



TRU.MADE

**HOW I MADE 500K
CLEANING WINDOWS**

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ABOUT THE AUTHOR



Hi,

Hi, my name is Arman Khalili, son of immigrant parents and the founder and operator of Trushine Window Cleaning Limited Company. In this book I will explain how I made 500K cleaning windows. I will discuss which tools, what tactics, technology, advertising strategies, and what you should know when you open a window cleaning company. As well as how to be successful in your business.

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CHAPTER 1

WHY I STARTED MY COMPANY?

For some people, choosing a career is easy, simply because they were born into a family with a six figure income and their parents have lots of connections that can guarantee them a six figure job when they graduate. Some are born into a family who did not have the luxury of the first group, they just simply were born into a lower class, or in my case, immigrant family, and they had to work hard to get to where they are at.

Well for me choosing a career was as hard as it could be. I came to the United States when I was 19 years old, I was too young for college and too old for high school. I could hardly speak the language, so my first goal was to be able to communicate with people. Therefore, I signed up for English classes at Houston Community College and started from there.

Well, signing up for English college classes was not cheap, therefore I had to get a job in a fast food restaurant as a maintenance guy. This led me to be a general manager a few years later. However, a six figure income was not able to justify the fact that corrupt the corporations are, and how politics always over rolled people. You work so hard and at the end of the day you are just a number, and soon as you fail to deliver the numbers that corporations are looking for, they would replace you with someone younger at a lower salary. Therefore, I decided to quit my six figure job to start

my own business. Don't get me wrong I didn't have a plan to open a window cleaning company when I was leaving my job, but since I knew how stressful the restaurant industry was, I was sure that I was not going to stay in the industry.

One day my brother who used to work for a well known window cleaning franchise and knew how profitable the business was, encouraged me to open a window cleaning company. He said he would help me start up the business, and that's how it all began. Most people open a business to make money, but my reason is not as corny as some of the stories you hear, I was just a guy who quit his job and wanted to start something for himself and make a living to support my family.

Well, that's enough about why I started my window cleaning company, in the next chapter, I will explain how you can register or start your very own window cleaning company!

CHAPTER 2

HOW TO REGISTER AND START YOUR BUSINESS?

Registering a business might be a bit tricky, it's basically depends on how you would like to construct your business. Do you want to be a DBA or LLC? If you don't know the difference, I suggest you contact a trusted CPA and learn what the difference is between the two and which one you think best fits your needs. I personally started from DBA, then LLC and now since we are making over half a million a year, we have switched to S corporation.

To register your business, you first need to find a name that suits your business. Something that is easy to remember, something that you can register a website domain, social media page and ultimately the name is not taken by someone else in the county that you are registering your business. For example, if you decide to call your company "Tony The Window Cleaner", you have to make sure someone by the name of Tony has not registered that exact name in your county already, so pick a unique name.

If you want to register your business as a DBA, all you have to do is drive to your county clerk and register your business name by filling up a one page form along with ten or twenty dollars depend on the state you live in. If you decide to become an LLC, you should fill out the form 205 also known as certificate of formation along with \$300 to the secretary of state. (Please note the prices and names of the forms may vary based on the state you live in). Once

your business is registered as a DBA or LLC, you can register your business with the IRS and receive your Employment Identification Number (EIN). You can register your company with the IRS online and receive your SS-4 right away for free, also be prepared to print your SS-4 form or EIN number right away as it is auto generated and you won't ever have access to it again.

Once you have all the registration forms, you can simply walk into any bank and open a bank account (some banks offer free small business checking), call around and shop for insurance, etc.

Congratulations, now you are a small business owner!

In the next chapter, I will explain some tools you may need to perform jobs.

CHAPTER 3

EQUIPMENTS AND TOOLS

Every industry or service company uses unique equipment that will help them to perform a quality job for their clients. As a window cleaner, you should know there are some tools that are necessary for you to perform high quality service. When I was opening my business, I did not want to go all out and spend thousands of dollars on equipment, because I didn't want to spend all my savings and above all wasn't even sure that I could pull this off. I suggest you do the same, only purchase the equipment that you think it is necessary for you to perform a job and as your business grows you can add more equipment.

