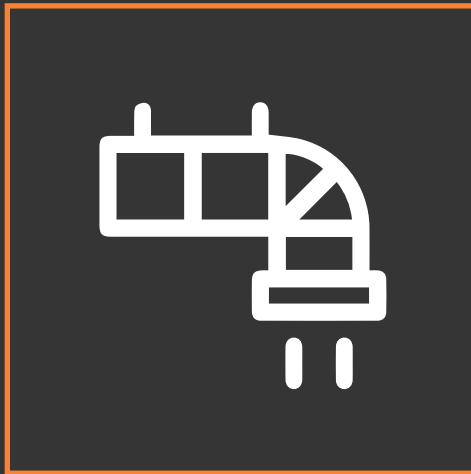


upflip



DUCT CLEANING

BUSINESS CHECKLIST

The UpFlip Duct Cleaning Business Checklist will cover the following sections:

1. Create a Plan Checklist
2. Name Your Cleaning Business Checklist
3. Form the Cleaning Business Structure Checklist
4. Get the Financial Tools to Run Your Cleaning Business Checklist
5. Get the Insurance to Run Your Cleaning Business
6. Get Equipment to Operate Your Cleaning Business Checklist
7. Get the Software to Run Your Cleaning Business Checklist
8. Marketing Tools for a Cleaning Service Checklist
9. Cleaning Company Supplies Checklist

Planning

- Cleaning business ideas
- Goals for your cleaning business
- Your budget
- Your pricing strategy
- Your marketing plan

Name Your Cleaning Business

- Make the name easy to spell.
- Purchase a domain.
- Register and pay the DBA fee (if not included with the business structure).
- Trademark the business name and logo.

Business Structure

- Register your business with the state (choose one).
 - Sole Proprietorship
 - Limited Liability Company
 - Corporation
 - Partnership
- Get a DBA if you will operate under a different name.
- Apply for an EIN on the IRS website.
- Get county and city licenses.
- Apply for the required insurance.
- Get a seller's permit (state tax ID).

Financial Tools

- Set up a business bank account.
- Apply for a business credit card.
- Consider getting business loans.
- Find a payroll solutions provider.
- Get a payment processor.
- Choose and set up accounting software.
- Decide whether you want to set up a 401K.

Insurance

- General liability insurance
- Worker compensation insurance (if you hire employees)
- Bond insurance
- Unemployment (if you hire employees)

- Professional liability insurance
- Cybersecurity insurance
- Commercial vehicle insurance
- Health insurance (if required by law or if you want to be an awesome boss)

Business Equipment

- Company vehicle
- Laptop or PC
- Smartphone
- Business phone number
- Internet
- Point-of-Sale machine or credit card reader

Software

- Payroll solutions
- Payment processor
- Accounting solutions
- Scheduling software
- Professional website (domain from GoDaddy and hosting)
- Online booking software
- Marketing tools (We have a complete list for them.)

Marketing

You'll need marketing tools to help your cleaning business grow and find prospective clients. Small business owners will benefit from the following brand assets:

- A logo
- Business cards

- Signs on location (if you run a dry cleaner or another cleaning shop)
- Signs on vehicles (for a mobile business model)
- Click Funnels

Create Business Directories on:

- Google My Business
- Google Local Ads
- Facebook
- LinkedIn
- Siri and Apple Maps
- Angi.com
- Yelp for Business
- Thumbtack
- Alexa
- Blanket

Submit your site map to the following companies for indexing:

- Google
- Bing
- Baidu
- Yahoo
- Yandex
- Ask.com
- DuckDuckGo

Duct Cleaning Supplies

Without the proper equipment and training, you might cause damage to residential cleaning customers' HVAC units. Nobody wants to have to replace an HVAC system because a cleaning business didn't follow proper quality control standards.

You will need these items:

- Caution signs
- Air compressor
- HEPA vacuum
- Duct restoration products
- Parts for maintenance of equipment
- HEPA filters and bags
- Indoor air quality testing equipment
- Tape
- Safety goggles
- Booties
- Latex gloves
- Electric shock prevention gloves
- Masks to protect against dust in lungs (or chemicals in some industrial facilities)
- Lockout, tagout system (a lock with a tag that specifies who locked the breaker)