



The Secret To Success With A Kleenable Franchise

Russell Leach



CONTENTS

Why This Guide Could Change Your Life

Foreword: My Journey to Franchising Freedom

Introduction: Why Now is the Time to Clean Up

The Opportunity Hidden in Plain Sight

The Kleenable Difference

The Business Mindset

Your Path to Independence

Proven Strategies for Growing a Service Business

The Blueprint for Sustainable Growth

Taking the Leap

Success Scenarios

The Big Picture

Conclusion: Cleaning Up, Your Way





WHY THIS GUIDE COULD CHANGE YOUR LIFE

Most people dream of breaking free from the daily grind, but only a few ever take action. They stay stuck in jobs they don't enjoy, trading their time for money with no real control over their future. But what if there was a proven way to take charge, earn what you're worth, and build something valuable for yourself?

That's exactly what franchising offers—a way for ambitious, everyday people to own a business, generate real income, and create long-term security without the risks of going it alone. This guide isn't about hype or unrealistic promises. It's about real opportunity, real strategies, and a clear path to financial independence.

If you're serious about owning a business that works for you, keep reading.

FOREWORD: MY JOURNEY TO FRANCHISING FREEDOM

Hi, I'm Russell—Founder of Kleenable and a veteran entrepreneur with over 40 years of business experience, much of that in franchising. I've built and sold a multi-million-pound business, and I know what it takes to succeed. But more than anything, I know what it means to want freedom—the ability to wake up in the morning and decide exactly how you spend your day. No unwanted obligations, no limitations, just control over your own life.

If you're reading this, you're probably looking for something more—more income, more flexibility, more independence. And I get it. That's why I created this guide: to help you take control of your future, escape the 9-to-5 grind, and build a business that works for you.

Helping You Escape Your Job and Love Your Life

I've spent decades helping people like you move from uncertainty to financial freedom through franchising. It's the smartest way to start a business—because it gives you a proven system to follow, reducing the risks of going it alone. But I won't sugarcoat it. Success requires commitment, action, and the right mindset. This isn't about hype—it's about giving you the tools, knowledge, and confidence to make an informed decision.





Why Franchising? Why Now?

I've always been fascinated by why some people take control of their lives, while others stay stuck in jobs they hate. Over the years, I realised that most people don't take the leap because they focus more on the risk than the reward—and that stops them before they even begin.

Yes, starting a business takes courage. And yes, you'll make mistakes along the way. But trust me, the rewards far outweigh the risks. When you control your own income, your own schedule, and your own future, there's no going back.

My Strengths, My Weaknesses & What I've Learned

I've been a serial entrepreneur since I was 19, and I've had my fair share of wins and losses. My strengths? I have a sharp eye for opportunities, I make things happen, and I'm relentless in building successful businesses. My weaknesses? I sometimes overestimate people, and I tend to micromanage too much—but hey, at least I know what I need to work on!

One thing I learned the hard way. Running a traditional business with employees is stressful, expensive, and draining. That's why I chose franchising in the services sector—it allows ambitious people to run their own business without the hassle of managing huge overheads and a large workforce. It's the best of both worlds: ownership with support.

Successful Franchising in a Tough Economy

Times are tough. We've seen economic instability, political turmoil, and rising costs. But do you know what? This is precisely why now is the time to start a resilient, in-demand business. When the economy gets tough, businesses that focus on value, professionalism, and trust not only survive—they thrive. The cleaning industry is one of those rare sectors that remains essential, recession-resistant, and growing. That's why Kleenable is built to capitalise on this demand.

No Such Thing as a Free Lunch

I won't pretend this is a magic bullet. Running a business—even a franchise—takes effort. You must put the hours in, follow the system, and push through challenges. But what I can promise you is this: the rewards are worth it.





The statistics don't lie—franchising has a far higher success rate than starting a business from scratch. Research shows that 90% of independent startups fail within five years, while franchises have a 90% success rate.

Are you 100% satisfied or could your working life be better?

If you're making enough money, have enough time to spend with your family and do the things you love, AND you don't absolutely hate your job, you might be satisfied. It might seem sensible to stick with the devil you know and hang onto your job. But is that really enough? Have in mind our franchises are structured so, if you wish, you can keep your job, operating your franchise part time until you generate enough money to give up.

So, if you're tired of waiting for the right time—this is it. Read this guide, absorb the insights, and then take action. Because one year from now, you could either still be stuck where you are, or you could be running your own successful business. The choice is yours.





CHAPTER 1: **INTRODUCTION: WHY NOW IS THE TIME TO CLEAN UP**



The world of work is changing. The rise of self-employment, the gig economy, and the growing demand for home services mean that more people than ever are looking for a business they can own, control, and grow. If you've ever thought about starting your own business but hesitated because of the risk and uncertainty, a franchise could be the ideal solution.

The domestic cleaning industry is one of the most recession-resistant markets. No matter what happens in the economy, people still need clean homes, and busy professionals, elderly individuals, and families with young children prioritise professional cleaning services. That's why the industry is projected to grow year after year.

The Rise of the Gig Economy

Self-employment is growing. In the UK alone, over 4.3 million people are now self-employed. Many are seeking more control over their time, earnings, and lifestyle. A cleaning franchise provides the perfect low-cost, high-demand opportunity to step into business ownership with the backing of an established system. It's also attractive to cleaners who value the flexibility and control being self-employed gives.