Before I suggest what equipment you should purchase, I want to bring to your attention that every successful window cleaning company offers one or two other services in addition to window cleaning that helps bring extra revenue into their business. Some offer pressure washing to every customer, some offer gutter cleaning, and some offer awning cleaning. At Trushine Window Cleaning, we are offering all of the above, but our top sellers have been window cleaning and gutter cleaning, and the equipment that I will be mentioning below reflects that.

Without further a do, here is some of the equipment that I personally purchased when I started my company.

1. Business cards

2. Car magnets
3. Estimate forms (Easy to read and understand)
4. Professional uniform
5. 6" and 18" mop and squeegee
6. Extension poles
7. Mop bucket (preferably with lid)
8. Towels
9. Shoe cover
10. Hip bucket
11. Dawn soap
12. Scraper and back up blades
13. Ladders (there are multiple types and sizes of ladders available, but I personally prefer a stack ladder)
14. Ladder stabilizer
15. Ladder leveler
16. Hundred feet garden hose

17. Gutter cleaning scoop

18. Blower

19. Heavy Duty Trash bags

Don't forget these are just the basics of what you need to clean windows and gutters. As your company grows, you will definitely need to purchase equipment that helps you complete jobs in less time. But, If you decide to offer pressure washing or awning cleaning services as your second key service, this list will get longer. Then, you should think of how you can keep track of your equipment. An inventory list and maybe a monthly inventory count with your employees will be an effective way to keep your cost down and your business organized.

One more thing before we go to next chapter. So I explained to you how to price your services, I'd like to ask you to be open minded and connect with other contractors that offer services close to yours who offer resale or broker pricing, for example a window screen repair company, glass repair or replacement company, gutter installation or repair company. These all could be a source of revenue for you!

CHAPTER 4

PRICING

Now that you register your business, have all your equipment in place and are ready to make money, you should be able to price your services properly. According to your city pricing of course. Let's put it this way, you don't want to ask someone in California how much they charge per window cleaning while your business is based in Texas. Cost of living, taxes and fees are different in each city, therefore check pricing averages. There are always ways for you to find out how much your competitors charge to clean windows, gutter or pressure wash. I personally called a few companies and asked them. Some were open and helped and some not that friendly. But this does not mean your price should be the same as your competitors. Everyone can charge whatever they want long as they have the ability to sell their services to their potential customers. As Kieth Kalfa said in his book "The Window Cleaning Blueprint", window cleaning is a luxury service, not everyone will be using service and you should be prepared for some rejections, and you may get that 1 job that the client asked for some extra discount and you agree to it, just because you didn't have any job on schedule! And comes down to it, the client end up being very peaky and detailed about what they want and you end up regret accepting the job or sold yourself short.

I personally told my sales representatives not to sell themselves short. Fifty percent of people who decide to

hire someone to clean their windows have enough money to do it and the other fifty percent are probably on the hot seat (meaning they are selling their house or they received a letter from their home owner association), so they don't have a choice but to get it done. As long as your price is right, they will hire you.

One last thing before I start telling you how much you should charge per window is that you should know your peak and slow times, but do your best that you do not lower your prices during off season and bump it up during peak season. Always keep your price the same, but offer coupons during your off season, and the reason for that is sometimes your business gets really slow and you are desperate to make money, therefore you underprice your service. You may not agree with me on this, but I've seen it happen with my own eyes. Sometimes customers hold on to their bid and will contact you later and in some cases during your peak season. Then you have to cut from your own or your employee's time during your money making season and go and service a job that you underbid 15 or 20 days before.

So in next page you can see types of windows and how much we are currently charging to clean window panes.

Please note these are average pricing and it does not necessarily mean you should charge this price

WINDOW STYLES

Pricing Guide

 Double Hung \$6	 Casement \$8	 Single/Double Sliding Windows \$6	 Double Hung Paned \$8	 Double Hung Paned with Half-Moon \$4
 Picture Window (may also have panes) \$7 (\$12 if larger than 5x6)	 Picture Window with Casements (may also have panes) \$6 \$7 \$6	 Sliding Doors \$7 \$7		
 Jalousie/Louvers \$2	 Awnings \$5	 French Windows & French Doors \$.85/pane \$34 Total for 40 panes		
 Circle Window \$5	 Hexagon window \$5	 Half moon window \$5	 Triangle window \$5	



Includes inside/out, sills & tracks wiped down. Screens \$5 each. Track deep cleaning, hard water removal extra.

