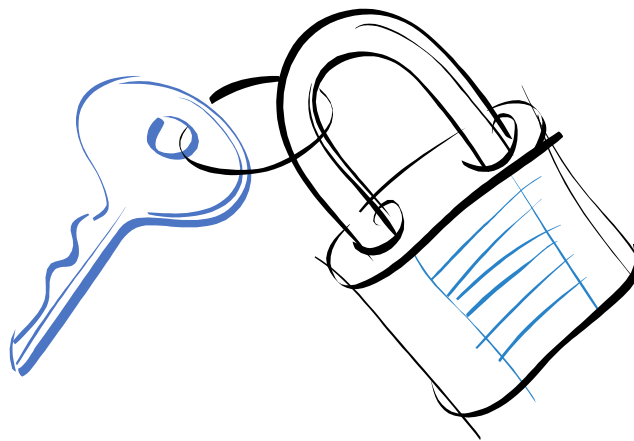

Hardtofindseminars.com

Presents
Fast Cash Interview Series

Michael Senoff Interviews Howard The Window Washer



How To Make Fast Money Washing Windows

Hi, it's Michael Senoff with Michael Senoff's www.hardtofindseminars.com. I'm proud to introduce to you one of my most complete live audio interviews that I've ever done on how to make money washing windows. For some time I've been meaning to do a complete interview on washing windows and finally I've done it. I've done it with a gentleman named Howard. Howard is a professional window washer. He's going to tell you how to go out and start washing window today. You'll hear me testing his system for real by me making live calls. You'll hear me getting real clients. Howard reveals over two decades of window washing secrets to show you have to go out and make some fast money today before time for dinner. Enjoy. If you want to talk to Howard direct call me at 858-274-7851 Howard Window Cleaning

The reason that I would suggest anyone to take advantage of this mail is because of the fact that there's a lot of business out there that's available. But it will always be available if you don't take advantage of it yourself because window cleaning is an impulse business. Many people know they need it done and as soon as you even mention window cleaning, all they want to do is work out the details and you've got the business. So it's not a business where people have to make a lot of decisions and go through a lot of red tape. It's an impulse business and the longer you wait, the longer it will take for you to reach your financial goal.

Michael: Hi, this is Michael Senoff with Michael Senoff's www.HardToFindSeminars.com in another fast cash producing audio interview. This interview is with a gentleman named Howard. He is a professional, residential window washer. There is absolutely no excuse for you not to be able to go out and start making money within a matter of days washing windows. I'm going to prove it to you in this audio interview with Howard. You're going to hear me getting on the phone for real, generating real business that can put cash in your pocket instantly. You're going to hear two techniques how you can walk out your front door, drive down to your nearest town, walk into businesses, say one sentence and

start cleaning windows within minutes from the time you mention that sentence. This appears to be one of the easiest and fastest ways that you can make money providing a much needed service. Virtually anywhere you are windows get dirty and there is a huge demand for good quality, responsible, reliable window washers. So I'm going to quit talking. Let's get going and join me in this interview with Howard.

I really appreciate it and it's such a coincidence that you had e-mailed and called and we got a chance to talk. Because once I got a chance to talk to you a little bit about what you're doing with the window cleaning business, and that you've been in the window cleaning business for, how many years now?

Howard: Ten years.

Michael: Ten years. You know, you're sitting on a gold mine. That's the hardest thing when a lot of people come to me and they seek out advice on what kind of product they should develop, or what should they sell, they always overlook their own expertise. You just think it's your regular job. You've been doing it so long and you're so used to it, and you're so involved in it, you never considered that what you're doing could be valuable to other people.

Howard: That's true. I have a tremendous advantage to learn how to market over the internet. People like to tell other people I've talked to who are doing it. Money is secondary, you know that's very important, but it's the freedom. I've got to keep my freedom. I can't be tied down. Nor do I want the stress of having a 9-5 job. I've got to be able to call my own shots and schedule my time the way I want. That's one of the reasons why I really appreciate what you're doing. I listened to some of the interviews you had last night on some of the people that you were interviewing and had gotten stuck in a rut. They didn't know what to do and were marketing the wrong way, just wasting time and money and very, very, very good information. My wife has a lot of health problems so I need something I can do where I can be home a lot and still take care of family business and not have to be away so much like I am with window cleaning.

Michael: Now, you've been in the window cleaning business for 10 years. Before that had you had a regular 9-5 job?

Howard: Yes, I was working for a window cleaning company.

Michael: Alright, we'll get into that. So, you were working as an employee probably with a little less freedom than what you had as your own

boss. If you could boil it down, what is the freedom that you're experiencing now with your own window cleaning business? What has that meant for you compared to when you were working for your employer?

Howard: When you were working for your employer, you had someone else dictating how your time should be spent. Now, when you have your own window cleaning business, even though you have to be at appointments, you've gotta get your contracts taken care of, it's the idea of knowing that you are in control of what happens on a day-to-day basis as opposed to someone else being in control. If your boss cuts back your work, if your boss feels that he wants to send you on an assignment that you wouldn't take under other circumstances, you have no recourse. But when you are calling the shots, you can more or less pick and choose and be a little bit more selective as to what type of job you choose and how you choose to do them. As far as mentally and emotionally, it's a big difference as far as being able to have more control over how your time and your resources are spent.

Michael: Right. Let me ask you a question. What does your business look like today? Can you describe some of the accounts that you currently have and what those are like?

Howard: Well, currently I do a lot of residential. As a matter of fact, many window cleaning companies choose, more or less they focus on the commercial but the residential, and I suppose you could call it a niche, really is a lot of residential work out there. And the thing about it, once you get a residential client, many of these people want quarterly service, they want you to clean their windows every three months. Most of them, if not all of them, want you to come twice a year. And when you're in the house, you can take your time and get the job done and take pride in your work. Some of the commercial accounts I've had, Enterprise Car Rental, Staples Office Supplies store, Dunkin' Donuts, Subway Sandwich Shop, what I like about commercial is once you set up an account, you've done once a month. Many times they want it done twice a month. You can set up a schedule to go any time during that month as long as it's done within that month. So say for example, they tell you I like to get my windows done once a month. You say, okay the 15th. Is that good for you, or around the 15th? Try to give yourself a little flexibility here. When they agree, then you come back on the 15th of the month, you go there, no one's bothering you. You pretty much show up, take your time, get your window cleaning done, and you move on. But it's pleasant because you're not punching the time clock. You don't have someone standing over you telling you what

to do. Knowing that it's all on your shoulders, all on your back, gives you a sense of urgency whereas you may not have that working for someone else.