Why the Cleaning Industry?

Domestic cleaning is no longer seen as a luxury—it's a necessity. With more dual-income households, a growing elderly population, and professionals struggling to find time for household chores, demand for reliable cleaning services has surged. The UK domestic cleaning market is worth over £6 billion and continues to grow. The shift in perception around cleaning services means that more people are willing to pay for a professional, reliable cleaning solution that saves them time and ensures a consistently clean living space.

How Kleenable Transforms a Simple Service into a Profitable Franchise

I started Kleenable because I saw the huge demand for cleaning services—but also recognised that most traditional cleaning businesses struggled with inconsistent income and high overheads. Kleenable was designed to fix that with a subscription-based, support-driven franchise model that offers predictable revenue and a proven business system. The model allows franchisees to build a sustainable business without the typical headaches of marketing, customer acquisition, or managing inconsistent client demand.

If you're considering investing in a cleaning franchise, you're in the right place. This guide is designed to help you navigate your decision and explain why Kleenable is the smart choice for ambitious individuals who want financial independence, flexibility, and a business they can truly own.

By the end of this guide, you'll understand:

- Why the timing is right to launch a cleaning business.
- What makes Kleenable different from other cleaning franchises.
- How you can succeed with a proven franchise model and strong support system.
- The next steps to securing your own franchise territory.

Your Takeaway

Now is the perfect time to enter the recession-proof cleaning industry. This book will show you how a Kleenable franchise can help you build a successful business with support, structure, and a clear path to profitability.





CHAPTER 2: **THE OPPORTUNITY HIDDEN IN PLAIN SIGHT**



The domestic cleaning industry is one of the most underestimated and underrated business opportunities available today. Most people don't realise the sheer size of this market or how predictable and stable the income can be.

Market Growth:

- The UK cleaning industry is growing year-on-year.
- 17% of UK households now use some form of paid cleaning service.
- Busy professionals, elderly individuals, and families prioritise convenience over cost.

Why Cleaning is No Longer a Luxury – It's a Necessity

The domestic cleaning industry is one of the most resilient and consistently growing sectors in the service industry. Traditionally viewed as a luxury, home cleaning has now become a necessity for many households, thanks to the increasing demands of modern life.





Dual-income families, professionals with little time to spare, and elderly individuals who need assistance all contribute to a growing customer base that is willing to pay for regular cleaning services.

The Growing Demand for Cleaning Services

With over 60% of UK households having both adults working full-time, free time has become a valuable commodity. People are choosing to invest in services that save them time and improve their quality of life. The demand for domestic cleaning services is no longer limited to affluent homeowners; it has expanded across income levels, with many seeing it as an essential service rather than a luxury.

The elderly population is also a significant driver of demand. Many older adults prefer to live independently but require assistance with household tasks to maintain a clean and safe home environment. The demand from this demographic is expected to increase in the coming years, making the cleaning industry a future-proof investment.

Market Size and Revenue Potential

The UK domestic cleaning market is worth over £6 billion and continues to grow. With an expected annual growth rate of 5%, the sector remains strong despite economic downturns. The recurring nature of cleaning services means that businesses with a well-structured model can generate consistent and predictable revenue.

Challenges Traditional Cleaning Businesses Face

Many independent cleaning businesses struggle to maintain a steady income. The lack of a structured marketing strategy and reliance on word-of-mouth referrals make it difficult for small operators to scale effectively. Additionally, many cleaners underprice their services in an attempt to compete, ultimately limiting their ability to grow a sustainable business.

Kleenable eliminates these common struggles by offering franchisees a structured business model with a built-in customer acquisition strategy, operational support, and a predictable revenue system. In the past, cleaning services were seen as a luxury. Today, they're a necessity.





The demand for regular, subscription-based cleaning services is increasing. Homeowners and tenants want reliability and consistency, not just a one-off deep clean. This creates a predictable, recurring revenue stream, making a cleaning franchise a safe, long-term investment.

Traditional Cleaning Businesses vs. Kleenable's Model

While independent cleaning businesses struggle with client acquisition, inconsistent income, and staff reliability, Kleenable's model removes those barriers:

Traditional Cleaning Business Challenges:

- Inconsistent income—relying on one-off jobs.
- Struggle to find and retain cleaners.
- Limited marketing knowledge, so they can't grow.

Kleenable's Franchise Advantage:

- Recurring revenue with a subscription model.
- Localised marketing and lead generation support.
 - Cleaner recruitment assistance
- Fully supported business setup with training and resources.

Your Takeaway:

Cleaning is one of the fastest-growing, high-demand industries, but not all businesses succeed. Kleenable offers a structured, scalable model that eliminates common business challenges, allowing franchisees to focus on growth and profitability.





CHAPTER 3: **THE KLEENABLE DIFFERENCE**



The biggest reason franchises fail is a lack of proper systems. Kleenable has designed a business model that removes risk and uncertainty, making it easier to start and scale a profitable cleaning franchise.

What Sets Kleenable Apart?

Unlike older, outdated franchise models, Kleenable is built for modern franchisees who expect flexibility, support, and real profitability.

