it and it's not rusty, so the chrome is not corroding it, and I've used it for 20 years. It's fantastic.

Michael: Alright, so what else can you clean with that Pert? You can clean the sink, the walls, the toilet, the water fountain, everything?

Tim: Yep, you can even use it on tile if you've got a big buildup. You can put a little bit in your water because it's an acid-based product, and a lot of your floor tile, not the waxed floor, but your bathroom, you know, like your grout and tile and stuff, your ceramic-type tile.

Michael: So, is this stuff concentrated and you've got to dilute it with water?

Tim: Oh, yeah, it's super concentrated, and it's like \$4 bucks a quart. A quart will last you...I mean, I can clean a place for a year with one quart.

Michael: And, do you need hot water or cold water fine?

Tim: No.

Michael: Regular water. So, you get all your water from the bathrooms?

Tim: Yep.

Michael: Do you use a mop bucket when you're in the office? Do you fill up a mop bucket with the water, or what?

Tim: Well, it depends. Of course, if it's carpeted, of course, you don't need a mop, but most of them have got carpet and they've got some kind of tile or something on them. So, you've always got to have a mop bucket.

Michael: Alright, so what other supplies? You've got Pert. You need a mop bucket. What kind of rags do you need?

Tim: I always use the microfiber rags. Well, number one, they last forever and number two, they actually work. Well, you need a Johnny mop, a toilet brush, and you've got to have one that's made out of cotton. You cannot use a wire brush because it will scratch the porcelain. You've

got products today that you can clean the toilets really good, but they'll happen to have some real abrasive thing to clean it with.

You know, you buy a pitcher like you make Kool-Aid in or something that's got a handle on it, that's what I use and I put my Johnny mop inside of that to keep it nice and clean and sterile. Usually, I take The Works toilet bowl cleaner. That's really good, except it gets a buildup after using it for about two or three years. So, you've got to use an acid every once in a while, and you've got to special order that because hardly anybody ever sells acid toilet bowl cleaner.

Michael: Alright, and what do you use to clean the mirrors and glass?

Tim: I've got a product. It's called Excellence. It's a Johnson and Johnson product, and I buy that from HP out of Indianapolis. It comes in a gallon and you mix it. You put, like, a half ounce in a squirt bottle, and that squirt bottle will clean hundreds of feet of glass. It costs about \$8 bucks for a bottle of it, but usually a bottle will last me for six months.

Michael: So, you could have all your cleaning products, just like you say, you can have them all in the trunk of the car.

Tim: Right.

Michael: Your mop bucket, all your supplies, two or three different cleaning products, your Johnny mop, a mop if you need it for floors, your rags. What else does one need? What about a vacuum cleaner?

Tim: Yep, you've got to have a good vacuum cleaner. I'll tell you, vacuum cleaners, I go for the bagless, just because bags are a hassle because you go through so many vacuum cleaners, and what I do is I buy a cheaper one. Dirt Devil is really good. I really like a Dirt Devil. Number one, they're cheap, and they work really good, and they're light.

Michael: And, they're bagless?

Tim: Yeah, the bagless Dirt Devil. Usually, I buy a bagless Dirt Devil, unless I find something on sale really cheap. They sell vacuum cleaners like \$1,500 for commercial grade. But, I'll tell you what, if you get a Dirt Devil for \$60 bucks, and you use that till the belt breaks or something, you throw it away and you get another one for \$60 bucks.

Michael: Uh huh.

Tim: And, it would pay for itself by the time you would pay \$1,500 for a stupid vacuum cleaner.

Michael: Right. So, you don't need that Dyson, the expensive \$400 Dysons?

Tim: I'd love to have one just because I like toys.

Michael: They are pretty nice.

Tim: But really, a Dirt Devil works just as good.

Michael: So, you need a vacuum cleaner, mop bucket, Johnny mop, a pitcher, some rags, your chemicals. Is that it?