Michael: Now, I want to talk about when you first started working with the company, but first I want to just set the stage for what we're going to talk about today and the reason why we're talking. There's a lot of people out there who really may be working a full time job and they want to start something on the side maybe during the weekends or on times when they're off work, maybe during holidays. They want to get out of that 9-5 job so they want something that they can go out, maybe in their neighborhood or close by where they live, and make some fast money. Now it excites me when you tell me that you're mainly focused on residential because there's lots of homes out there; there's lots of residents all around people. So the purpose of this interview is really I want you to show us the best way that anyone can go out there and make \$100 in a day with very little effort. We're going to get into that a little later in the interview but first, why don't you take me back through your history. First of all, how old are you and where are you located, and tell me about your first experience in the window cleaning business. Take me back to the early days when you started working for that window cleaning job.

Howard: I'm located in Baltimore, Maryland. I'm 43 years old. My first experience with window cleaning – I was looking for employment, I got laid off. A friend of mine had his own window cleaning business and he had difficulty keeping people because, for some reason at that point in time, he was having high turnover rate. So he agreed to show me how to clean windows, which there is some skill involved. And once I picked it up, he let me work for him full time. I knew him; I knew he had a window cleaning business. Initially I never really gave it a serious thought until I got laid off. Of course, then you think about a lot of things you wouldn't think about. So I decided to give it a try and it worked out pretty well. I picked it up pretty quickly and then he sent me on his accounts. I would get about 30 accounts a week. He had company vehicles, I would use his vehicle, I didn't use my own. Some jobs were cash jobs and some jobs required a written invoice that they had to sign. That's how I started out.

Michael: Was he focused on just residential or was he mixing it up?

Howard: He was mixing it up. His bread and butter was commercial. With all of them, the bread and butter is commercial. The mix up was

residential in the spring and in the fall you get tons of residential requests. So that's how he did it.

Michael: You're listening to Michael Senoff's www.HardToFindSeminars.com

Michael: Okay, and this guy had started his own business.

Howard: Yes.

Michael: Was he making good money?

Howard: Well, how he had it set up, it was me and two other guys. He would give us an \$800 a week route and he would only pay us 30% which was \$300 out of \$800, so he would keep \$500 from two guys and he was making \$1,000 a week off our efforts. And whatever he did himself personally, that was 100% that he'd keep for himself.

Michael: Now, who would you say could do this window cleaning business? What kind of people do you think could handle running and operating a window cleaning business?

Howard: Anyone, actually. You can find a lot of women doing it.

Michael: Students can do it?

Howard: Students can do it.

Michael: Teenagers?

Howard: As long as they're 18 and over because they have to drive to get to the different accounts. Now if they're with their parents, of course, if they're 16 or 17, yes. But anyone can do this.

Michael: What about people who are retired, older folks?

Howard: I know a retired guy who's doing this. He's in his 70's and still doing strong. He has a chain of Kentucky Fried Chicken, Popeye Chicken and he is still going strong. It's excellent for retirees. It's really good for retirees because they don't have to show proof of income because most jobs are paid in cash.

Michael: Oh really, so it's a cash business.

Howard: Cash business. So a lot of senior citizens are concerned about their social security benefits and legally, if you're making a certain amount or less, you don't have to claim it. Now, I'm not sure what

the amount is but I do know that there's a certain amount that you can make per year whereas, if it falls in that certain amount of money, I'm not sure what it is, but I don't think you have to claim it legally.

Michael: So residential, what kind of equipment do you think one needs?

Howard: When I first started out, I didn't do any residential. I did all commercial because I didn't need any ladders at all.

Michael: Why don't you need ladders in commercial?

Howard: You go to a Kentucky Fried Chicken, that's one story glass. You walk by and clean it. That's why most people start up with commercial. Because you go into Subway sub shop, the glass is right in front of you. Just go right up and clean it. Dunkin' Donuts, same thing. Go right up and clean it. The most you'll need is a window cleaning pole.

Michael: Okay, so the pole will get you the height.

Howard: The pole will get you the height.

Michael: Okay, so let's talk about the supplies that one would need to get started. Basic, bare bone minimum supplies to get going.

Howard: All you need is a bucket and some different size squeegees; 12", 9", 5". Some window cleaning rubbers because you have to change the rubber when it gets dull; some dish washing liquid and ammonia. That's it. A bucket, the squeegees, a pole, oh and a _____ . You can pick that up at an auto supply store for 10 bucks. That's all you need.

Michael: This is ironic. I have a pen manufacturing business where I manufacture invisible ink marking pens and I sell to the world's largest supplier of cleaning supplies, a company called Unger Enterprises.

Howard: All of my equipment's from Unger.

Michael: That's right. And I am one of their vendors. I manufacture an invisible ink marking pen that I sell to them. And they include that with a kit with a UV light for janitorial managers where they'll mark areas that need to be cleaned so they make sure that their workers are cleaning areas. They'll mark it with an invisible ink pen. Then if someone goes into the bathroom and there's a mark on there that

the manager made, they'll go in there with the UV light to see if the mark is still there. Because if they wipe the counter or clean that area, the mark will be gone.

Howard: Isn't that a genius?

Michael: Yes, so I'm real familiar with Unger Enterprises. They get a phenomenal line of products.

Howard: Yes, Unger makes the best window cleaning supplies.

Michael: So the squeegee rubber, how long will that last typically? How often do you have to replace those?

Howard: Towards the beginning, they probably wouldn't have to replace them for about a month. As you get more accounts, two weeks or less. For me, basically, I have to change them every week. They have to have a sharp edge.

Michael: Alright, what would you say the cost of one supplies are going to be?

Howard: For someone just starting out?

Michael: Just starting out.

Howard: A bucket is \$5. The stuff from Unger, which you can get at any reputable janitorial supply company, you will probably get everything you need for about \$100.

Michael: So let me ask you this. Let's say you were just starting brand new in the business and you had \$100 to go get your supplies and it's morning time, let's say today. What are you going to do first to go make \$100 today to get a client? Let's say you don't have any clients now, you've got no contacts, and you're starting totally fresh. Take me step by step what you would do today to get a client in the next couple days to start your window cleaning business.

Howard: Well, I would get some business cards printed either on my own home printer, they don't have to be fancy, just some regular business cards. You go to Staples, pick up ten bucks worth of cards, print them out on your computer. I would go to small stores, particularly restaurants, small bakeries, small grocery stores, _____ restaurants like Kentucky Fried Chicken, Subway.

Michael: And you just walk right in?

Howard: Walk right in. Ask for the manager. Never talk to anyone other than the manager. Sometimes the assistant manager has the authority, but you have to ask who makes the decision for window cleaning. Always go in and ask for the manager and ask the manager does he have authority to make decisions about window cleaning. And you go and say I noticed your windows need to be cleaned, I'd like to offer my services. Hand them the card while you're talking. Usually they either tell you they have someone or they don't. They very rarely drag you around. It's a numbers game and so every business that you go into, 9 times out of 10, you'll probably get one.