Here's how we do it differently:

- **100% Territory Availability:** Unlike competitors who have limited areas, Kleenable offers a wide choice of exclusive territories, meaning no local competition.
- **A Subscription-Based Model:** Instead of relying on one-off cleans, Kleenable's model focuses on recurring income to create financial stability for franchisees.





- **Expert Lead Generation:** Our system provides franchisees with client leads, so you can focus on managing your business.
- **Marketing & Brand Power:** We leverage modern marketing strategies that other cleaning franchises haven't adapted to yet.
- **Affordable Entry Point:** No need for expensive vans or high-cost equipment. Kleenable is lean and scalable.

Why First-Time Entrepreneurs Choose Kleenable

Many people hesitate to start a business because they worry about not knowing what to do.

The reality? You don't need experience in cleaning or business to succeed.

Kleenable provides:

- **Training & Setup:** Step-by-step guidance to get started.
- **Ongoing Business Coaching:** Support in scaling your franchise.
- **Marketing & Lead Generation:** Done-for-you client acquisition.

Why Choose a Franchise Over Starting Alone?

Many people dream of owning their own business but hesitate because of the risks and uncertainties. A franchise eliminates much of this uncertainty by providing a structured system, brand recognition, and operational support.

Instead of spending years figuring out how to attract customers and manage day-to-day operations, a franchisee benefits from an already successful model.





Kleenable's Unique Advantages

Kleenable was designed to eliminate common struggles faced by independent business owners. One of the biggest challenges in the cleaning industry is inconsistent income, but Kleenable's subscription model ensures recurring revenue. This means franchisees are not constantly searching for new clients but instead building long-term customer relationships.

Another major advantage is the exclusive territory model, which prevents franchisees from competing against one another. Each franchisee has a designated area where they can build their business without worrying about market saturation.

Your Takeaway

A franchise is a smarter way to start a business with less risk and more support. Kleenable's structured system, recurring revenue, and exclusive territories provide franchisees with a strong foundation for success.





CHAPTER 4: THE BUSINESS MINDSET



Starting a franchise is more than just a financial decision—it's a mindset shift. Successful franchisees think and act differently than employees or struggling business owners.

What Makes a Great Franchisee?

The most successful Kleenable franchisees share these key traits:

- **Drive:** A commitment to financial and personal success.
- **Teachable:** Willing to follow a proven system.
- **Resilient:** Able to push through challenges and stay focused.

Do You Have What It Takes?

We don't need traditional entrepreneurs. We need people with an entrepreneurial spirit—individuals who want to own a business but don't necessarily want to reinvent the wheel.





The best franchisees are keen, sharp, and willing to follow a proven system for their personal, professional, and financial benefit. Most successful franchisees sit between employees and entrepreneurs—they want the benefits of ownership but also appreciate the security of a proven, structured approach. If you have a strong entrepreneurial instinct, we'll take care of the rest.

Is This You?

Some people struggle to see the big picture. They obsess over minor details, look for shortcuts, or constantly try to change the system instead of trusting the process. If you feel the need to reinvent the wheel or make unilateral changes to an established system, franchising might not be for you. We're looking for brand ambassadors—people who embrace the Kleenable system and work hard to make it a success within its proven framework.

That doesn't mean we don't value ideas. Open-minded franchisors welcome feedback on how to improve operations. But if you're the type who wants to rewrite the playbook rather than follow it, you'd likely be better suited to starting your own independent business from scratch.

Calling All Team Players

Franchising isn't a solo sport—it requires a team mindset. You might be the one running your business, but in a franchise, you're also part of a bigger network. You're following a system built on decades of business experience, and that system has one clear leader—the franchisor.

Football legend Brian Clough once said, "I can be a team player, so long as I'm the captain!" If that's your mindset, franchising may not be for you. But if you're willing to be part of a winning system and follow the structured approach we've built, you'll have an excellent chance of success.

At the end of the day, you're responsible for your own success. The franchise provides the tools, training, and support, but the results will depend on your drive, effort, and commitment. Success isn't handed to you—you have to earn it.





Good Days and Bad Days

Let's be real. There will be days when you doubt yourself. Days when you long for the simplicity of a monthly salary and switching off at 5 p.m. But if you truly want control over your future, you'll push through those moments.

The difference between successful franchisees and those who struggle isn't luck—it's mindset. It's the ability to dig deep, stay committed, and keep moving forward, even when things get tough. It's the internal drive that says, *"I deserve success, and I'm going to make it happen."*

If you're the right fit for a franchise, you won't just see it as a business opportunity—you'll see it as your future. You'll get out of bed every morning with a purpose—to build a successful business that provides value to your clients and gives you the freedom you deserve.

More Attitude Than Aptitude

Success in franchising isn't about having the perfect resume or being an expert in business. It's about having the right attitude. As the saying goes, *"Your attitude, not your aptitude, will determine your altitude."* If you're willing to provide top-quality customer service, follow the system, and stay committed, you'll maximise your success.

At Kleenable, we believe in two core values:

- **Customer Obsession:** Putting clients first, always.
- **Operational Excellence:** Running a tight, professional business.

If you believe in these values, you'll thrive in our franchise system. And if you embrace the philosophy that *"If you help enough people, get what they want, you'll get what you want,"* you'll build a business that supports your financial and personal goals.