Well, now that you know how much to charge per each window or window pane, you may also need to do a little calculation to provide an estimate to your customers. As your company grows, you will need to invest in some estimating software to do these calculations for you and your team of sales representatives.

In the next chapter, I will explain how I started advertising and selling my services, but before we go to next chapter, I think it's best for us to take 15 minutes and practice coming up with a proposal on how much it would cost to clean the windows of the house or apartment that you currently live in.

So, let's grab a piece of paper and write down how many of each type of windows you have, multiply and add them up and see what you think. I personally think my company's time is worth somewhere between \$75/hr-\$100/hr. You need to find out what your time is worth and adjust your price accordingly. After all, if you are investing your time and money, as well as investing in this book, you should take some time and find out how much your services are really worth, and don't let your clients decide that for you.



**30 minutes Practice
time**

Now that you feel comfortable with your pricing, I ask you add an additional 5% to your proposal! So if your estimate was \$100 to clean the windows for your house, bump it up to \$105, I will explain why!

Throughout the years I really started believing that window cleaning is a luxury service and 60% of people who use your service are mid-high to high income people who can afford your service, and the other 40% actually in need of your business, whether they received a letter from their home owner association or they are afraid of getting on top of the ladder. So when you're pricing your services always keep in mind either this person needs you, or he/she can afford your service, and that's why you add 5% to your estimate. I personally believe there always should be a question in the back of your mind, if you priced this too high, why is that? Because you always want to grow your business and find out your limit on how much you can sell at. Let's be honest with each other, there is no growth when you are comfortable. So, make yourself a little uncomfortable delivering that proposal. Expect more, never settle.

Now we should focus on how to advertise and who should you advertise to.

CHAPTER 5

ADVERTISING & MARKETING

Have you paid attention to your surroundings lately? Nearly everywhere is filled with marketing materials, business cards, car magnets, flyers, postcards, directional signs, channel letters, nearly anything you look at there is logo on it that relates that particular material, equipment, or even building to a brand or a company. We, as small business owners need to learn how to adapt and win our customers over our competition. When I started my company I was doing a business-to-business visit nearly every day, until the day that I wasn't able to do anymore. But advertising does not end with just with business-to-business visits.

Now-a-days everyone is carrying a smart phone or tablet and searching online for all of their services or cleaning needs. Therefore online presence should be everyone's focus. I believe every window cleaning company should have a website, Google My Business, YouTube, Facebook and Instagram page which clearly explains what your business is all about. You can always use a local marketing agency to create these accounts and website for you. I personally used a freelancer from Fiverr.com which was a lot cheaper than the quotes I received locally.

Below is a list of the online and offline advertising materials I have used in the past five years that helped me make over 500k in one year.

1. Social Media Pages:

Social media pages such as Facebook business page, Instagram business page, Twitter account. Linked-In accounts are completely free, I suggest you sign up for all and be sure to update them regularly with before and after photos, useful information about the services you provide and make sure to insert the link to your website on your pages.

In addition to the social media pages, there are a few platforms that you can use to post a free ad for your services such as: Facebook Marketplace, Next Door and Craigslist.

2. Google My Business Account

Google My Business is also free, however your business needs to go through a simple verification process by Google before your account can be activated. You can also upload photos, useful information, coupons, etc. on Google. Not to mention all of your Google reviews will be shown publicly on your Google business account which helps people gain trust in your business. (The entire process is FREE).

3. Google Analytics

Google Analytics is a tracking tool, which helps you track the traffic of your website, and it's pages. Google Analytics is also a free tool, however if you are not tech savvy and you

don't know your way around your website, you might need to hire a professional to install the coding into your website.

4. Google Adwords

Google Adwords is a paid service, which is also known as pay-per-click. If you have decided to sign up for this particular service, I suggest you hire a professional company to manage your Google ads, as Google ads is a tricky program, and the cost of advertising can get really expensive if it is not managed properly.

5. Google Local

Google Local is another paid program, where you only pay Google per leads that you receive. Just like Google ads, you would have to set a weekly or monthly budget, but unlike Google ads, you only pay when you receive a lead.

6. Print Materials

There are different types of print materials that we are currently using:

- Business cards (Always have your business card with you and hand them out when you meet a new person).
- Door Hangers (Usually we pass out our door hangers when we go out to provide an estimate or provide the service to 5 immediate neighbors of the house we service).