Michael: Okay, so if you go in and just walk the street and talk to 10 managers, you're going to get an account.

Howard: It's an 80% chance.

Michael: So typically let's say you talk to that 10th person and everyone else has said no, and then they say, no I don't have anyone cleaning the business. What are you going to say to them?

Howard: What you would say to them is, I would be more than glad to take care of your window cleaning needs for you. And something they always ask is how much you charge. Now, that's the part where some people tend to either over charge or under charge.

Michael: How do you know what to charge?

Howard: That's the sticky part because when I used to work for this other company, I used to figure out how much to charge based on just the size of the place. Some guys actually count the glass.

Michael: When you were working for the place, what did your boss there tell you how to charge?

Howard: He would always do it. How I charge is I basically compare the place I walk into with one place I may have done for him. But if I walk into Kentucky Fried Chicken, if I did a place for my previous boss that was similar in size, I would charge the same thing. But you know what, for what we're doing, I've got to figure out something to tell people because I really don't know what to tell them. Because I would just go by my own experience.

Michael: Now, let's say you go into that Kentucky Fried Chicken and they say we don't have one. You say I'd love to take care of your

window cleaning needs. You know, a regular Kentucky Fried Chicken store, they all look the same. What are you going to charge for them?

Howard: For regular Kentucky Fried Chicken, for inside and out, I would charge about \$20.

Michael: 20 bucks for inside and out.

Howard: Yep. It should take exact stand a half hour to do it.

Michael: Okay, that quick. Kentucky Fried Chicken, that's a moderate sized restaurant.

Howard: The way that they're laid out, you walk right up to the glass. You don't have to move a lot of chairs or anything. There's no obstruction. You can't chop too much off that charge. It's feasible, possible that you're walking in there, you want to get the job right on the spot.

Michael: So your goal is to get work that day. You've got your equipment with you?

Howard: All the time.

Michael: Do you walk in there with your equipment or do you leave it outside?

Howard: You leave it outside. You walk in there, if you want it done now, do it right on the spot.

Michael: Alright, they say what do you charge. They always ask what do you charge?

Howard: All the time.

Michael: And you're going to say what? 20 bucks?

Howard: 20 dollars, inside and out.

Michael: And then they'll say go ahead.

Howard: Yep.

Michael: That's it. There's nothing to it.

Howard: Nope. Most managers have the authority. If they tell you they don't and you have to go do the home office, they'll give a number of someone to call. It's usually a district or regional manager and they will ask you how much. And many times they'll say I've got 4 or 5 more, give me a price for all of these. That happens a lot.

Michael: So I call my district. District is usually someone handling more than one store. They'll say how much, you say 20 bucks. He goes I've got 5, 10 stores, can you do them all. And there's a corporate account.

Howard: Right. A lot of times if they don't get it on the spot, people will get upset. They also say I really need them done but you have to go through corporate. Get the corporate number. Many times if you're just straight up with them, I'm with ABC Window Cleaning, I'm calling to find out who do I talk to about window cleaning for the stores. I've never had one tell me, no we won't put you through. They always put you through or leave a message or leave a number.

Michael: Do these guys get back with you pretty good?

Howard: Most of the time they do, yes.

Michael: Do you have a cell phone with you when you go in?

Howard: Have to have a cell phone.

Michael: So you could do your call right there.

Howard: When you leave the place, go back to the car and call the guy.

Michael: Okay, so he says go ahead and do it. You agree for 20 bucks. Do you write up an order before you start work?

Howard: Write up a receipt. You can go to Staples and get a regular receipt book, but to make it more professional, I'd get some return address labels, print up my business on the label, then peel and stick these labels at the top of the receipt book. That's much more professional. You don't want to give them a blank receipt.

Michael: Yes, you want to have a receipt, though. Do you write your receipt up before you start the work or do you agree on a price in writing? He says, 20 bucks and you just do your work.

Howard: Believe me, there are no contracts or nothing. I've had jobs for years; I've never had a contract.

Michael: Okay, so this isn't technical. It's a greeting of the minds. The guy needs his windows cleaned. You're going to clean them and then after you're done, you say I'm finished.

Howard: And many times they tell you make sure you come back next month. And they understand it's a monthly thing. I had a couple last month, I had to go every single week. Lots of bagel shops, any place that sells bagels, because kids put their hands all over the place. So bagel shops, I don't know if you have Einstein's.

Michael: Yes, we have Einstein's.

Howard: Oh my gosh. Most of the Einstein's I've done, I've never had one I didn't do at least twice a month.

Michael: Alright, so a guy interested in going out there, he's got to look not at only making 20 bucks in 30 minutes. If they want you back twice a month, that's \$40 a month of guaranteed income. Okay?

Howard: Right.

Michael: Of work; \$40 a month. Now if you just go see 100 people and 10 of them say yes and 10 of them want you back twice a month, that's \$400 a month right there, with just 10 accounts.

Howard: Yes, with just 10. And that's a car payment.

Michael: What's the most accounts you had at any one time that you could comfortably work with?

Howard: The most I've had at any one time is about 30. It doesn't take a lot man, I'm telling you.

Michael: 30 accounts? But how many units were you cleaning a month?

Howard: It so varies. I was doing Barnes and Nobles, those were like 100 bucks apiece. One was \$150. I had one Barnes and Nobles that was \$375.

Michael: You were charging 375 bucks?

Howard: It was huge.

Michael: How long did it take you?

Howard: It took me 4 hours.

Michael: Still!

Howard: Even when I was working for the window cleaning company, I made \$300 a week. I go get this Barnes and Nobles, I make \$375 in 4 hours.

Michael: In 4 hours.

Howard: I just did in 4 hours what it would take me a week to do with this joker.

Michael: When were you really kicking, what kind of money were you making when you were really working it?

Howard: When I was really working it, I was doing, I was doing about \$1,000 a week.

Michael: \$1,000 a week cleaning windows, and mostly cash.

Howard: Well, out of that \$1,000, I would say about \$600-\$700 cash.

Michael: Do you have to be able to take credit cards?

Howard: No, like Barnes and Nobles was never cash. You would have to sign an invoice.

Michael: Then you bill them.

Howard: Yes, bill them.

Michael: There are going to be companies that aren't going to pay you cash and they work on a net 30, meaning they pay you in 30 days.

Howard: They're not allowed to pay you petty cash. Some of these stores don't have a petty cash account.

Michael: Don't be afraid of a larger store because they could be a good account for more money, but you're just going to invoice them and then that goes to their payment department and then they mail your check within 30 days or whatever your times are.

Howard: Exactly.

Michael: Alright, so you've given me some examples of how to go out today, go walk in these small businesses, talk to the manager and ask them do you have anyone doing your windows. Some will say yes, they do, some will say no, and then you do them on the spot. What about the people who say yes they already have someone? Did you ever work hard to try and sell them your services over someone else's services? You ask them if they're happy with their existing cleaner.