How to Handle Naysayers

Not everyone will support your decision to start a business. In fact, some of the people closest to you—family, friends, and colleagues—might doubt you or discourage you. **They may say things like:**

- *"It's too risky."*
- *"You don't have the experience for this."*
- *"You should just stick to what you know."*

Why do they do this? Sometimes it's fear—fear of you changing, fear of you failing, or even fear that your success might highlight their own lack of ambition. Other times, it's well-intended caution, but that doesn't mean they're right.

Ignore the Dream Killers

If you let the opinions of others dictate your future, you'll stay exactly where you are. One of the biggest challenges I faced when I started my own business was dealing with negativity from others. I left behind a secure career and salary, and many people thought I was making a huge mistake.

I ignored them. And I'm so glad I did. If I had let their doubts hold me back, I never would have built a successful business and achieved the freedom I enjoy today.

Self-Reliance, Determination, and Single-Mindedness

The most successful business owners have one thing in common: they take ownership of their success. They don't rely on external motivation or wait for someone to give them permission—they go for it. If you're convinced, you're on the right path, don't let yourself be distracted by doubters.

That doesn't mean you should ignore good advice. But learn to separate constructive feedback from limiting beliefs. Evaluate criticism objectively—if it makes sense, adjust. If it's just fear-based negativity, move forward anyway.





Overcoming Common Fears

- **“What if I fail?”** → You’re not alone. Kleenable provides step-by-step guidance to set you up for success.
- **“Do I need cleaning experience?”** → No. You’ll learn everything through training and support.

How Kleenable Minimises Risk

Most new businesses fail due to lack of structure, marketing, or financial support. Kleenable eliminates these issues by offering:

- A **proven business** model with recurring income.
- A **support network** to guide you through the process.
- A **scalable system** that allows you to grow at your own pace.

Franchise vs. Self-Employment vs. Employment

Employment offers security but limits income potential. Self-employment provides independence but comes with high risk and no guaranteed support. Franchising offers the best of both worlds—a structured system with the ability to be your own boss while benefiting from an established brand.

Your Takeaway:

- Franchising isn’t about being a natural-born entrepreneur—it’s about having the right mindset and following a proven system.
- The best franchisees are team players who trust the process and work hard within the framework provided.
- You will have tough days—but those who push through and stay committed are the ones who achieve financial freedom.
- Success isn’t about aptitude, experience, or talent—it’s about determination, focus, and action.





- Ignore the doubters. Your future is yours to create.

Not all franchises are created equal. Choosing a business with strong demand, predictable income, and a structured support system will set you up for long-term success. Kleenable checks all these boxes, making it a compelling choice for aspiring entrepreneurs. Success in franchising isn't about luck—it's about having the right mindset and system. If you bring the drive, we'll bring the tools for success.





CHAPTER 5: **YOUR PATH TO INDEPENDENCE**



Owning Your Future

Choosing to invest in a franchise is about more than just starting a business—it's about building a life of freedom, flexibility, and financial independence. The Kleenable franchise model provides all the tools you need to create a business that works for you, whether you want to start part-time or go all in from day one.

One of the biggest advantages of a franchise is that it eliminates much of the trial and error that independent business owners face. Instead of spending years figuring out what works, you start with a roadmap to success. But while a strong franchise model provides the structure, your success still depends on you. Your effort, dedication, and ability to follow a proven system will determine how far you go.

Key Factors to Look For in a Franchise

When evaluating a franchise opportunity, it's essential to consider the industry, revenue potential, support systems, and long-term sustainability.





A successful franchise should have:

- **Strong Market Demand:** Is there a consistent need for the service?
- **Recurring Revenue Model:** Does the business model generate predictable income?
- **Comprehensive Training & Support:** Will you get the help you need to succeed?
- **Clear Path to Profitability:** Can you realistically expect a return on investment?

My Personal Top 10 Tips for Choosing the Right Franchise

If you're serious about building a business that works for you, here are my top 10 insider tips to help you choose the right franchise and set yourself up for success:

1. Invest wisely but keep reserves. Look for a franchise investment in the £10k–£15k range, ensuring you keep additional capital in reserve. Cash flow is critical—having extra funds available gives you flexibility in those early months. Remember, just because a franchise costs ten times more doesn't mean it will make ten times more.

2. Start part-time if preferred. A franchise that allows you to begin part-time gives you the security of keeping your existing job while you build your business. It's tough at first—balancing work, evenings, and weekends—but it reduces financial pressure. Just be mindful that having a safety net can make it tempting to quit too soon. Stay committed, work through challenges, and trust the system.

3. Work from home for maximum flexibility. Avoid the unnecessary overheads of an office or storefront. Running your franchise from home means no commuting, no extra rent, and better work-life balance. Just ensure you have a dedicated workspace to keep business and personal life separate.





4. Sell services, not products. A service-based business avoids the headaches of stock management, storage, shipping, breakages, and returns. Service franchises tend to have higher profit margins and fewer logistical nightmares.

5. Hold off on hiring salaried employees. Until you have stable cash flow, avoid hiring full-time staff to help run your business and only do so when absolutely necessary. Employees can be a huge asset or a major liability—choose wisely. Instead, consider freelancers or subcontractors as you scale. Always choose self-employed cleaners.