- Car Magnets (Installing car magnets, vehicle lettering or wrapping every company vehicle helps expose your company to more and more people on the road).
- Folders (Insert a copy of your current insurance, reviews, your proposal, and special offers into your branded folders and deliver it to your prospects).
- Postcards (We send four to six postcards to our previous customers throughout the year, asking for reviews, referrals, reminders, etc. which helps us stay in touch with our customers).

7. Business Networking Groups

Networking with like-minded business owners who are looking for business just like you is a great way of getting your name out there. These networking groups are not completely free, but some allow you to visit their meetings a couple of times so you can make sure the group is the right for you. Some of the national networking groups are BNI and the Chambers of Commerce.

8. CRM System

Think of yourself being a driver and your business as a vehicle. You are always there to direct your vehicle, but sometimes your vehicle can go on cruise control. Your CRM system is your cruise control of your business, it sends emails for you asking for referrals, asks the customers to

come back 6 months later or even a year later without you even lifting a finger.

When I started my business, I was using Microsoft Excel for my invoicing because I thought I did not have to invest in a CRM system. But shortly after, I realized I could not afford NOT to have it. Believe it or not, it makes your life a lot easier. Our current CRM system is nearly full automated, it sends text messages, reminders, follow-ups, and my favorite feature, once a customer make their payment online, it automatically mark their invoice(s) as PAID. So take your time, research and find the CRM system that best works for you.

9. Estimating Software

I should advise you, once you hire your first sales representative, you should consider purchasing an estimating software, so this way your sales representative doesn't have to reinvent the entire wheel every time he/she visits a prospect. In addition, I suggest you sign up for a software that can follow up on your proposal automatically!

I personally know that being a small business owner is not an easy job, you are wearing a bunch of hats, so following up with an estimate that you provided yesterday, 2 days ago or even last week, should not be taking time from your busy schedule.

Well, now you know how you should advertise, and you understand what the key resources to marketing and

advertising are. But it's not going to be as effective if you don't know who you should market your services to, or if you are wasting your money targeting the wrong demographic.

As I mentioned before, window cleaning is a luxury service, therefore people who will most likely be using your service are people with medium-high to high income. Yet, if others outside of that demographic are calling you, it is probably because they are being forced to use your service. For example, this could be an elderly couple who hired me, or someone just got a final letter from their HOA and they don't know how to clean the windows themselves, or they are just terrified to get up on a ladder, so find the area that you want to service and advertise to them.

I am telling you this, as a rookie business, owner you will make mistakes, and one of mine was, I printed thousands of flyers, and the company who I hired to pass them out, did not ask me where to drop them off and I did not know any better. On the scheduled day of delivery, they just went and passed them out in the neighborhood that was more convenient for them. To put it in calculation \$1500 in flyers, and \$650 in delivery fee, and I did not receive a single lead!

CHAPTER 6

PEOPLE

People are the key players in your business. Whether these people are the employees you're hiring or these people are friends, family or neighbors who will help you pick up your business from the ground. If you are just opening your business you might not have any interest in hiring anyone right away, but as your business grows, hiring the right people becomes a key factor of your business. Remember this simple sentence when you're interviewing your next employee: "hire smiles, teach them skills". I cannot stress this enough, window cleaning is a luxury business, therefore you want to make sure a smiley face represents your company, because a client who spends hundreds or thousands of dollars with you does not like to be mistreated by an employee and their attitude.

If you did not know this, you should be aware that every happy customer at most will tell 5 people about you or your company, but 1 single unhappy customer will blast their entire social media, Google, Yelp, neighbors, coworkers, etc. This will have a complete negative effect on your business. "Hire smiles, teach them skills".

Also, in addition to hiring, employee retention should be a key factor to consider as well. The better you treat your employees, the better they treat your customers. Also, once you are ready to hire someone else, they are willing to help with staffing. I personally had a problem hiring my first two

employees, but currently have eleven employees and didn't have to look for anyone else. My employees always referred someone to me who ended up coming in and doing a great job!

Now you probably are wondering where you should look for an employee. I suggest posting a job on Facebook, Craigslist, Green sheet, Indeed and LinkedIn.