Howard: All you do is ask them, are you happy with your existing cleaner. That's the only thing you have to ask.

Michael: And then what do they say?

Howard: Sometimes they tell you, not really. And they say, why don't you leave your card or why don't you call me back. But that's the one magic question you ask them. Are you happy with your existing cleaner?

Michael: Do you ask them what your competition is charging them?

Howard: I do; sometimes they don't tell you cuz that's not giving the guy a fair break. But yes, I ask them all the time. If they don't tell me, I say I tell you what, this is what my charge is. A lot of times they do tell me. And sometimes to get the job, I may beat them out maybe by 4 or 5 bucks; usually about a \$5 margin. I try not to make it no more than 5 bucks.

Michael: Is this business recession proof? Is it guaranteed work whenever wherever?

Howard: Well, I can't say that. Let me put it this way. Sometimes you lose an account if the economy tanks but it's very few compared to the ones that you had. You may lose 1 or 2, maybe 3, but for the most part I've never had a problem as far as losing accounts because money is tight.

Michael: When you know that you can go talk to a certain amount of people and get accounts, what advice would you give for where your accounts are? Now you may go into an account that has stores that are in different parts of the town. Don't you want to think about where all your accounts are located so you're not wasting time driving all over town, or you can do them whenever you want?

Howard: You work with other _____. If the guy has 5 stores, you're going to have to go and drive to those 5 stores if they're not in the same part of town. So it depends on what you're trying to build. If you're trying to build a long-term business, you would definitely want to go where those stores are. If you just want to make a car payment, then you can just concentrate on a 5 mile radius from your house. I've always had to travel. For example, Barnes and Noble, they were all over the place, so I've had to get in the car and drive. If you're looking to build something long-term, you're definitely going to have to do some driving. But being out there on your own is part of the feeling that you get of accomplishment and freedom.

Michael: So even though you're driving, you could listen to . . .

Howard: You could listen to a Michael Senoff tape.

Michael: There you go.

Howard: That's what I do. That's another thing I like about it. You're feeding your mind. You keep your positive tapes in the car and stuff like that. In between accounts, you're working on your subconscious mind, you're not getting that on the job. You got stuff like that to listen to, you can't do it at work. That's another good thing about it, that you can feed your mind while you're making money.

Michael: That's true.

Howard: I've got all kinds of seminars on my I-pod and while I'm working 6, 7 hour days, most of that time I'm listening to your positive tapes. So you have a bad day, you have some rough times, when those times comes that's when it's really good to have that information that you listen to while you're working. Yeah, if you want to build a long-term relationship with some of these accounts, you're going to have to do some driving.

Michael: So what is it about window cleaning? Why is glass always getting dirty?

Howard: The main thing is because it separates the outside elements from the inside.

Michael: What part of the glass is dirtier? The inside or the outside? Does it all depend?

Howard: I would have to say the outside, because you're getting all of that pollution, the dirty rain water, smog, but the inside, especially in

restaurants, you've got finger prints, grease and things like that, and food particles, bacteria. I would say because of the environment, I would say the outside probably gets dirtier than the inside.

Michael: Okay, and do you need any kind of special car or a truck to do this?

Howard: Car yes; truck, no. The only thing is, if you're going to use ladders, as long as you have a car where your back seat folds, see, window cleaning ladders are very special. They're not like those 40 foot ladders you've got carry on a ladder rack on a truck. My window cleaning ladder sits right in the back of my car.

Michael: And it extends?

Howard: Yeah, it comes in like 5 foot sections and they just break apart.

Michael: On TV, there's an infomercial called the Little Giant.

Howard: Mine is better than that because the Little Giant doesn't break apart. It just configures differently. Window cleaning ladders is like taking a 40 foot ladder and breaking it in 4 pieces and they fit right in the back of my car.

Michael: Before we get into how you switched over from commercial into the residential, what kind of interesting people would you meet? Was that something that you enjoyed about the business?

Howard: Well, yeah, you meet all kinds of interesting people. But I'll be honest with you, most of the time that I got business, it wasn't because I was the best. It was because they liked me. For 5 seconds, they don't know if they want to do business with you or not. A lot of times I would charge the same amount as the other guys charging, and because I came in and they liked my personality, I made them smile, they said, you know what, why don't you go ahead and do them. So you've gotta have a decent personality. Because a lot of the business I got is because I came in behind somebody that was doing a lousy job. You'd be surprised how much business I got because somebody was doing a lousy job, or because they like the way I came off. And they said, you know what, go ahead and do it. I'll just blow the other guy off when he comes back. Maybe 20% of the time, it was really, hey you know what, we don't have anybody. Thanks for coming in; go ahead. Most of the time I beat somebody out because they're doing a lousy job or they didn't like the guy they had and they liked

me. And they said you know what, I'm going to let you do it from now on.

Michael: So what's your philosophy on the actual job; the quality of work?

Howard: The quality's gotta be there, but if you sell yourself, if they like you, if you hit it off in the first 5-10 seconds. Let me tell you something, there are times I forgot to wipe this up, wipe that up, left a drip here; they never said a word when I came back, they're like, hey how you doing? You're like one of the employees. Many times, you make a mistake or leave something, they don't even see it because they like the person they're dealing with. Now, if they didn't like you, it's like, hey man last time you left a drip, you left a spot, you've gotta give it more attention. But I can't tell you the number of times I may have missed a spot or whatever, but they never notice it because they like who they're dealing with.

Michael: So when someone comes in and does a sloppy job, how do they know that the guy did a poor job? What are some of the technical things?

Howard: You can tell. The main thing is if you see streaks, water drips; if you see the ledges not wiped down. The number 1 telltale sign is streaks. When you clean a window, you should not see any streaks at all if you're doing it right. It's almost like there's no glass in the frame.

Michael: So you know a good job is being done when you can see through that glass.

Howard: When the window looks like there's no window, that's a good job.

Michael: You've developed, over the 10 years, some techniques on how to accomplish that that a lot of people don't know. Is that correct?

Howard: Yes.

Michael: How long did it take you to perfect your non-streak window cleaning system?

Howard: Less than 2 weeks.

Michael: But the first time 2 weeks, you were getting all kinds of streaks?

Howard: No, the first 2 weeks you're kind of feeling it out. But any readable person can get it down in 2 weeks or less.

Michael: Now did you come up with a way to get through your window jobs faster than most other window cleaners? Because when it comes down to it, you're still working for time. But the faster you can do your job, the more money you can make.

Howard: That comes with experience. The main thing to do to cut down on time is, pay attention. A lot of times when you're in a new area, you're traveling, you tend to look around and take in the sights. Just get up to the glass, clean it and move on. That way you maximize your money.