6. Ensure they offer guarantees. A strong franchise should provide meaningful guarantees that reduce risk and demonstrate confidence in its business model. Guarantees can take different forms, but two of the most valuable are an Income Guarantee and a Complete Franchise Package Delivery Guarantee. An Income Guarantee ensures that, if the franchisee follows the proven system, they will generate a minimum level of revenue within a set timeframe—giving them financial reassurance as they get started. A Complete Franchise Package Delivery Guarantee ensures that franchisees receive everything they need to launch successfully, from training and marketing materials to operational support, eliminating the risk of unexpected gaps or missing resources. These types of guarantees show that a franchisor is serious about your success and willing to stand behind their model, giving you the confidence to invest with greater certainty.

7. Secure a large enough territory. The right territory size is crucial. A larger territory provides room to expand, build a team, and reduce your personal workload. But don't overextend—a huge territory might increase marketing and travel costs beyond what's manageable. Aim for a balanced, scalable territory.

8. Keep it simple. The best businesses solve problems in a straightforward, scalable way. Complexity is the enemy of efficiency. Don't be deterred by competition—there's plenty of business to go around. A good franchisor will equip you with the tools to stand out from competitors.





9. Does the Business Generate Predictable Income? What's the difference between chasing new sales every month and knowing exactly how much revenue is coming in before the month even starts? Recurring income. A business built on repeat customers and predictable revenue is far more stable, scalable, and valuable than one that relies on one-off sales. With subscription-based services like Kleenable, you're not constantly starting from zero—you're stacking income month after month, creating financial security and long-term growth. This means less stress, more stability, and an easier path to scaling your business. A recurring revenue model isn't just a convenience—it's the foundation of a truly sustainable business.

10. Ensure the franchise package includes everything you need. Your initial franchise fee should cover training, branding, marketing support, and the tools needed to start strong. You should be able to hit the ground running immediately after completing your training.

Building a Business That Works for You

Kleenable is designed to provide franchisees with flexibility, support, and a clear path to independence. Whether you start part-time or full-time, the model allows you to scale at your own pace while benefiting from established systems, marketing, and ongoing guidance.

Some franchisees choose to keep their operation lean, handling clients themselves, while others expand into larger businesses, hiring teams and growing into multi-territory operators. Whatever your goal, Kleenable gives you the freedom to choose your own path.

- Choosing the right franchise is about balancing investment, flexibility, and scalability.
- Start with cash reserves and ensure your franchise is cash-positive from the start.
- Work part-time if needed but stay committed—your success depends on your effort.
- Focus on services, not products, and avoid unnecessary overheads.





- Follow the system—don't overcomplicate things or try to reinvent the wheel.
- If you help enough people get what they want, you'll get what you want—commit to providing outstanding service, and success will follow.

With the right mindset, your franchise will be the foundation for the independence and financial freedom you've been looking for.

How Kleenable Creates Independence

- **You control your schedule:** No more 9-to-5 restrictions.
- **Scalability:** Start as a solo operator or build a team.
- **Recurring income model:** Financial stability each month.

The First Steps to Freedom

- **Sign your franchise agreement:** Secure your territory.
- **Get trained:** Learn the business model inside out.
- **Start marketing:** Use our lead-generation tools to land your first clients.

Your Takeaway:

Kleenable gives franchisees true independence—not just financial success but also the ability to live life on their terms. Owning a Kleenable franchise gives you the freedom to control your own schedule, build a sustainable income, and grow a business at your own pace. The structured support system ensures that you can focus on what matters most—serving clients and building your financial future.





CHAPTER 6: **PROVEN STRATEGIES FOR GROWING A SERVICE BUSINESS**



The Power of Lifetime Value: Why Long-Term Clients Matter

In business, one of the most overlooked secrets to success isn't just getting new customers—it's keeping them. Many business owners make the mistake of focusing only on short-term sales, but the true key to long-term profitability is understanding Lifetime Value (LTV).

What is Lifetime Value?

Lifetime Value (LTV) is the total revenue a client generates for your business over the entire time they remain a paying customer. Instead of thinking about a single sale, imagine the compounded earnings from a client who stays with you for months or years.

For example, let's say a client spends £50 per clean and books a cleaning every two weeks. That's £1,300 per year from just one customer.





If they stay with you for three years, their total value jumps to £3,900—not including any referrals they generate!

This is why keeping customers long-term is far more profitable than constantly chasing new ones. By delivering consistent value and a great experience, you ensure customers stay, spend more, and refer others, turning your cleaning business into a recurring revenue machine.

The Kleenable Grand Slam Success Formula

At Kleenable, we don't just give you a business—we give you a winning formula. The Kleenable Grand Slam Success Formula is designed to help franchisees maximise client retention, increase lifetime value, and create a predictable flow of high-paying customers.

This formula is built on four essential pillars that work together to keep customers coming back, ensure exceptional service, and fuel unstoppable growth.

1. The Magnetic Hook Offer (Attract More Clients, Faster)

The first step to success is getting customers through the door—and that starts with a compelling, irresistible offer. The Magnetic Hook Offer is designed to stand out in a crowded market and turn prospects into paying clients fast. It might be a first-time discount, an added bonus, or an exclusive package that makes choosing Kleenable a no-brainer.

Why does this work? Because people love risk-free, high-value offers—and once they experience our service, they're far more likely to stay long-term.