CHAPTER 7

PROSPECT OBJECTIONS

How successful do you think you can be in closing your deals? Do you really think you will be able to close every single lead you receive? Unless you are pricing your service based on quantity and not quality, I can almost guarantee you will run into that one person who will come to you with objections.

Here is an example that I recently dealt with:

Our office received a call in which the caller was looking for another window cleaning company that is also located in the Houston area, but we were able to book them with us and they ended up becoming our repeat customer. Below is how the conversation went (for the sake of confidentiality, I changed the name of the company).

Office rep: Thank you for calling Trushine Window Cleaning, how can we help you today?

Caller: Yes, I'm looking for XYZ window cleaning. Is this it?

Office rep: No it is not, but we are Trushine Window Cleaning, how can we help you?

Caller: No, I was looking for XYZ window cleaning

Office rep: If you don't mind me asking, is there a particular reason you are looking for XYZ window cleaning? I can tell you for a fact that we have more than 75 five-star reviews on google alone, and with over a 99% satisfaction rate, we are a top window cleaning company in Houston. If you allow me, I can get one of our sales representatives to come out and provide you with a free onsite proposal and a 48 hour streak free guarantee, I can guarantee you will be highly satisfied with our service.

Caller: Sure.

And she began with giving us her information. That day I was on-call for the estimates and that particular one got assigned to me. So I went to meet her and this is how the conversation went:

Me: Hello, my name is Arman with Trushine Window Cleaning and I am here to provide you with that window cleaning estimate you requested.

Her: Sure, what do you need me to do?

Me: Yes, I just need to have full access to your yard, so I can count the windows, but before you go, just wanted to let you know we are offering pressure washing and gutter cleaning as well. Is that something you might be interested in? (she had branches living in her gutter).

Her: OMG, I might have just hit the jackpot! I need a quote for all of that.

Me: Sure, give me 15 minutes and I'll have your quote ready for you.

Her: Sure, I am going to walk my dog and be back in 5.

So, at that point, I began calculating and had the estimate ready for her when she came back. I went over the entire estimate with her and our proposal came out to be around \$1700. I also offered her an additional 10% discount if she booked all services at the same time. She agreed to the proposal and we booked that job, and she has become our repeat customer for the past two years.

I can say for a fact that in this scenario, we could have just let the customer go with another company and/or even settle for a simple \$350 window cleaning job, but we were able to manage to win the customer over. All in all, take 30 minutes, write down the objection you may face in your business and come up with an response that can help you close the deal.

Here are some objections I suggest you work on.

1. "I have to run this estimate by my wife/husband."
2. "I am waiting for 1 or 2 more companies to provide me with an estimate."
3. "Can you do it for a cheaper price?"

CHAPTER 8

CUSTOMER COMPLAINT

Customer complaints means somehow you, as a service provider, failed to deliver what the client was expecting from your company. In the window cleaning business, this can be as simple as a streak or smudges left on the windows or as bad as broken glass and scratches on a customer's fancy marble flooring.

How can you fix it? Well, with the right attitude everything is possible. In the past 5 years I have trained my employees that every customer can be a potential source of revenue for years to come, therefore we do whatever it takes to make sure they are highly satisfied even if we have to go there 2 or 3 different times. It's best to always set expectations with your customers so you don't run into surprises at a later time. I personally tried to prevent surprises by adding terms and conditions to the back of my estimate form, and I trained my sales representatives to remind our prospects, by signing the proposal, they agree to our terms and conditions.

As your company grows and you gain experience in this industry, you realize there are some things that you can do for your customers out of the kindness of your heart, but if anything goes wrong, they would want you to fix the mistake. The example I'm about to give you is from my first customer complaint:

As I mentioned earlier this was one of my first complaints, and it was only a couple of months after I opened my business. I went and provided an estimate to a sweet elderly couple who had an older house. There was a window that had nearly a 6 inch crack on it and I just assumed they knew about the crack and I cleaned all the windows. As I was about to finish with the last window, the gentleman came out and called me and pointed out the crack on the window to me. I responded, "yes, I saw that and I assumed you knew about it. But, to my surprise, they denied that there was a previous crack.

Long story short, I quoted them \$175 to clean the windows, but I end up paying \$240 to replace that glass. Trust me, when I tell you, now my sales reps check every windows, before they complete their estimate, my technicians do not touch a window that is cracked for any reason, and even to make this official, I added this to our proposal backer, so we don't run into the same situation ever again.