Tim: That's about it.

Michael: And, it can all fit in the trunk of your car, couldn't it?

Tim: Yep. I went to Wal-Mart and got a big tub, one of those gray tubs, you know, and a pretty good sized one, and I drilled holes in it and stuck a cord in it and a PVC pipe to where it made a handle because they just don't make about this big enough.

I mean, all the janitorial buckets, they're real small and you can't put everything in there, and you can, but your Johnny mop isn't going to fit in there. And, the problem of it is, is you're going to have to put your Johnny mop in some little bitty thing and when you push the Johnny mop inside there, the liquid from your Johnny mop spews all over the side of it and contaminates the outside of your Johnny mop powder, so your rags get contaminated.

So, it's stupid. I mean, it's crazy. I've seen people do that and I'm like, "Don't you know you're leaking toilet bowl water all over your basket that you're putting all your chemicals in, and then you're taking that rag and then you're cleaning the phone with it? We're here to clean the place, not to make a mess."

I swear to God, Mike, you aren't going to believe this, but I had hired people, and I ask first for them to show me their technique, and sometimes these people use rags to clean the toilet. They use the Johnny mop to clean the inside and everything, then they'll use a rag and dry it off, and I'm like, "Are you people insane? You're going to take a rag, a white rag..."

Let's say you've got 20 white rags and that's all you use, right? So, you take a white rag and you clean it off, and then you put it in your cleaning bucket, and then you grab a rag out of the cleaning bucket to clean the phone with. How do you know?

Michael: That's funny. How do you clean the outside, the toilet bowl around the outside of the toilet? What are you cleaning that with?

Tim: Whatever's easiest. I just take my Johnny mop with my cleaning chemical on it, and I just take it and, you know, wipe down the outside and...

Michael: Scrub everything.

Tim: Right, and then, I take either a paper towel if it's convenient, if it's right there, I'll take a paper towel...but if it's not convenient, I use toilet paper. I just rip off some toilet paper and dry it off, make sure I got no toilet paper boogers. You know, because toilet paper will fall apart, so you've got to make sure you haven't got any fuzz on there.

That's how I do it. I just use their paper towels they've got hanging on the wall, or you use their toilet paper, and I've never, ever, never had a complaint about bathrooms.

Michael: Then, you do the floor last after you do the toilets?

Tim: Right.

Michael: Are you bringing a mop in for the bathroom floors or are you wiping it down with a rag?

Tim: No, first you've got to sweep the floor. Before I even do anything in the bathroom, I always sweep the floor first.

Michael: With a broom.

Tim: Right, and I use a dust mop, because you don't want to clean your toilet and have water and then use the dust mop. So, I always sweep the floor first, then usually I clean the sinks, and then I clean the toilets. And then, the floor is last, and you've got your mop, mop handle, mop head, you know, your mop apparatus, you know, the whole thing, and the last thing I do is mop the floor.

Michael: *You're listening to an interview on Michael Senoff's [HardToFindSeminars.com](http://www.HardToFindSeminars.com).*

So, you're using a mop bucket where you squeeze it out, and the mop bucket's filled with water? Is that what you're doing?

Tim: Right, yeah, an industrial mop bucket.

Michael: Then, the whole bit, where you're squeezing it out and then, you mop it. Do you mop it one time or do you give it two mops?

Tim: No, I just mop it one time, and what I use for a floor cleaner...Floor cleaners are really cheap, but to make it convenient for me, I use liquid cleaner for sinks, you know, if you do dishes, Dawn liquid. I just squeeze it like, put maybe, a half ounce in a mop bucket.

Number one, it doesn't leave streaks. Number two, it cuts grease on floors, because people will be out in the field or something and bring grease in the bathrooms, you know, or whatever. It's really a simple system. So, that's another chemical I use.

Michael: Think back in the past. How many times are you cleaning when everyone's gone? Mostly, it's when the place is closed, is that correct?