2. The Five-Star Service System (Turn Customers into Raving Fans)

Once you've won the customer, your next job is to keep them. The Five-Star Service System ensures that every client interaction is exceptional, setting your franchise apart from ordinary cleaning services.





This means:

- **Reliability:** Always showing up on time and delivering consistent quality.
- **Professionalism:** Well-trained, friendly, and trustworthy cleaning teams.
- **Attention to Detail:** Going the extra mile to leave homes spotless.
- **Customer Follow-Ups:** Checking in to ensure satisfaction and build relationships.

When clients experience flawless service, they stay longer, book more often, and spread the word about your business.

3. The Reputation Engine (Dominate Local Search & Get More Clients for Free)

Your online reputation is one of the biggest determinants of success. Today, people trust online reviews as much as personal recommendations—so managing your reputation is crucial.

The Reputation Engine focuses on:

- Proactively collecting five-star reviews from happy clients.
- Encouraging feedback to improve service quality.
- Boosting visibility on Google and local directories to attract organic leads.
- Outshining competitors by being the most trusted cleaning brand in your area.

A strong online reputation means you attract more customers for free, reducing your need for paid advertising.

4. The Referral Flywheel (Turn Every Client into a Marketing Machine)

Happy customers are your greatest salespeople. The Referral Flywheel creates a two-way incentive system, encouraging clients to spread the word in exchange for rewards.





This system works by:

- Offering referral bonuses for clients who bring in new customers.
- Partnering with local businesses to cross-promote services.
- Encouraging repeat business with exclusive loyalty perks.

Referrals generate high-quality, pre-sold leads—people who already trust your service because they were recommended by someone they know. This creates a self-sustaining marketing machine that keeps growing over time.

Marketing That Works

One of the biggest challenges small businesses face is getting new clients. At Kleenable, we don't leave franchisees to figure it out alone.

Our system includes:

- **Paid Advertising (Google & Social Media Ads):** Targeted campaigns to generate high-quality leads.
- **SEO & Website Support:** A centralised site that helps your local business rank on Google.
- **Referral & Repeat Business Strategies:** Encouraging satisfied clients to spread the word.

Building Your Reputation

Clients don't just want a cleaning service—they want reliability and trust. The best way to stand out in the market is through consistently excellent service and strong client relationships.

- **Consistency is key:** Ensure your team follows a high standard.
- **Great communication:** Respond to clients promptly and professionally.
- **Online reviews matter:** Ask happy clients to leave positive feedback.

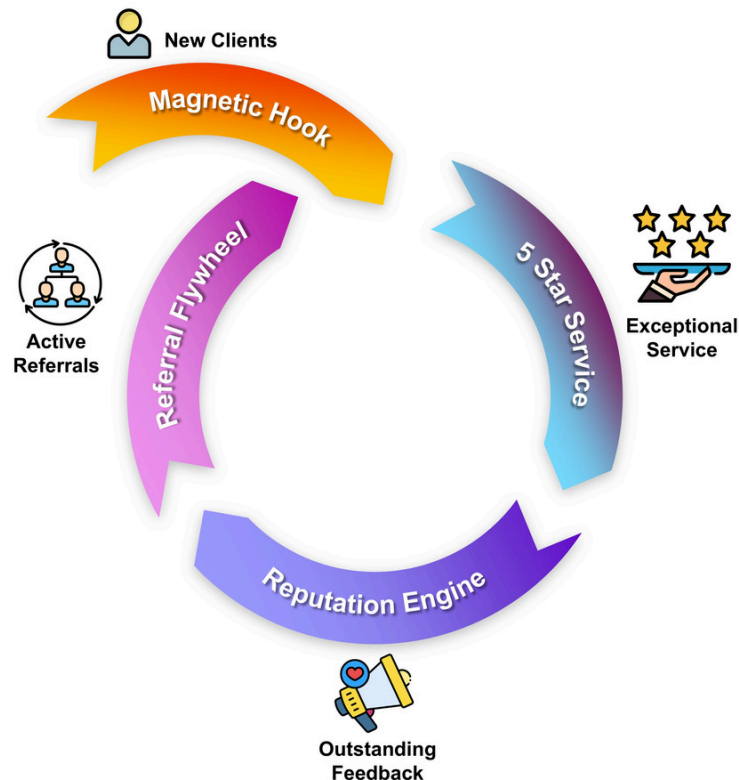




Your Takeaway:

- **Lifetime Value (LTV) is key to sustainable success:** keeping clients long-term is far more profitable than constantly chasing new ones.
- The Kleenable Grand Slam Success Formula ensures franchisees attract, retain, and maximise client value through four core pillars:
 - **The Magnetic Hook Offer:** A compelling deal to attract new clients fast.
 - **The Five-Star Service System:** Ensuring exceptional quality and customer satisfaction.
 - **The Reputation Engine:** Leveraging online reviews to dominate your local market.
 - **The Referral Flywheel:** Turning happy clients into referral-generating machines.

By following these four steps, your Kleenable franchise will be positioned for long-term growth, recurring revenue, and market dominance.





CHAPTER 7: **THE BLUEPRINT FOR SUSTAINABLE GROWTH**



Building a successful franchise isn't just about starting strong—it's about creating a business that continues to grow and thrive. While Kleenable provides you with a proven model, marketing support, and structured guidance, your success will also depend on the strategies and habits you put in place.