Moral of the story is cover yourself, your company and your employees as much as possible, but if you run into a problem, make sure you take care of your customers with your insurance coverage or if you have to go back out, be sure to do so. As I mentioned before, a happy customer may tell 3 people about you, but an unhappy one will tell the entire world.

sure to do so, because as I mentioned before a happy customer may tell 3 people about you, but an unhappy one will tell the entire world.

CHAPTER 9

RE-MARKETING

In a world full of distractions, it is hard for humans to stay focused and remember everything, let's be honest some of us don't even remember what we had for lunch last week let alone which company we hired 6 months or a year ago to clean our windows. This is where following up with your past clients will be your key to success. As a business owner you should set a monthly budget just to follow up with your past clients, whether via phone call, email, text message or any other kind of communication method you'd prefer and/or you get a better response from.

In my company we send out 6 post cards, 2 emails, 1 text message yearly after our transaction is completed with our client, which costs us only \$4 a year per customer.

This type of advertising called re-marketing can help you stay on your customers minds for months and years to come. When they will need your service once again, they don't have to look for your company information, where they might make a mistake and call another company in which the competitor would win them over just like I mentioned in chapter 7 on how we won a client who was looking for completely different company.

Also, there is another type of re-marketing which is available through google but is not a free ad. This type of re-

marketing is a bit more expensive, but a lot cheaper than actual google advertising.

Have you noticed once you search for something (for example a belt) on Google, you start seeing belts are being advertised on your social media and google search feed? I'm sure your answer is YES. That's called re-marketing. That particular company who you visited earlier is just trying to get back and remind you that they are still available and want you to go back and purchase that belt.

If you are advertising your business through Google, make sure your advertising company does know how to re-market your services to the people who visited your website or social media page.

CHAPTER 10

THE WHY FACTOR

Ask yourself Why? Why are you doing this? What makes you lose sleep at night? And who are you doing it for?

Let me be brutally honest with you, I can give you the answer to every question or hand you all the tricks in the book, but if you are not willing to take actions, reading this book might not be much of a help.

You should always look for your WHY am I doing this? What is my burning desire? What makes you stay up at night? What are you afraid of? What is it that you really want?

Don't tell me because your life is set and all you need is that boat, or that huge house at the end of the block. Even though owning either one of those is great and I hope you get there with hard work and determination, but is that your burning desire? Are you really losing sleep because you don't have a boat in your driveway, or you feel like your house is too small for you?

My wife was working for a well-known construction company and was making a six figure income when I opened my business. Six months into my business and I just started making a couple of thousand dollars a month which wasn't even covering our mortgage let alone providing for my family. My wife lost her job while she was 4 months pregnant. She was devastated by that to the point that she

started crying over losing her job and not being sure if I could provide for the family at that point. I found myself so weak at that moment for not being able to really provide, so I told her, let's not worry about it, I will figure something out. To be honest with you, I didn't have a single clue what I was going to do, but couldn't let her just feel horrible over that. Luckily, she found a job in couple of weeks, but that situation was the lowest point in my book. I started working harder and harder every day. Doing business to business visits, joining networking groups, calling my past customers daily and asking for referrals. So believe me when I tell you, find your single WHY factor!

I told you about my WHY factor, WHAT IS YOURS?

And When you find it, type it up, and make it your computers background, your cellphones background, print a copy, frame it and put it on your desk so you never forget WHY you are doing this!

CHAPTER 11

PLANING AND PROJECTING

If you are a new or seasoned window cleaner, I suggest you start planning and projecting your year, quarterly and even monthly sales, as it is important for you to be prepared for your business is about to face. I personally was driving my business blindly for the first 2 years as I did not have concrete numbers to go by. After 2 years I was able to create my own excel sheet which helped me throughout the years in being prepared. On the next page I have a sample of the calculator I have created and I would be more than happy to provide you with the full 12 month excel format, simply just reach out to me through our company website, let me know you've purchased the book and you would like the forecast maker and I would be more than happy to email it to you.

So, I simply enter the monthly sales number into its designated box, once the number is entered, it automatically calculates the dollar amount for that month and converts it to what the percentage of the sale is for your entire year and automatically fills in the percentage box. As you enter a few years of data into the excel sheet, it will start giving you better average numbers.

