

The Starving-Crowd Test for Your ZIP Codes

Run each ZIP code through all three criteria. If one comes back no, it is not your market yet — write down what would change that.

PAIN — Who in these ZIP codes is behind on the house, and what event put them there? Name three households you actually know.

PURCHASING POWER — What did you see on the drive that proves these households already buy recurring home services?

TARGETABILITY — Where do these people already gather, online and off, and how would you reach the same person twice?

THE VERDICT — Which ZIP code wins, and what would have to be true for you to drop it and pick another?

Your Homeowner Avatar

One real person, not a category. If you cannot picture her Tuesday, you cannot write an offer she recognises.

Her week: what does a Tuesday look like in that house, who else lives there, and what is the pressure?

What she is afraid of — write the fear in her words, not in yours.

What she has already tried to fix this, and exactly how each attempt ended.

The sentence she would say about you to a friend six months from now if you got it right.

Personal Runway Worksheet

Every dollar that leaves your personal account in a month. Pull the numbers from the bank app, not from memory.

MONTHLY PERSONAL EXPENSE	AMOUNT	COVERED BY (SAVINGS / SPOUSE / SIDE INCOME)

Demand by Month — Residential Cleaning

The demand index is real search data for this trade, not a guess. Fill in what you expect to book and what you will do in the soft months.

MONTH	DEMAND INDEX	JOBS YOU EXPECT	REVENUE YOU EXPECT	WHAT YOU WILL DO IN THE SLOW MONTHS
Jan	0.85			
Feb	0.87			
Mar	0.95			
Apr	1.02			
May	1.06			
Jun	1.15			
Jul	1.13			
Aug	1.09			
Sep	1.01			
Oct	0.99			
Nov	0.95			
Dec	0.92			
Year				

Demand index: 1.00 = an average month for this trade nationally (source in Resources). Your ZIP will differ — pencil your own index in the slow and busy months.

Dream Outcome Builder

Specific result, specific timeframe, specific feeling — written the way she would say it, not the way you would advertise it.

The result, in her words: what is different about her house and her week once you are in it?

The timeframe: how fast from first call to first clean, and what does the first month look like?

The feeling that changes — and the proof she will point at when a friend asks why she pays you.

Now write it as one sentence, then cut every word that describes you instead of her.

Obstacle → Solution Map

Fifteen rows because fifteen forces you past the obvious three. Category: knowledge, skill, environment or psychology.

#	WHAT STOPS THE HOMEOWNER	CATEGORY	HOW YOUR OFFER REMOVES IT
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			

Your Value Stack

Score each component on value to her and cost to you. High value and low cost stays. High cost becomes a priced add-on. Low value dies.

COMPONENT	PROBLEM IT SOLVES	VALUE TO THEM	COST TO YOU	KEEP / BONUS / CUT

Guarantee and Offer Name

Bound it, print the exclusions in the same size type, and give the thing a name that cannot be price-compared.

The promise: what exactly do you do if the work misses, and how fast?

The exclusions, said out loud: what is not covered, and why is that fair?

What it costs you to honour it once — in hours, product and drive time.

Three candidate names for the offer. Circle the one a neighbour could repeat at a barbecue.

Service Area and Jobs You Will Not Do

The circle, the day-of-week map, and the list you write before somebody is standing in front of you with cash.

Your twenty-minute circle: which towns, subdivisions and ZIP codes are inside it?

Day-of-week map: which zone gets which days, and what do you say when somebody wants the wrong day?

Jobs you will not do — and the licensing, insurance or time reason for each one.

What earns a drive premium, how much, and the exact sentence you use to say it without apologising.

Ten-Competitor Scan

Search the phrase your customer would search. Write down what they promise, not what they are called. Fill the gap column last.

COMPANY	GOOGLE RATING	REVIEWS	PRICE SIGNAL	THEIR PROMISE	GAP YOU CAN OWN

Your One-Liner and Positioning Statement

Problem, plan, success — in one sentence you can say at a counter without sounding like a website.

The problem, in your customer language: what is wrong in that house right now?

The plan: the three steps she goes through with you, named simply enough to repeat.

The success: what her Thursday looks like once this is working.

The whole thing in one sentence — then check it is still true on the worst Thursday of the year.

Entity, EIN and Bank Setup

The week of paperwork that separates a business from a side hustle. Date each line as you finish it.