To help you maximise your potential, here are my Top 10 Tips for Franchise Success—practical steps that can set you apart from the competition and ensure long-term profitability.

Top 10 Success Tips for Franchisees

I have listed below 10 key actions that will help you be successful, in any business.





- **Be Professional at Every Touchpoint:** Your reputation is your most valuable asset. Always return calls promptly, respond to emails quickly, confirm appointments, follow up on conversations, and maintain a polished, professional image. People buy from businesses they trust, so ensure every interaction reinforces that trust.
- **Deliver Extraordinary Customer Service:** The key to retaining customers isn't just providing a good service—it's providing an exceptional one. Try to under-promise and over-deliver, ensuring every client feels valued and well-served. When customer service is consistently outstanding, clients stay longer, refer more people, and your business thrives.
- **Always Answer Your Phone:** First impressions matter. If a prospect calls and reaches voicemail, you may lose them forever. Use a call answering service if needed, ensuring all calls are answered professionally and promptly. The difference between a missed call and a booked client could be the difference between success and struggle.
- **Make Your Business Personal:** People buy from people. Ensure your photo and bio are visible on your website, emails, and social media. Consider adding a short welcome video introducing yourself. The more personal and approachable your brand, the more trust you build with clients.
- **See Every Contact as an Opportunity:** Not every lead will convert into a sale—but every interaction has value. Offer free trials, build relationships, and focus on long-term connections. Some may refer friends; others may come back later. Business isn't just about immediate transactions—it's about building lasting relationships.
- **Master Time Management:** Success comes down to how well you use your time. Batch process tasks, schedule client meetings efficiently, and dedicate specific hours for admin, sales, and service delivery. A structured routine helps keep you focused and productive.





- **Leverage Networking:** Attend networking events, introduce yourself to local business owners, and join community groups. Many franchisees underestimate the power of word-of-mouth marketing—but personal connections can lead to some of your best long-term clients.
- **Forget the Hard Sell—Start a Conversation:** Sales isn't about convincing people to buy—it's about finding the right fit. Ask questions, listen to concerns, and position your service as a solution to their needs. If someone isn't the right fit, move on—forcing a sale only leads to unhappy customers.
- **Negotiate Every Business Expense:** Whether it's advertising, suppliers, or operational costs, try to never pay full price. Always negotiate—many vendors expect it. Even a small discount on advertising costs can add up significantly over time.
- **Use Your Franchisor's Knowledge & Support:** One of the biggest advantages of franchising is access to expert guidance. Before making big marketing decisions or operational changes, consult with your franchisor. They've tested what works and can save you time, money, and mistakes.

Your Takeaway:

- Consistency, professionalism, and customer focus are the foundation of a thriving business.
- First impressions matter—answer your phone, respond quickly, and maintain a strong personal brand.
- Networking, conversations, and relationship-building often lead to more business than traditional sales techniques.
- Use your time wisely, negotiate expenses, and always leverage the support of your franchisor.

Follow these strategies, and you'll not just survive, but thrive in the cleaning franchise industry.





CHAPTER 8: **TAKING THE LEAP**



Making the Decision

At some point, every aspiring business owner faces a crossroads—stay in their current situation or take a step toward something new. Investing in a Kleenable franchise is not just about buying into a business; it's about making a commitment to your future success.

All Advice is Not Equal

All the recommendations I've made throughout this guide are based on my 40+ years of business experience. Some people may have different opinions, and that's fine. Ultimately, it's up to you to decide whose advice to follow. But I believe the insights I've shared will resonate with forward-thinking individuals—those who want to make informed, strategic decisions rather than simply following conventional wisdom, much of which no longer applies in today's fast-paced world.





One thing is for certain: for most people stuck in a 9-to-5 job, franchising is the best business model ever created for personal success. It provides the freedom, security, and potential for financial growth that few other business models can match.

Believe in Yourself

Franchising allows regular people, without prior business experience, to generate sales, make big profits, and build valuable business assets—all without breaking the bank or taking on unnecessary risk. Without franchising, many ambitious individuals would be stuck in dead-end jobs forever, or they'd be wasting years trying to build their own business from scratch—often failing in the process. This is why choosing the right franchise is critical. There are no guarantees in business, but you can massively increase your chances of success by doing your research and picking a franchise that aligns with your goals, skills, and lifestyle.

Your First 30 Days: The Foundation for Success

Starting strong is essential. Kleenable has a step-by-step onboarding process designed to get you up and running quickly and confidently.

- **Franchise Agreement & Initial Training:** Once you sign up, you'll receive a detailed breakdown of the business model and training to equip you with the tools to succeed.
- **Marketing Launch:** With Kleenable's done-for-you lead generation system, you'll start getting client inquiries early on.
- **Client Acquisition & Service Delivery:** Your first few clients will set the stage for building a loyal customer base and recurring income.

Overcoming Common Doubts

It's natural to feel hesitant when making a big decision like this. Let's address some of the most common concerns:





- **What if I don't have any business experience?** → Kleenable provides comprehensive training and ongoing support, so you don't need prior experience.
- **What if I struggle to find clients?** → Our marketing and lead generation strategies are designed to deliver a steady stream of potential clients.
- **What if I can't afford it?** → With low startup costs and a quick return on investment, Kleenable makes it easier to get started compared to other franchise models.