Tim: Right. 90% of my business in the past has been when nobody's there, and it's been late at night.

Michael: So, what kind of hours would one expect if they're going to build up a cleaning business and start doing all the work themselves? What are the hours we're talking someone's going to be working?

Tim: 6:00 in the afternoon until it's done, until midnight, or 2:00 or 3:00 in the morning. But, if you've got that much business, you're going to have to hire somebody to help you.

Michael: So, it's pretty tough work. Well, I mean, it's not tough. It's just long hours when you're doing everything yourself.

Tim: It's not hard. There's nothing that I do that's hard. Stripping floors is kind of hard, but basically, it's just monotonous.

Michael: Yeah.

Tim: So, that's when you get an mp3 player and you get tapes. You know, you don't want to be in your head for eight hours.

Michael: Yeah, so is that how you've listened to all my stuff, when you've been cleaning?

Tim: Absolutely. I listen to your stuff. I listen to a lot of Christian stuff, but I listen to a lot of your stuff.

Michael: Wow. It sounds like you've got a good little system.

Tim: I go into spots. Usually, I listen to Christian stuff, but when I'm really depressed and want to get out of my funk... You know, I told you I have some depression anyway.

Michael: Yeah.

Tim: I put your stuff in because money-making opportunities have always jazzed me up. Have you ever heard of James E. Tolleson?

Michael: It sounds familiar. Remind me. Who is he?

Tim: He was like, a real high-powered motivational speaker back in the 50s and the 60s, and this guy is awesome. I mean, he's an entrepreneur. He talks people into being entrepreneurs and independent, and he just really is on fire. I mean, I love this guy, and he's got some stuff out there, but his whole system costs like \$4,000 bucks and that was 30 years ago. He did an info-commercial. That's how I heard about him. He's kind of like a Zig Ziglar.

Michael: James Tolleson?

Tim: James E. Tolleson.

Michael: Right. I'll Google him. I'll find him. Alright, I'll check it out.

Tim: He has got some stuff on YouTube. He doesn't market anything. I'm like, "Man, I wish I had the \$4,000 bucks. I'd buy his stuff." It was like a multi-level marketing type deal.

Michael: Oh, was it?

Tim: Yeah, and they sold for like \$4,000. I didn't buy it, of course. I couldn't afford it. This was 30 years ago. And, once you buy the system, I think you can be a distributor of the system, kind of like multi-level marketing.

Michael: I'll check it out. Well, it sounds like you've got a system that's very unique. Your system allows someone to go in and clean almost within...about half the amount of time as a normal cleaner. Therefore, you're able to clean double the accounts. Therefore, you're able to double your money.

If you can show someone a cleaning system, you can call it the "Clock Cleaning System" and you clean like a clock. You clean clockwise, and you have a system that will show anyone in the cleaning business how to speed up their time cleaning, so they can do more accounts, and so they can be off earlier, and so they can make more money with less effort and less time.

It's just like my marketing stuff, *Hidden Marketing Assets*. You're looking to show a business how to increase their sales with the least amount of effort.

Tim: But, here's the best thing about the system. Not only is it fast and efficient, but no legitimate complaints. Everybody's going to complain about something, but there's a big difference, and I know the difference between a legitimate complaint and a real concern that the person has. There's a major difference between the two.

This is how I deal with it. If they call me in and I know this is a scam and there's just messing with me, for whatever reason...People just like to mess with people. You know? They'll call you in and say, "Hey, this isn't any good." And, I'll say, "I'll be right in." because, I always go right in as soon as they say, "Hey, we've got a problem here. You didn't clean something." I say, "I'll be right in."

I make the person who called me go show me what was done wrong. If it's legitimate and I believe it's legitimate, then I'm like, "Yeah, you're right. I didn't clean that. I apologize. It'll never happen again. I will put it on my list, and every time we come in here, we will make sure we get that area cleaned up for you."