☐ Chose the entity type with your accountant and wrote down the reason in one sentence	DATE _____
☐ Registered the entity with the state and saved the filing confirmation somewhere you can find it	DATE _____
☐ Registered the trade name or DBA if you operate under a different name	DATE _____
☐ Applied for the EIN directly on the federal site (free, about ten minutes)	DATE _____
☐ Opened a business checking account using the entity paperwork and the EIN	DATE _____
☐ Ordered a debit or credit card that is used for business purchases only	DATE _____
☐ Checked whether your county or city requires a business licence or occupational tax certificate	DATE _____
☐ Checked whether cleaning services are taxable in your state and registered for a sales tax permit if they are	DATE _____
☐ Set up a separate savings account for the tax set-aside	DATE _____
☐ Connected the business account to your bookkeeping software on day one, not in April	DATE _____
☐ Wrote down the fixed date each month when you pay yourself an owner draw	DATE _____
☐ Asked your attorney to draft the service agreement you will use with clients	DATE _____

License Requirements by State — Residential Cleaning

What each state requires of a residential cleaning business, with the source. Find your state, then check your county — the local requirement is usually the only one there is.

STATE	LICENSE REQUIRED?	LICENSE	BOARD	FEE	EXAM
Kentucky	No statewide	—	Check city / county	—	No
Texas	No statewide	—	Check city / county	—	No
California	No statewide	—	Check city / county	—	No
Florida	No statewide	—	Check city / county	—	No
New York	No statewide	—	Check city / county	—	No
Pennsylvania	No statewide	—	Check city / county	—	No
Illinois	No statewide	—	Check city / county	—	No
Ohio	No statewide	—	Check city / county	—	No
Georgia	No statewide	—	Check city / county	—	No
North Carolina	No statewide	—	Check city / county	—	No
Michigan	No statewide	—	Check city / county	—	No

Rules change — confirm with the board before you spend a dollar.

Insurance Lines and Annual Cost Ranges

What each line covers and what it costs a cleaning company per year. Workers compensation is a rate against payroll, not a flat premium.

COVERAGE	TYPICAL ANNUAL COST	WHAT IT COVERS	YOUR QUOTE
General liability	\$580–\$1,200	Damage or injury you cause to others	
Workers comp	4–6 per \$100 payroll	Your crew, hurt on the job	
Commercial auto	\$1,785–\$2,075	The truck and what it hits	
Bond	\$126–\$126	No state mandates a surety bond for residential house-cleaning businesses in the 11 states reviewed here; bonding is a client/franchise expectation rather than a legal requirement, typically obtained as a small janitorial bond for theft/liability protection.	
Tools & equipment		Theft from the truck or site	
Umbrella		Above the GL limit	

Insurance Quote Log

Three quotes, same coverage, same day. Log the limits and the deductible so you are comparing coverage instead of price.

CARRIER / AGENT	LINE	LIMITS	ANNUAL PREMIUM	DEDUCTIBLE	DECISION

Questions for Your Attorney and Accountant

Walk in with this list. You are buying answers, not an hour of somebody working out what you meant.

- | | |
|--|------------|
| ☐ Which entity type fits my situation, and what does it change about how I get taxed? | DATE _____ |
| ☐ What has to be true for my liability protection to hold up — what would break it? | DATE _____ |
| ☐ Is a helper in my situation an employee or a contractor, and what decides that? | DATE _____ |
| ☐ When am I required to carry workers compensation in this state? | DATE _____ |
| ☐ Are cleaning services taxable here, and if so what do I charge and when do I file? | DATE _____ |
| ☐ What should my client service agreement cover, and what should it never promise? | DATE _____ |
| ☐ What do I need in writing before I hold a client key or an alarm code? | DATE _____ |
| ☐ How should I document pre-existing damage so a claim does not become an argument? | DATE _____ |
| ☐ What records do I have to keep, in what form, and for how long? | DATE _____ |
| ☐ How much should I set aside from every deposit for taxes, and where should it sit? | DATE _____ |
| ☐ What does my accountant need from me every month to keep the books clean? | DATE _____ |
| ☐ What would you want to see fixed before I hire my first employee? | DATE _____ |

Equipment Budget — Residential Cleaning

What the kit costs, item by item, with the source. Tick what you already own first — the number you have to raise is smaller than the total.