Michael: You're listening to an exclusive interview found Michael Senoff's www.HardToFindSeminars.com

Michael: So let's talk about when you transitioned to doing commercial to residential. Why did that happen? Why did you transition from commercial to residential and what benefits did you find with the residential that you didn't find with the commercial?

Howard: Well, I still do some commercial, but now I'm focused 70% on residential. Only because it's a larger untapped market.

Michael: Right, so there's less competition?

Howard: Right.

Michael: Tell me about your first residential account. Do you remember?

Howard: Oh, I was cleaning . . . and that's another thing, when you're cleaning windows sometimes people will come and ask if you if you do houses. That's how I did my first one.

Michael: I gotcha.

Howard: They asked if I do houses, I said yes. I went out there, and really cleaning a resident is not much different than cleaning a commercial. The window size is smaller, that's all. You go with a window as opposed to a store front.

Michael: So are you able to charge them more money for resident?

Howard: Oh, absolutely. The price that you charge for residential is much easier to come up with than a commercial. For a standard double hung window, I usually charge \$10 a window. If they have a window with a storm window, a storm window is like cleaning 2

windows in one because you have the regular window as you walk up, and when you lift that window up, you've got a set of storm windows you've gotta take out. So a window that has a storm on the outside, that's \$15 a window. I always tell them that I'll clean the screens for free. In other words, you don't wash the screens with water. What you do is, stiff brush and just get all the oxidation off. It's a real quick process. I think it's an incidental. Oh, by the way, the screens are free. Oh, okay, great, great. And I wipe down the window sills. Oh, do you? Yeah, yeah. Yeah, I wipe down the window sills, so it's \$10 a window or \$15 a window. Now for sliding glass patio door, that's \$15; French doors are \$15, and if you have a large bay window, that's \$25, depending on the size. If it's really extra large, it'll be \$40. What I usually do is over the phone I ask them how many windows do you want cleaned. They'll see, okay, hold on let me count. One, two, three, sometimes they count out loud on the phone. 25 windows, okay. Then I'll ask them, are they just regular double hung windows or do you have storms? Oh, they're just regular double hung windows. Now let me ask you this, ma'am. Do you have true divided lights? In other words, is your window divided into smaller sections with these little wooden slats? And they'll say, well, yes they are. Now if they have true divided lights, that's a little more expensive because you've gotta clean window individually.

Michael: Yeah, how much are those?

Howard: I charge about \$12 a window.

Michael: Rather than \$10.

Howard: Right. So you're looking at 10, 12 & 15. That's the standard that I've done. So I add everything up, they tell me 25 windows. If they don't have no storms and no divided lights, it's regular \$10 a window; 25 times \$10, that's a \$250 job. It will probably take all day, maybe 6 hours. But I mean, man, you've made \$250 in one day. If you times that by 5, that's \$1250 a week. Most people don't make that money. The average working person don't make \$1250 a week. And even if you're just starting up and you only get three of those a week. In the peak season, \$250 times 3, you make \$750 a week. Man, do you know what some people would do for \$750 a week? And look, you've got two days off.

Michael: So that's what you like; you're able to charge more. There was less price competition.

Howard: If I have a string of KFC's, I've gotta go to this KFC, to that KFC, to that KFC, to that KFC. You go to one person's house; you go to one stop a day and then you're done.

Michael: Right.

Howard: Even thought that stop may be 50 miles from your house. You've got one stop to make, clean the windows and you're done. Because if you've got 6 or 7 KFC's all over town, you may drive about 50 miles; maybe less or more, just to get to those KFC's. I got one stop a day.

Michael: How do you get your business now for your residential? Do you ever use any kind of advance marketing techniques? Before you were just walking in cold.

Howard: Everything I did, I did with no money. I had nothing, nobody, I mean talk about nothing. I'd get the Yellow Pages, look at the janitorial companies. A lot of janitorial companies hate doing windows. They get called all the time, hey I want you to clean my house. Do you do windows? Every house I've ever gotten is from a janitorial company.

Michael: Every house?

Howard: Every single house.

Michael: So residents are calling the janitorial companies?

Howard: And they never, hardly ever, do windows.

Michael: So what do you say? You talk to the receptionist?

Howard: Yes, you call the janitorial company. I say the same line every time. I'll call and say, ABC Janitorial, I'm calling to find out do you need someone to take care of your window cleaning clients? That's all I say. They know exactly what you mean. They'll either say, no we got somebody, or yeah, just hold on please. Or they'll tell you to call and speak to someone. Get a name, that's good. Speak to someone else, he'll be able to help you. That's how I got most of my residentials. I will call janitorial companies in the evening or have my wife call them and say do you have anyone taking care of your window cleaning needs? Customers call and want window cleaning, do you have someone taking care of that?

Michael: Hey, do you want to do something for fun?

Howard: What's that?

Michael: Let me do a three-way call. I'm going to call a couple janitorial companies, we'll see what they say.

Howard: Okay.

Michael: Okay, hang tight. Okay, just one second.

Vincent: Good morning, this is Vincent, how can I help you?

Michael: Hey, Vincent, how you doing? Do you get calls from people who want you guys to do windows?

Vincent: We do.

Michael: Are you all doing them, or no?

Vincent: We do, yes. Now are you looking for windows to be cleaned?

Michael: No, we're a window cleaning business here in San Diego.

Vincent: Perfect, we're always looking for new vendors. What we do is we do facility maintenance on commercial property and we subcontract all of our work out.

Michael: Sure. Are you happy with your existing vendors?

Vincent: Yes and no. We're always looking for new ones. Only because we like to keep our options open.

Michael: Let me give you my name. I want to tell you, I'm not like everyone else. I do an exceptional job. I do what I say, I show up on time, and I do quality work. Why don't you take my name down? It's Michael, M-I-C-H-A-E-L. Senoff, S-E-N-O-F-F. You can give me a call at 858-274-7851.

Vincent: I'll tell you this. We have a qualifying process that we put all our vendors through.

Michael: That's fine.

Vincent: It's pretty basic. I just need to see if there's a license and general liability insurance at least a million dollars per incident, and if you

have employees, Worker's Comp, car insurance, a copy of that. And then I need your company information.

Michael: Can I fax some of that to you or do you have a form?

Vincent: Oh definitely, yeah. Tax ID and that sort of thing. Yeah, if you could fax it to me, I'll give you my fax number. It's 858-...07.

Michael: Okay.

Vincent: And we can start from there and when we get some jobs lined up for window, we'll give you a call and we can go from there.

Michael: You got it. I'll take care of it.

Vincent: Thank you, Michael. Thanks a lot. Have a good day.

Michael: Yeah, you, too.

Michael: Are you there?

Howard: Yes, did you see how that? What I'm talking about?

Michael: Was that hard?

Howard: No, so you see what I'm talking about?

Michael: I see exactly what you're talking about. I proved your point. Okay?