Michael: That doesn't happen much with you.

Tim: No, no. I cleaned this one building for 15 years, and I never even met the owners. I never even met the people who worked there. I had a key. The place was closed when I went in. I didn't do any of my building. I hired it out, and I never even talked to the people or saw them except for the first time when they hired me.

You know, I had to do the walkthrough and talk to the customer and everything, but I didn't talk to him for 15 years. Then, he called me up about 15 years later and said, "Well, I'm retiring and I'm shutting the door. So, I no longer need your services."

Michael: So, how often did you clean that business?

Tim: Once a week, it was an hour job, and I charged, I think it was \$45 for it.

Michael: \$45 bucks, four times a month, for 15 years. That's guaranteed money right there.

Tim: Oh, it's a cash cow. That would be my niche, that you get these cash cows and you build it up to a million dollars, and it's turnkey operations. So, you could sell it. Service businesses, I know, don't go for much, because it's hard to sell a contract but, if you've got a million dollars' worth of business, now you're talking money. Now you can sell it.

You know, you could sell it for \$100,000 down and 10% of the business, or just work out the terms. And, you could build it up within five years. I'm telling you, you could set any city that has over 4,000 businesses in it, you could build it up within five years to a million dollar business, and then, sell the stupid thing and retire. That's what you want. That's what I want too.

I'm going to work your system. I'm going to go on...what is it? Craig's List?

Michael: Craig's List, yeah. Place yourself an ad. "Need a canvasser. Just two hours a day, three days a week." Start it off real small. So anyone says, "Oh, I can do it two hours a day, three days a week. That would be fine."

Have them reply to your ad. "Just tell me a little bit about you." Don't put your phone number in there. Just say, "Reply back. Let me know something about you. Have you done canvassing before?" You can put the dollar amount. You can put \$12 an hour, that would be fine, or \$15 an hour, or \$10 an hour.

And then, once they reply back to you, you'll get an idea of, if they've taken the time to explain something about themselves and taken the time to write a little bit about their experience, and a lot of people will not respond to anything, and they won't follow your instructions, and you won't want to reply to those people.

Tim: Right.

Michael: So, you can tell if someone's legitimate and conscientious and has responded appropriately to your ad. And then, make sure to tell them to have their contact information, the best time to call, and then you call them on the phone.

You just talk to them. You know, tell them what you're doing, and say, "It's real simple. You're going to go out and canvass for cleaning accounts. There's absolutely no selling involved. I'm going to give you the word for word script. It'll take a little practice." You could even go with them for the first hour, and then just let them go on their own.

Give them some expectation about how many businesses they should walk into per hour, so you can have an idea that they're actually working since you're paying them by the hour. Any time that they get an account, you can have them call. Make sure they have a cellphone. So, you can stay on top of it. Tell them you'll pay them at the end of every day or at the end of every week, you'll pay them cash and if they're bringing you accounts.

So, once you have those accounts... Well, first what you may want to do before they go out, is you may want to find a cleaning company that's looking to take on some additional accounts, and tell them that you've been in the cleaning business 30 years. "I'm kind of slowing down, but I still have some canvassers out there, and I'm looking for someone to take on some of my accounts."

Just like a dental practice, you know? I've got an associate guy I know here in San Diego, and he had some real serious personal problems. He had two dental offices, and he had to kind of get out of the business, and he just turned all his dental accounts over to his partner. I mean, this is done all the time, and I'm sure he's getting a piece of the action, or he may have sold them outright, because the accounts are money.

Tim: That's a good idea.

Michael: Then, you've got absolutely no responsibility, no liability. You have a contract, an agreement with the existing cleaning company who's got all the liability, all the employees, all the headaches, everything, and you're asking for a percentage on the account.

I don't know what you can negotiate. You can look at their pricing and determine how much they're charging. Is it a little bit above the

industry norm? Is it right on target? Maybe, you take 10% of the gross, or maybe you take 15%, maybe 20% of every account you bring them. See what you can negotiate.