ITEM	LOW	HIGH	DAY ONE?	YOUR PRICE	BOUGHT
Microfiber cleaning cloths (multi-pack)	\$6	\$22	Yes		
Cleaning supply caddy/tote	\$16	\$50	Yes		
Mop and bucket set	\$15	\$75	Yes		
Vacuum cleaner	\$40	\$220	Yes		
Extendable high-reach/ceiling duster	\$12	\$56	Yes		
Reusable rubber cleaning gloves	\$11	\$26	Yes		
All-purpose cleaner spray	\$4	\$20	Yes		
Glass/window cleaner spray	\$3	\$20	Yes		
2-step folding step stool	\$15	\$50	Yes		
Magic eraser scrubbers	\$6	\$15	Yes		
Garbage bags (assorted sizes)	\$7	\$17	Yes		
Commercial window squeegees	\$232	\$449	Later		
Essential equipment	\$135	\$571			

Ranges are retail prices at the time of research (sources in Resources). Used and rental are the day-one shortcuts.

Total Startup Budget

Kit, vehicle, first-year general liability and launch marketing. The vehicle line is optional and it dominates the printed total — if the car in your driveway runs, write zero against it first, then add the Your number column down the page. That subtotal, not the total, is what it costs you to open.

LINE	LOW	HIGH	YOUR NUMBER
Essential equipment (previous page)	\$135	\$571	
Used compact hatchback/sedan (e.g. 2018 Honda Civic, ~7 years old) for supply transport	\$14,850	\$18,150	
General liability, year one	\$580	\$1,200	
Launch marketing	\$250	\$1,000	
Licenses and permits			
Software and phone, 3 months			
Personal runway (chapter 1)			
Reserve (10% of the total)			
Total startup	\$15,815	\$20,921	

Funding Sources

Every source you could actually reach, priced honestly. Cost is not only a rate — a favour has a cost and so does a month of waiting.

SOURCE	AMOUNT AVAILABLE	COST (RATE / EQUITY / FAVOR)	SPEED	USE IT?

Client-Financed Acquisition Plan

The loop that funds growth without a bank: deposit in, work done, a fixed share back out into finding the next client.

What deposit will you take before a first clean or a deep clean, and how will you say it so it sounds normal?

What fixed share of every job goes straight into the marketing account, and on what day does it move?

What does that share buy first — which single lead source, and how will you know within a month whether it worked?

What is the recurring offer you make at the end of every one-time job, in one sentence?

What is the rule that stops you spending the marketing account on something else in a slow week?

Typical Jobs and Price Ranges — Residential Cleaning

What each job type actually charges nationally, with the source. Mark where your own market sits inside each band, and why.

TYPICAL JOB	LOW	HIGH	HOURS	PER HOUR (HIGH ÷ HOURS)	YOUR PRICE
Standard/weekly recurring house cleaning (per visit)	\$75	\$250	2.5	\$100	
Deep cleaning (one-time or seasonal)	\$200	\$400	4	\$100	
Move-in/move-out cleaning	\$175	\$500	5	\$100	
Whole-home ceiling-to-floor deep clean	\$350	\$700	7	\$100	
Interior/exterior window cleaning add-on	\$150	\$300	2	\$150	
Carpet cleaning add-on	\$120	\$230	2	\$115	

Crews in this trade bill \$25—\$90 an hour (flat pricing). Technicians earn \$15—\$19 an hour.

Good / Better / Best Builder

Three tiers that differ by scope, never by effort. Fill the right-hand column first — the top tier is the one you show first.

	GOOD	BETTER	BEST
Name			
What is included			
What is left out			
Price			
Guarantee			
Who buys it			
Anchor shown first?			

Break-Even Hourly Rate

Everything the business owes in a month, divided by the hours you can honestly sell. Below this line you are paying to work.

LINE	MONTHLY AMOUNT	NOTES
Your pay		
Insurance		
Vehicle + fuel		
Software + phone		
Supplies + equipment replacement		
Marketing		
Other fixed		
TOTAL monthly nut		
Billable hours per month		
Break-even hourly = nut ÷ hours		
Target margin %		
Your rate = break-even ÷ (1 – margin)		

Markup vs Margin Table

Work ten real jobs through both columns until the gap stops surprising you. Margin comes out of the price; markup goes on top of the cost.

JOB COST	MARKUP %	PRICE	MARGIN %

Your Attraction Offer

The free first step that leaves something behind. Write it so a stranger says yes without feeling sold to.

What does the walk-through leave on her counter, and what is on that page that a competitor's quote will not have?

What do you say on the phone to book it, in two sentences, without using the word free more than once?

What is the one thing you will always notice and note for her that has nothing to do with hiring you?

What is the first paid job you offer at the end of the walk-through, and what deposit do you ask for?