In the \$\$ goal row, usually the numbers are what your forecast maker has predicted your sales are going to be for the following year (usually that number is your current year monthly sales + your average sales percentage).

Actual sales row is usually the numbers that you actually entered based on your current year's sales.

Variance is the difference between your current months sales and your goal which help you determine if you have reached your goal or not.

The other important row in this sheet is NEXT year's goal which is being calculated by (current year's sales X % average).

You can create this excel sheet yourself if you are computer savvy within minutes. This will help you forecast your sales and help you to have a better understanding of what your busy months are, how your business is growing or declining month over month, etc. As I mentioned earlier, just reach out to me and I would be happy to send you this forecast maker.

	JAN	FEB	MARCH
2015	\$ 1,000.00		
%	5%		
2016	\$ 2,000.00		
%	6%		
2017	\$ 3,000.00		
%	7%		
2018	\$ 5,000.00		
%	7%		
2019	\$ 7,500.00		
%	5%		
2020	\$ 8,400.00		
%	3%		
2021			
%			
\$ Average	\$ 6,725.00	\$ -	\$ -
% Average	8%	0%	0%
\$\$\$ GOAL	\$ 7,285.42		
Actual Sales	\$ 8,400.00	\$ -	
Variance	\$ 1,114.58	\$ -	\$ -
QTD Sales		8400.00	
Daily AVR	\$ 270.97	\$ -	\$ -
NXT yrs GOAL	\$ 9,100.00	\$ -	\$ -

CHAPTER 12

FREE AND PAID SOFTWARES

In this chapter I name a few free software products that I used and I am still using to help me run my business. This chapter alone is worth five years of my sweat and blood and testing out different software and trying what works and what doesn't.

A. Free Software

- EZ clocker:

Ez clocker is a free app for up to 2 employees, which we use in our company to track our hourly employee's hours. In addition, we can view reports, edit hours, etc.

- Venmo:

Venmo is a great option to transfer money, and most of our customers love the idea of Venmo because about 50% of the younger generation uses this PayPal powered application to transfer money to their friends and family. It is free for you and your customers. NO TRANSACTION FEE!

- Google Due

Google due is a free video chat application, which helps all my technicians and estimators to contact me in times of need so they can show me what the problem is and how

they can solve the issue. Imagine you don't have to drive 30 minutes or an hour across the city, just to see what is their problem is.

- Square E-Gift Cards

We use square software for E-gift cards, which our customers can purchase their gift cards from our website and email it directly to their loved ones.

- Google

Google services are completely free unless you purchase a business Gmail account, however with having a google account you can gain instant access to all the business software that google has to offer such as Gmail, Sheets, Ads, Voice, My Business, Maps, Drive, Analytics, YouTube, etc.

- Instagram and Facebook business page

Some Facebook services are free, such as Facebook private group, business page, messenger, and Instagram, which helps you stay in touch with your customers and employees at all times.

- Fiverr

Fiverr is an online platform in which you can create an account for free, however you can gain access to millions of freelancers who provide all types of business needs for a

fraction of the cost outside, such as business cards and flyer designs, website, videos, advertisings, SEO and business plans.

B. Paid Software

- The Customer Factor

Is a paid CRM system, filled with features that really makes it worth the price.

- Responsibid

It's an estimating platform that can be integrated to customer factor and helps you manage your estimate and never lose your paper estimate in your truck or your sales rep's truck (single handedly improved our check average by 250% in past 2 years).

- Setmore

Great software for online bookings and scheduling and it is reasonably priced.

- Sendjim

It's a software that integrates with your CRM system and sends out follow up emails to your past clients so you can always be on their mind.

- OnestepGPS

It's a tracking software that helps you track the company vehicles for less than \$15 per vehicle per month.

Chapter 13

ACTION

I hope I was able to get you excited and ready to go, but it does not matter if this book is 100 pages or 1000, if you are not willing to take action, there is a possibility your business might not grow as effectively. If you are just opening your business or you are a seasoned window cleaning company owner and have been doing this for a few years, now is the time to grind, it is time to make plans, set goal and take action, by any means this does not mean working 7 days a week, 16 hours a day. I understand that's probably what it takes to get your business off the ground, but remember you are opening your business, so you can live by design and not by default.

So get up and get grinding!

I wish you the best of luck,

-Arman Khalili