Tim: So, what do you think about an info product?

Michael: I think it's a great idea. What we've talked about is everything someone would need to get interested and get started. You just have to take what we talked about and kind of put it into writing and kind of outline it, and just write down your ten-step clock cleaning system, and think in your mind, when you go in and clean a business...just get it on paper.

The fifteen rules of the Clock Cleaning System and list the benefits of your system compared to everyone else's cleaning system. List the 15 cleaning mistakes other cleaners make. List your system. Number it. Just make a list, and then, once you make your list, you can expand on it.

You can create a little info product. It doesn't have to be 100 pages. It could be a 30, 40-page book that will outline everything someone would need to go out there in a cleaning business, the list of the supplies they need, the mop bucket, and they can put it all in the trunk of the car. You give them the script of exactly what to say, step by step. You can do it, or you can sell the info product, but you've still got to market the thing.

I think you'd make more money getting canvassers out there and just turning over the accounts and building a real business, an annuity.

Tim: Well, I tell you what, I'm going to try it your way and if I make some money, I still want to get an info product out there. I mean, I hate cleaning toilets, you know, just like everybody else that's full of this information and I love to teach. I mean, I've hated teachers all my life, and now I want to be one. I've got all this information and I want to share it with somebody.

Michael: Well, absolutely.

Tim: I'm going to try your system first and if that works, I'm going to do some stuff with you.

Michael: Alright, well listen, I'll tell you what I did. I recorded the call. So, I've got you explaining your system and if it's edited, I think it'll be a great

little sales recording, just like the ones I did with the other guys. And, I'll send you an edited version, and you tell me what you think.

I won't do anything with this. We've nailed it. I've got really everything one would need to be interested in your product. Because it doesn't give the full system, they would have to buy...You know, you could charge them \$67 bucks, or \$49 bucks, or \$100 bucks, \$99 bucks for your full system. But, you're going to have to do the work in getting that written out.

And so, I'll send this full recording to you so you can re-listen to it and start making notes and put your system together. It won't take long. If you don't want to write it out, make the bullets, make the outline. If you get all the bullets, I'll help you create it. We'll just go through each bullet and I'll let you talk, and I'll record it all. Maybe we can work on it together. I'm not sure.

But, I think you'll make more money building a real annuity, getting the accounts because no one wants to go out there and knock on doors. But, if you pay someone else to do it, that's fine. You pay a guy...even if you pay him \$20 bucks to get one account that lasts a year. That's \$40 bucks times 50 times. I mean, it's just an annuity. It's just money in the bank.

Tim: Yeah, you're right.

Michael: You don't want to knock on doors, but there are other people who really need to hustle and make some money and they will go out and knock on doors. You don't need a ton of them. All you need is a couple of good salespeople to do it.

Tim: You know, there are several things stopping me from growing, you know, my depression part, and just the responsibility and just doing the actual work. I mean, I'm just totally, absolutely burned out on this. My brother says, "Go out here and get more accounts and make some money so you can invest it and do other things." And, I'm like, "I don't want to do what I'm doing now. Why do I want to do more of it?"

Michael: Okay. So, this will solve your problem. You don't have to clean and you don't have to sell. But, if you invest in the accounts up front by paying someone by the hour to go do that and paying them all the commission on the front end, you could have a little sales machine going.

Tim: Oh, that's a great idea.

If you or someone you know may be interested in Tim's clock cleaning system e-mail senoff.michael@gmail.com

Michael: And then, you could be excited about building a business and you don't have to do anything. No cleaning. You just set it up. You're the ringmaster. You set the deal up. You're running the show. And then, you'll be excited.

You'll see it growing. You won't be depressed because you've got something exciting going on and you've got a solution to not having to do the cleaning. And over time, you know, how it'll build up, you can make some money. I'm absolutely confident you can do that.

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