Howard: Yeah, check this out. Now most of my calls aren't like that. Now, whoever you called, this guy apparently handled those places like Barnes and Nobles.

Michael: Big accounts.

Howard: Right. Most of the places in the phone books, they handle residential and some medium sizes, but I've talked to guys like that. That guy handles a lot of large commercial accounts. Let me tell you something. The only set-back to a guy like that is, they don't want you to do stuff that you are not equipped to do. I had people wanted me to do colleges, universities, 8, 9, 10 stories and I never told them I was a Ma and Pa business. But yes, see what I'm saying?

Michael: But now, let's say I don't want to actually do the job. I could maybe contract with someone who could handle that and be almost like a broker if I wanted to do that.

Howard: Yes, this dude that you just talked to says, I've got a school, I've got a university I need done. I need you to go and give me a bid. And actually you can call up one of the cleaning companies in the area. You never tell them who your source is. You say, look, I need you to give me a bid on LA University, whatever. I need this in 24 hours. They'll give you the bid and you'll be the point man and then you go back to the company and you may want to add on \$500, \$1000 just for your efforts. And give them the bid and see what happens.

Michael: I tell you, let's do another one just for fun and then I want to talk about those requirements if I wanted to get into the big time, like my liability insurance and he wanted Workmen's Comp in case of I have any employees, which I don't. And what was the other thing? He wanted to know that I had a business license. That's not hard to do.

Howard: Window cleaning business you don't need a license.

Michael: In the window cleaning business you don't?

Howard: No, there's no state that says you have to have a license clean windows. Not at all.

Michael: What about a regular business license?

Howard: I don't know, but you could sell peanuts on the corner and you don't need a business license. You just don't need it.

Michael: I would say to anyone listening they may just want to check with their county or their state to double check.

Howard: Just to see if they have a special license you need to clean. Because most janitorial companies that go in and clean houses don't need a license.

Michael: You don't have to tell me the name of your window cleaning business, but do you use a business name where checks are written out to?

Howard: Yes.

Michael: So you need a name to your business. And it's a fictitious business name.

Howard: Right, you've gotta have a name like Good Window Cleaning or whatever. And I would highly recommend get a federal tax ID number from the IRS. Don't use your social security number because let's just say somebody sneaks up from your past and wants to garnish you wages, they can't touch your personal bank account.

Michael: Okay.

Howard: Things like that happen.

Michael: Yeah, absolutely. So as your business grows and you may want to protect yourself, you can incorporate for a couple hundred bucks. You can do it yourself by using some of the self help programs like No Low Press will show you how to incorporate your business for a little money.

Howard: If you go to Barnes and Nobles and get a copy of Income Applicators magazine, a lot of companies incorporate for less than 100 bucks.

Michael: Wow, that's great.

Howard: \$60.

Michael: Is that what you did?

Howard: Yeah.

Michael: Alright, so you got a federal ID number. Okay, that's smart because you're married and you've got a family?

Howard: Yes, me and my wife.

Michael: Hey, let's do another one. Hang on a second.

Message: We are unable to answer the phone right now.

Howard: You get a lot of those.

Michael: So you can leave a message. Alright, hold on.

Woman: Good morning, the Cleaning Company.

Michael: Hello, cleaning company. Who is handling your residential window cleaning accounts?

Woman: What do you need to know for?

Michael: We are a window cleaner here in San Diego and we know it's tough to find reliable window cleaners for residential accounts. Because many companies like yours don't even handle them. And I'm calling to see if you have requests for residential window cleaning.

Woman: Why don't you just fax me your information.

Michael: What information would you need, hon?

Woman: What is it you do, where's your license, do you do multiple floors, things like that.

Michael: If I am, do you have the business?

Woman: I don't know. I need to show that to my boss. Based on that, he could make a decision and have you come in for a meeting or something.

Michael: Okay, sure. That's a good idea. What is your fax number?

Woman: 858-

Michael: Alright, thank you very much.

Howard: See, something like that. That may sound like . . .

Michael: Like she was tough, but she had stuff.

Howard: Oh no, let me tell you something. Barnes and Nobles I got like that. I had a lot of them because they were like, well, what can we do for you, ya-ya-ya. I just did exactly what you did; faxed them everything. A week later, the guy called me back.

Michael: He called you back. The bottom line is there's more demand than there is supply.

Howard: It's hard to find somebody that can do decent windows. And like I said, I get a lot of business after they screw up.

Michael: Alright, let's call one more. This is fun.

Michael: How you doing there? Who's handling your residential window cleaning business?

Man: We are.

Michael: Okay, I'm a local window cleaner right here in San Diego. I know it's impossible for you to find decent, reliable window cleaners. Do you have any potential work that I could help take the load off?

Man: Well, you're an experienced window cleaner, huh?

Michael: Yes.

Man: You like second floor, third floor buildings or just first floor?

Michael: I would rather do first floors but I'm open to what you have. Obviously, I'd rather do first floor. I don't like getting up on those third floors. But do you have a lot of jobs available?

Man: We have someone who can usually take care of first floor windows. That's usually not a problem.

Michael: So it's your second and third floor stuff.

Man: Yeah, but I can take your name and number.

Michael: Yeah, sure. Let me give you my name. It's Michael Senoff; S-E-N-O-F-F.

Man: Okay, okay.

Michael: If I can handle your second and third floor, how soon could you give me work?

Man: We don't get a lot of window cleaning work.

Michael: You don't?

Man: No, we have companies we deal with and the first time it's all cleaning without actually doing the windows. But sometimes they do want windows done.

Michael: Do you have anyone that needs something currently?

Man: No, we actually had a job last week but somebody already did it.

Michael: Okay, but jobs come across your desk?

Man: Yeah, they do, but you just never know. We do a lot of construction clean-up and file cleaning work, too. And the people that usually do that do everything.

Michael: Well, I've got a good crew. What else do you need? Are you lacking on vendors for anything?

Man: Well, most of our work is regular night time janitorial work, like office cleaning; stuff like that. That's mostly what people do. But we do have special work, too. Can you do like floor work or anything?

Michael: Yeah, I can do floor work.

Man: Like stripping wax?

Michael: Yeah, we can do it all.

Man: Well, that might be somebody we can possibly use sometime. We do get strip and wax work and we don't have a lot of people to do it, but that's definitely something, too.

Michael: Well, why don't you hold on to my name? When you're in a bind, give me a call and we'll see if we can work something out.

Man: Do you have insurance and all that?

Michael: Yeah, I've got insurance and all that.

Man: Business license and all that?

Michael: Yeah.

Man: Okay.

Michael: Alright, thank you very much. Good bye.

Man: Bye.

Michael: For more interviews like this, please go to www.HardToFindSeminars.com.