How many of these can you honestly run in a week alongside the cleaning you already have booked?

Upsell and Downsell Plan

The upsell happens in the finished kitchen. The downsell changes scope or frequency, never the price of the same job.

The exact sentence you say in the finished house to offer the recurring visit, word for word:

Your add-on menu: which extras, in what order, and which one do you mention unprompted?

Downsell one — change the frequency. What does the smaller schedule look like and what does it cost?

Downsell two — change the scope. Which rooms come out, and how do you write the exclusion down?

Downsell three — change how she pays. What is the option, and what does it not change?

Continuity or Referral Plan

This trade has real continuity — recurring visits are the product. Design the plays, then set an honest take-rate for each.

PLAY	WHAT THEY GET	PRICE / REWARD	WHEN YOU OFFER IT	TARGET TAKE-RATE

Add-On Menu and Attach Rate

Every extra you will sell, priced before anybody asks. Track how often each one attaches so you learn which two are worth printing.

[illegible]

Job-Start Checklist

Two minutes on arrival that turn a future argument into a note in a file. Same order, every house, every time.

☐ Parked where the client asked, not where it was convenient	DATE _____
☐ Texted or knocked on arrival so nobody is startled by movement in the house	DATE _____
☐ Photographed any existing damage, stain or broken item before touching anything	DATE _____
☐ Walked the room-by-room checklist against the actual house	DATE _____
☐ Confirmed today's skips and any add-on the client asked for since booking	DATE _____
☐ Located pets, and closed off any room a pet must not enter	DATE _____
☐ Checked that the products for this house's surfaces are actually in the caddy	DATE _____
☐ Noted the alarm state and where the key came from, in the log	DATE _____

Job-Close Checklist

A properly cleaned house looks like nobody was there. This list is how somebody notices anyway.

☐ Final walk of every room against the same checklist you started with	DATE _____
☐ Photographed one before-and-after that shows the work	DATE _____
☐ Counter card left, listing what was done and one thing you noticed for her	DATE _____
☐ All supplies, cords and cloths accounted for and out of the house	DATE _____
☐ Taps off, lights as found, windows latched, doors locked, alarm set	DATE _____
☐ Key returned to the tag and logged back in	DATE _____
☐ Next visit confirmed on the calendar before leaving the driveway	DATE _____
☐ On-the-way-out text sent, and the review asked for if the visit went well	DATE _____
☐ Card charged or invoice sent the same evening	DATE _____
☐ Anything that went wrong written in the client file while you still remember it	DATE _____

Family Worksheet

Chemicals, keys and route density — the three systems that separate a cleaning company from a person with a bucket.

Your standard product list, and what each one must never be used on in a client's house:

Your dilution rule, in writing — who measures, into what, labelled how:

Your key and alarm-code custody system: tags, log, where they sleep, who is responsible:

Your lost-key procedure — who is called, in what order, within what hour, and who pays:

Your route map: which zone gets which weekday, and what you say when the wrong zone calls:

Equipment Log

Filters, belts, brush rolls and cloth sets, replaced on a date instead of after a failure on a Tuesday morning.

Your Warm 100 — 1 of 2

A hundred names from your own phone. Fill the list first and message second — the list is the hard part and it is done in one sitting.

#	NAME	HOW YOU KNOW THEM	CONTACTED	RESPONSE	REFERRAL?
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					

Your Warm 100 — 2 of 2

#	NAME	HOW YOU KNOW THEM	CONTACTED	RESPONSE	REFERRAL?
26					
27					
28					
29					
30					
31					
32					
33					
34					
35					
36					
37					
38					
39					
40					
41					
42					
43					
44					
45					
46					
47					
48					
49					
50					

Lead Magnet Plan

One small complete thing that solves a narrow problem and reveals the bigger one you get paid for.

ELEMENT	YOUR ANSWER
Narrow problem it solves	
Type (reveal / sample / one step)	
Delivery format	
Name (test three)	
Time to consume	
The next problem it reveals	
The offer that solves it	

LTGP : CAC Worksheet

What a client is worth before she leaves, against what she cost to get. Take the margin line from your own first ten jobs, never from a guide.

LINE	AMOUNT	HOW YOU GOT IT
Average monthly recurring spend		
Gross margin % (from your own jobs)		
Gross profit per month		
Months an average client stays		
LTGP		
Marketing spend last 30 days		
New customers last 30 days		
CAC		
LTGP : CAC		

Rule of 100 — Daily Tracker

One lane, done daily, until the calendar is full. Score the day you did it, not the day it pays.

