

BRAND STRATEGIES

- 1. First Impressions** - Physical appearance and hygiene of house cleaner
- 2. Consistency in all aspects of branding including appearance.** Consistency creates comfort in clients recommending you.
- 3. Extension of Your Brand** - Show up with clean, tidy, fully stocked supplies, clean vacuum, clean mop, clean car.
- 4. No foul language,** cursing, racism, etc.
- 5. Social Media Awareness** - Post with caution, respect and care. Never post when drunk or during PMS.
- 6. Work Consistency** - Create systems that guarantee a stellar performance every time.
- 7. Compassionate Customer Service** includes patience, kindness, compassion and humility.
- 8. Protect Your Brand** under all circumstances.
- 9. Customer Respect** - Don't argue with the customers. Don't shame them, or make them feel inferior. They are your paycheck.
- 10. Client Confidentiality** - Don't talk (gossip) about your clients. Even in general terms. It breaks the bond of trust.
- 11. Know What You Don't Sell** - Don't over promise or commit to projects you're no good at. It's better to recommend a trained professional than screw up or botch a job.
- 12. Become an Expert Communicator** - Learn to read people. Seek to understand and be understood.
- 13. Become the Company that House Cleaners Want to Work For.**