Howard: I know when I call the yellow places, there's two things. You've got janitorial companies but then there's another category in the yellow pages called house cleaning. So sometimes you might see one in both. You might see janitorial companies under the heading of house cleaning.

Michael: I'm talking to more of the commercial guys, which the small guy really doesn't want to touch. But I did want to prove a point. Three calls, whether I do the business or not, I can be a broker and get the business for these guys, you see?

Howard: If you recall, you never really got a no.

Michael: I didn't get one no.

Howard: See, that's good. Because you got a foot in the door. You can call them and now you can bug these guys like once a week, once every two weeks and they will know.

Michael: Anyone who does this, they should be able to have jobs in the first day. Even potential commercial jobs. Now the commercial stuff, they're going to need a business license. You know, check with their area in their town. What do you think the insurance would run? Do you ever check into insurance?

Howard: I've got insurance. I've got \$100,000 that cost me only \$90 a month.

Michael: \$90 a month, that's it? So that's just business liability, right?

Howard: See here in Maryland, that's all they want. And I keep my binder with me in my car. That's all. I don't have to have a license to clean windows. All I have is business insurance.

Michael: Hey, what about here, maid home service or maid for day?

Howard: See, places like Maid for Day, Maid Pro, if you look in the phone book, some of the bigger ads, they're hard to get into. But some of them will still take the information. The work I usually get is work from the smaller ads, the single smaller ads.

Michael: So you say some of the smaller ads in home cleanings won't do windows.

Howard: No, they have their hands full just cleaning the house. I know people personally who just clean houses. They do not touch windows.

Michael: Okay, so what am I going to look in the phone book – cleaning?

Howard: Janitorial services or house cleaning or maid services.

Michael: What about carpet cleaners?

Howard: Couple carpet cleaners do keep a sale for windows, but I tired them. I got very little.

Michael: Maybe I need to go under the cleaning.

Howard: Yeah, cleaning, maid services, house cleaning and janitorial companies.

Michael: But they have maid in here?

Howard: I know the phone book here in Maryland, they're divided up into house cleaning and maid services.

Michael: They do have maid? Oh yeah, here we go. House cleaning, residential commercial cleaning, one time, weekly, bi-weekly, top to bottom, construction clean-up. . .

Howard: Now a lot of them you get an answering machine but even the words with an answering machine, I always left a machine. I want them to call me back. When they say, leave a message, I say this is Mr. Howard Window Cleaning. I was calling to let you know that I would be more than happy to take care of your residential window cleaning needs. We pay 15% commission on any residential window cleaning leads that you give us. So if you'd like to make some extra money from customers that you're already visiting, please give us a call.

Michael: Great.

Howard: Yeah, that's what I tell them every time.

Michael: So there's something in it for them.

Howard: Yes, I tell them I give back 15% of the entire job up front.

Michael: Let's try another one. Hang on.

Laurie: This is Laurie. I've either stepped away from my desk or I'm on the other phone line. Please leave me your name and the number where you can be reached and I'll get back to you shortly.

Michael: Hi, there Laurie. This is Michael and I do residential window cleaning. I don't know if you offer that service to your existing clients. However, if you have clients who need residential cleaning, we pay 15% for any referrals. 15% of the total bill. If this is something that interests you, please contact 7851. Like that?

Howard: Yep. Now my wife thinks that 15% is a little too much. It could be 10%. San Diego area, I don't know what the cost of things is, but figure for example this one guy gave me a referral, janitorial company. This was a \$400 house job and only took me like 5 hours. And I gave him 15%. He made \$60 off the deal which ain't bad for just a referral. I made \$340.

Michael: That's great.

Howard: Yeah, if I gave him 10% that would have been \$40, which is still good. I think 15 is maybe a tad generous, but 10% is even good. 15% really gets them. They call you back.

Michael: Let's try another one. Hang on.

Woman: Good morning.

Michael: Hi, there. Do you guys do windows when you clean residential homes?

Woman: No, we don't. We do the sliding doors and the window if there's a screen.

Michael: The reason I ask is I am a window cleaner and I do windows and I also pay 15% on any referrals. Is that something you guys may be interested in?

Woman: What areas do you do?

Michael: I'm all over. You're right on Lawson, right?

Woman: Right, our cleaning service is in La Jolla.

Michael: I'm in the La Jolla/Clairemont area, right off of the 52.

Woman: Okay, well we have six teams; they're all over. Rancho Penasquitas, Scripps Ranch, Mira Mesa and then La Jolla and UC.

Michael: Okay, well I can do any of those. I've got my own truck, all my own equipment, I'm licensed, I'm insured and what's special about me is, not only do I do a good job, I show up on time, I do what I say I'm gonna do. So if you refer any of your clients to me, they're going to get an exceptional service. I'm not a flake like a lot of these other guys out there.

Woman: Well, we would definitely like to have some business cards or some information on your.

Michael: Absolutely. What I can do, I can either come by or I can certainly just drop in the mail.

Woman: Put them in the mail because it's Friday and nothing will happen today anyway.

Michael: That will be fine.

Woman: We do have people that ask quite often.

Michael: Yes, well, I know why you guys don't handle it. I know it's a lot of work. You just don't have the time, do you?

Woman: No, we don't. And we want them to do a good job because our girls don't concentrate on that. So we don't even go there.

Michael: I understand.

Woman: Some people ask a lot and we're new to this area so we don't know anyone.

Michael: Great, well that's something. Let me do that. I'll get you some business cards and then we'll reconnect, maybe Monday or Tuesday, and we'll just go from there.

Woman: Alright.

Michael: Very nice meeting you. Are you the owner there?

Woman: I am.

Michael: Okay, wonderful. Thank you. Goodbye.

Michael: Look at that. What do you think that one call could do for my business?

Howard: You're in California where the weather is nice all year round. Let me tell you something. That one call, annually what it can add to your business – about a good \$5-8,000 and that's being conservative.

Michael: Now we've been on the phone for less than an hour. As long as I follow through, go down and drop off my business cards. She already identified they're new to the area, they've got business, she's busy and she doesn't know anyone.

Howard: Okay, so you don't even have to go down there. You could do everything over the phone. I would fax or email it. That's even better.

Michael: I think we've proven our point here. With that one idea you talked about when you first got started. But what other ways were you able to get business? I mean, this seems like the most effective way, sitting on the phone just calling people.

Howard: See, what you're doing there is you're using other people's contacts for your own. That's basically the best way to do it.

Michael: Forget walking door to door; forget flyers, forget mailers, forget advertising. Just stick to what we just did.

Howard: No, flyers are a total waste of time. Telemarketing is the way to do it. I've tried door to door both. I'm not lying about commercial business I've gotten walking door to door. Like Einstein Bagels, I went into 7 different ones and I got all 7 of them.

Michael: Wow.