MEASURE	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Warm reaches												
Follow-ups sent												
Cold touches (managers, agents, doors)												
Content posted												
Ad dollars spent												
Walk-throughs booked												
Recurring plans sold												

WEEK NOTES

Estimate Visit Checklist

Twenty minutes that decide it. Same order every house, and you never leave without asking for a decision.

☐ Arrived early, waited in the car, knocked on the minute	DATE _____
☐ Walked the house with her, not ahead of her	DATE _____
☐ Asked how long since it was done properly, and which room bothers her most	DATE _____
☐ Asked what the last company got wrong — and wrote the answer down	DATE _____
☐ Counted the drivers: bathrooms, floors, pets, people, clutter, stairs	DATE _____
☐ Answered who is coming into the house before she had to ask	DATE _____
☐ Named the insurance and the bond, and offered to send proof	DATE _____
☐ Explained the pre-existing damage photograph and why it protects her too	DATE _____
☐ Left the room-by-room scope page on the counter	DATE _____
☐ Priced on paper, in the house, three tiers with the top one shown first	DATE _____
☐ Said the price and then stopped talking	DATE _____
☐ Asked what the absent decision-maker’s first question would be, and answered it	DATE _____
☐ Asked for the decision and offered two start dates	DATE _____
☐ Logged the outcome the same evening, won or lost, with the reason	DATE _____

Objections and Replies — Residential Cleaning

The ones you will actually hear, what each really means, and your reply in your own words. A memorised line sounds memorised.

WHAT THEY SAY	WHAT IT REALLY MEANS	YOUR REPLY
That is more than I expected.	She has an anchor in her head from a cash cleaner or an app quote, and no way to compare what is inside either price.	
My cousin has a girl who does it for half that.	She is weighing a favour against a company and has not priced what happens when the favour ends.	
Let me talk to my husband about it.	Either she is not the only decision-maker, or something in the quote is unresolved and she would rather not argue about it in front of you.	
Can you just do it once and we will see how it goes?	She is testing you and does not want to commit her house and her key to a stranger yet.	
Do I have to be home for it?	This is a key and trust question wearing a scheduling question as a disguise.	
Do you do windows and laundry too?	She is feeling for the edges of the offer to find out where you will disappoint her later.	
The last company was great and then it got worse.	She has been burned by drift and she is bracing for it to happen again with you.	
Can you come next week? We have people coming Saturday.	This is urgency, and it is a deep clean pretending to be a request for a quote.	

Review Request Script

Asked in the house, out loud, while she is standing in the result — never a link sent on Tuesday.

Your ask, word for word, said standing in the finished house:

The specific thing you ask her to mention, so the review reads like a real house:

How and when the link gets sent, and who is responsible for sending it:

Your standard reply to a good review, in one sentence you can adapt:

Your standard reply to an unfair review — calm, short, and never an argument:

First-Hire Scorecard

Seven signals. If you cannot evidence at least five of them, you have a pricing or a routing problem, not a staffing one.

SIGNAL	YES / NO	EVIDENCE
Turning away work weekly		
Route is dense enough to fill a second person's day		
Billing rate leaves a real gap over the wage		
Cash covers 8 weeks of wages		
A written job description exists		
The classification question has been answered by your accountant		
Workers compensation is in place before day one		
A training ramp is written down with dates		

30 / 60 / 90 Ramp Plan

What she can do alone, and by when. Review it on the actual dates — a ramp in your head is a hope, not a plan.

milestone	Day 30	Day 60	Day 90

Org Chart at \$250k, \$500k and \$1M

Draw all three, then write your own name in every box you currently occupy. Those are the jobs you have to hand over.

The boxes at the first level, and which ones have your name in them today:

The boxes at the second level — what changes, and which role gets hired first:

The boxes at the third level, and what your own job has become by then:

The first task you will hand over, the date you will hand it over, and who to:

Twelve-Month Forecast

Seeded with this trade's own demand shape. Fill your guesses in pencil, then write what actually happened beside each one.

MONTH	DEMAND INDEX	JOBS	AVG TICKET	REVENUE	COSTS	PROFIT
Jan	0.85					
Feb	0.87					
Mar	0.95					
Apr	1.02					
May	1.06					
Jun	1.15					
Jul	1.13					
Aug	1.09					
Sep	1.01					
Oct	0.99					
Nov	0.95					
Dec	0.92					
Year						

Demand index: 1.00 = an average month for this trade nationally (source in Resources). Your ZIP will differ — pencil your own index in the slow and busy months.

