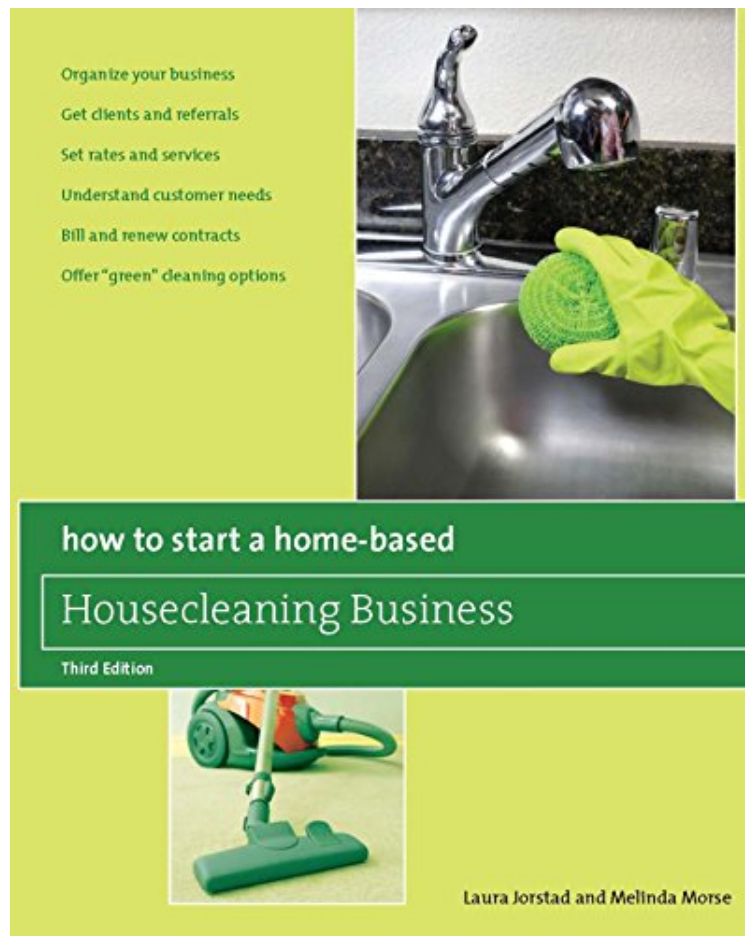


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Laura Jorstad, Melinda Morse

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KangiSome good ideas about working hard and analyzing yourself and your abilities before you begin a business, protecting yourself with insurance and a bond, providing excellent service and maintaining a good reputation, but a lot of outdated and inaccurate information. Printers do not need, and have not needed for some time, to make a metal printing plate to print business cards, so their cost estimate to print business cards is much too high. Setting up an LLC is neither difficult nor expensive (in my state a simple form is downloaded and filed with the state for a fee of \$50). While the authors stress the importance of a web presence, they don't mention search engine optimization and what good is a website if nobody can find it? Because the last edition of the book was printed in 2009, there is no mention of social networking, a huge part of growing a small business now. That is not the fault of the authors but does point out the fact that the book is dated.0 of 0 people found the following review helpful. Covers Every Aspect of Business StartupBy AZ ShopperBought this for my daughter. It's a very informative book, covering every conceivable topic related to starting your own cleaning business. Great to have as reference to return to again and again.3 of 3 people found the following review helpful. Great book. Invaluable information on starting a cleaning businessBy CustomerGreat book. Invaluable information on starting a cleaning business, helped me get my business up and running in no time

This comprehensive guide provides all the necessary tools and strategies one needs to successfully launch and grow a business cleaning homes. The authors combine personal experience with expert advice on every aspect of setting up and running a thriving home-based housecleaning business. In addition to the essentials common to the series, this volume also includes information on franchising, selecting cleaning products and treating stains, and much more. Special features include: middot; a sample service manual

From the Back CoverEverything you need to know to run a successful housecleaning business from your home