Howard: That's just how it is. Dunkin' Donuts, I just went into them and got 5 of them. I went into one and got 5. I went into one Barnes and Nobles and got 6. I went into 7 Einstein's and got all 7. I went into New Market and got 13. I would just say, how you doing, my name is Howard, whatever. You know when people warm up to you, you can make a little comment about the weather or about the job or whatever. I start out with something funny. They say, hey my buddy Roscoe is the manager over there at _____, why don't you give him a call. It happens every time.

Michael: That's referral business. Once you get your business going, you should be working off referrals or making maybe a few calls every month, just start generating a new flood of business.

Howard: Like that last call said so. Once you get in with them, the calls keep coming. There's a guy I used to work for, he had a credit deal on the job, right? He went out, borrowed some money from the Credit Union to keep him going for a couple months and just went cold turkey. Just depends on who you talk to. She's going to say, well look, I got a lady with a house done, so and so and so and so, can you do it? You can't tell that woman, yeah, how about on the weekend. That's not gonna happen. See, like for the person who's doing it part time and got another job, they can only do commercial.

Michael: But they can go knock on doors themselves.

Howard: They can do a couple Einstein Bagels, some Dunkin' Donuts. But see, eventually what's going to happen is you're going to have to say goodbye to that 9 to 5, you're gonna have to. Most people who do this business get in with the intent of not keeping their job.

Michael: Or who don't have a job already.

Howard: Right. They completely want a change of everything. They want to get control of their time, control of their freedom. I never have to ask for vacation.

Michael: I think we've proven out point, okay? You're an expert in the business. Certainly anyone who wants to get into this business, we haven't revealed everything because one of the most important things, other than getting the customers, or to learn to wash windows, and that's not something that is gonna come easy without experience unless someone has a coach or consulting or they take the time through trial and error. I think the people listening to this call want to get started immediately cleaning businesses. So they need to know how to clean the business. Howard, you've come to me and you've asked me to work with you to put together a detailed system that is gonna teach someone how to actually clean windows effectively. We go over the exact equipment to use, we talk about what to bring with you on the job, we talk about where to get your water, we talk about your proprietary techniques for cleaning windows faster than your competition, and we talk about your ways for cleaning windows without any streaks. And you show me all the things you've learned in the last 10 years that's gonna make your window cleaning business go by faster and how you're gonna be able to charge more money and get more paying customers more

consistently. Now anyone who's interested in your system can go to the description at the web site and click on the link which will outline everything that they were gonna get and what they'll be getting is the audio recordings, which are digital audio recordings just like we're doing today, with a PDF file showing the exact equipment. And they can follow along with the audio recordings and the images on-line. And then they can get started in the window cleaning business instantly. Is there any other words of advice you would want to give anyone listening to this recording about why they should get started today?

Howard: The reason I would suggest anyone to take advantage of this now is because of the fact that there's a lot of business out there that's available. But it will always be available if you don't take advantage of it yourself. Because window cleaning is an impulse type business. Many people know they need it done and as soon as you mention window cleaning, all they want to do is work out the details and you've got the business. So it's not a business that people have to make a lot of decisions and go through a lot of red tape. It's an impulse business. And the longer you wait, the longer it will take you to reach your financial goals.

Michael: So what you're saying is, there's no special selling skills involved. Either you want it or you don't.

Howard: Exactly.

Michael: And if they want it, you're going to be making money instantly.

Howard: Right, and people who you call, just like you did, you say, hey this is what I do, then you know. You don't need a J. Abraham manual. You already know. The guy that I used to work for had about as much personality as a brick. They already know how to start a window cleaning business with no sales skills at all. You don't need it. All you gotta know is how to ask questions. Hey, do you need a window cleaning service?

Michael: What would you say to people who maybe have this perception that maybe cleaning windows or cleaning homes is beneath me? Do you think that's a barrier for people?

Howard: Well, they've got to get past that point for sure. First of all, people who feel that way won't do well at the window cleaning business because you go into some people's houses so somebody has the thought about I'm not cleaning anybody's house, that's manual labor. But you have to get past that. How I got past it, how other

people get past it, is that you are an entrepreneur; you are self employed. It's better to be self employed than to be just over broke, with just a job. So that's how a lot of us get past that. We want to maximize our time and money by being self employed as opposed to having someone dictate that your time and effort is only worth \$10 an hour and that's all you're getting from us. And by the way, you're salaried, no overtime.

Michael: Hi, it's Michael Senoff here. Here is a short call that came after my interview with Howard from one of the ladies who had just started a cleaning service, calling me back requesting me to send business cards; absolute proof that those few phone calls that we made during this interview were very effective and this one lady could bring me a lot of business if I chose to get into the window cleaning business. I just wanted to illustrate this and here's the phone call that came later for your listening pleasure. Enjoy.

Woman: Just returning a phone call in relation to your business referral. I had worked like that before. This guy that I'm working with right now just his price is getting a little bit up there and we haven't had too much success lately out pricing himself.

Michael: Can you give me an idea what he's pricing? I want to make sure we're on the same . . .

Woman: It just depends. We do everything from construction cleanup to regular maid service.

Michael: How about the residentials, you know the maid service in the residential home?

Woman: It just depends. He goes out there and takes a look at them. All I know is that we're getting a lot more no's and that's something that didn't normally happen.

Michael: I see, okay.

Woman: Anyway, we're very interested if you want to send me some cards. Just put on one of your cards that you have a referral fee and I'll remember who you are.

Michael: Yeah, that's perfect. So how will it work? Will your girls go in there, they'll leave a card or what?

Woman: Well, what happens is when we get phone calls on jobs and they're window cleanings that we don't want to do, then here's exactly what

we'll do. Like, we'll do little side windows and easily reached windows and outside but when it obviously starts getting second stories, or when hedges are in the way; you do do construction clean up?

Michael: Sure, yes.

Woman: Then that's when I always refer it out. So what I would do is give you the name of the client and then you can basically handle it from there and hopefully you get the job and then just cut me a check for 15% of what you charge.

Michael: That's a deal, that's a deal. Okay, let's do that. I'll get you some stuff.

Woman: Okay, let me give you my address.

Michael: Great. Okay, thanks so much. Have a good weekend.

Michael: That's the end of my interview with Howard. I hope it's been helpful and I hope it's given you some confidence that you can get out there and start making money doing the window cleaning business. If you're interested in Howard's complete package on how to get started in the window cleaning business, go back to the web site or the transcript where you learned about this recording and click on the free report, "Successful Window Cleaning Business in Under 72 Hours" and you'll be taken to more details on how you can get your hands on his complete training and the techniques of how to actually clean the windows properly, and lots more. Or if you'd like to get in touch with Howard, please contact me at 858-274-7851. You may also email me at Michael@michaelsenoff.com. That's Michael@michaelsenoff.com, and that's S-E-N as in Nancy, O-F-F like in Frank. SENOFF. Thanks for listening and enjoy.