Cash Flow Log

Week by week, what came in and what went out. Deposits held are somebody else's money until the work is done.

Profit First Allocations

Split the money the day it lands, not at the end of the month. Set the shares with your accountant and review them quarterly.

ACCOUNT	TARGET %	THIS MONTH \$	ACTUAL %
Income (100%)			
Profit			
Owner pay			
Tax			
Operating expenses			
Supplies pass-through			

KPI Scorecard — Residential Cleaning

The benchmarks for this trade, with the source. Read the margin rows with care — the job-pricing figure is a vendor's owner-profit recommendation, not a measured gross margin, so calculate that one from your own jobs.

MEASURE	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12
Target gross profit margin (job pricing) (target 27.5%)												
Net/EBITDA profit margin (established company) (target 10%)												
Labor cost share of revenue (target 50%)												
Annual residential client retention rate (target 70%)												
Recurring revenue share of total revenue (target 75%)												
Monthly client attrition/churn rate (target 2.5%)												
Target billable rate per cleaner (target 52.5 USD/hr)												

WEEK NOTES

Monthly P&L

One row a month for a year and a bit. This is the one report you read every month, with last month beside it.

[illegible]

Days 1–30: Get Cash

One measure this month: money from somebody who is not obliged to like you. Date each line as it is done.

☐ Entity formed, EIN pulled, business account open	DATE _____
☐ County or city business licence checked and applied for	DATE _____
☐ General liability bound and the janitorial bond bought	DATE _____
☐ Commercial auto question asked of your own agent, and the answer written down	DATE _____
☐ One written offer page built: three tiers, top tier shown first	DATE _____
☐ Room-by-room scope page printed and in the car	DATE _____
☐ The hundred names written down in one sitting	DATE _____
☐ All hundred contacted personally, with the follow-up diariied a week behind	DATE _____
☐ Business profile finished with real photographs of your own work	DATE _____
☐ First walk-through booked, run, and quoted on paper in the house	DATE _____
☐ First deposit taken before a job was held on the calendar	DATE _____
☐ First job completed, charged the same day, and one review asked for out loud	DATE _____

Days 31–60: Get More Cash

Stop chasing volume. Raise the value of what already walks in, and make the systems real while you are still small.

☐ Recurring offer made out loud in the finished kitchen on every single job	DATE _____
☐ Add-on menu printed, in the caddy, and handed over once per visit	DATE _____
☐ Next five estimates quoted one step above the last five, and the answers counted	DATE _____
☐ Price stepped again if all five said yes	DATE _____
☐ Existing clients given written notice of the annual adjustment month	DATE _____
☐ Key tags numbered and the custody log started	DATE _____
☐ Safety data sheet binder built and every bottle labelled with its dilution	DATE _____
☐ Job-start and job-close checklists actually ticked on every house	DATE _____
☐ Service area drawn on a map with a weekday against each zone	DATE _____
☐ The Friday office hour held four weeks running	DATE _____
☐ Tax set-aside moved on the day of every deposit, no exceptions	DATE _____
☐ Forecast reviewed against what actually happened in month one	DATE _____

Days 61–90: Get the Most Cash

Make it repeat without a new sale, then decide the hire honestly — including deciding not to.

☐ Recurring share of revenue measured and written down	DATE _____
☐ Every one-time client from month one offered the recurring plan by name	DATE _____
☐ One referral asked for, out loud, from every happy client	DATE _____
☐ Cards left on the neighbouring doors of every street you finished	DATE _____
☐ Cancellation window and card-on-file in place for every residential client	DATE _____
☐ LTGP against CAC calculated for the first time	DATE _____
☐ First-hire scorecard filled in, evidence and all	DATE _____
☐ Classification question answered by your accountant before advertising a role	DATE _____
☐ Workers compensation quoted and ready if the answer is hire	DATE _____
☐ Hire decision made and written in the decision log, in either direction	DATE _____
☐ Next ninety days planned before this one ends	DATE _____
☐ One thing you did in month one that you will never do again, written down	DATE _____

Milestones and Tripwires

A number and a date on every milestone, plus the thing that tells you early it is going wrong — decided now, while you are calm.

MILESTONE	TARGET DATE	TRIPWIRE (WHAT TELLS YOU IT IS OFF)	HIT?

Decision Log

What you decided, why you decided it, and when you will look at it again. Memory rewrites reasons; this does not.