How Kleenable Minimises Risk

Most new businesses fail due to lack of structure, marketing, or financial support. Kleenable eliminates these issues by offering:

- A **proven business** model with recurring income.
- A **support network** to guide you through the process.
- A **scalable system** that allows you to grow at your own pace.

Your Takeaway:

- The only thing standing between you and success is your decision to take action.
- Franchising lets ordinary people achieve extraordinary success, without the risks of starting a business from scratch.
- Do your research, pick the right franchise, and commit to making it work.
- If you want to build financial freedom, it's down to YOU to take the next step.

Taking action is the only way to create change. With a structured onboarding process, marketing support, and a proven model, Kleenable gives you the confidence to succeed.





CHAPTER 9: **SUCCESS SCENARIOS**



One of the best ways to visualise your future success is to look at what's possible. While every franchisee's journey is different, the Kleenable model is designed to accommodate various backgrounds and goals. Imagine these scenarios.

Scenario 1: The Career Changer

Lucy worked in corporate sales for 10 years but wanted more flexibility to spend time with her young children.

- She launched her Kleenable franchise part-time, building her client base gradually.
- Within 6 months, she transitioned to full-time and was making more than her previous salary.
- She now enjoys a work-life balance, managing her own schedule.





Scenario 2: The First-Time Business Owner

- Mark always wanted to run his own business but didn't know where to start.
- He followed Kleenable's training and marketing system to get his first clients within a few weeks.
- With a proven structure, he avoided the common mistakes new business owners make.
- Within his first year, he scaled up to hiring a small team, doubling his income.

Scenario 3: The Growth-Focused Entrepreneur

- Sarah was already running a small cleaning business but struggled with client acquisition and consistency.
- By converting her independent business into a Kleenable franchise, she gained brand credibility and marketing support.
- Her revenue tripled within a year, allowing her to expand into multiple territories.
- She now runs a team of cleaners while focusing on business growth.

Your Takeaway:

Whether you're looking for more freedom, financial growth, or stability, the Kleenable system is designed to help you achieve your goals.





CHAPTER 10: **THE BIG PICTURE**



The Future of Kleenable and Your Role in It

Starting a franchise isn't just about securing short-term income—it's about building a long-term, valuable business asset that gives you financial security, lifestyle flexibility, and the ability to scale. The beauty of franchising is that it allows you to start with a structured plan, proven systems, and the backing of a recognised brand, while also providing the freedom to shape your own journey.

At Kleenable, we aren't just building a cleaning franchise—we're creating a nationally recognised brand that will be synonymous with quality, reliability, and professionalism. And as a franchisee, you're an integral part of that journey. Your success fuels the growth of the entire network, and the stronger our brand becomes, the more valuable your franchise territory will be.





Scaling Beyond a One-Person Operation

Many franchisees start by running the business themselves, taking on initial clients and learning the ropes. But the real long-term potential lies in scaling up—hiring staff, expanding your service area, and growing into a multi-territory operation – if you choose to. The beauty of a service-based business like Kleenable is that growth is relatively simple. More clients mean more revenue, and with the right structure in place, you can step back from daily operations and focus on management and expansion. Here's how you can scale your franchise effectively:

- **Hiring a reliable team:** Bringing in trustworthy cleaners allows you to increase capacity while focusing on business development.
- **Expanding your territory:** Once you've established your first territory, you can acquire additional areas, increasing revenue potential.
- **Leveraging marketing automation:** Kleenable provides tools and strategies to automate lead generation and customer retention, ensuring a steady flow of new business.
- **Building a brand presence:** By becoming the go-to cleaning provider in your area, you create a sustainable, profitable business that clients trust and recommend.

The Advantages of a Growing National Brand

The more Kleenable expands, the greater the brand recognition becomes. This benefits every franchisee by:

- **Making client acquisition easier:** A well-known, trusted brand naturally attracts more customers.
- **Strengthening marketing power:** National campaigns, SEO efforts, and brand awareness drive more leads to franchisees.
- **Increasing resale value:** A strong, reputable brand increases the resale potential of your franchise if you ever choose to exit.
- **Creating networking opportunities:** A larger franchise network means more collaboration, shared resources, and collective growth.





The Longevity of the Cleaning Industry

The domestic cleaning market is one of the most stable, recession-resistant industries. No matter the economic climate, people still need clean homes, and with busy lifestyles, many choose to outsource their cleaning needs rather than handling it themselves. This ensures a constant demand for services, making it an ideal business model for long-term sustainability.

Unlike trend-based businesses that may fade with time, cleaning is a necessity-driven industry. It's also highly repeatable, meaning clients return weekly or monthly, creating consistent, predictable revenue for franchisees.

Building an Exit Strategy

As you scale your franchise, you also need to consider your long-term goals. Many franchisees use their business to generate steady income for years, while others grow their franchise into a high-value asset that they can eventually sell.

A well-established, profitable franchise has significant resale value. Buyers are always looking for businesses with strong cash flow, established clients, and a known brand. By following Kleenable's model, you're not just building a job—you're building a sellable asset that could provide you with substantial financial returns in the future.

Your Role in the Bigger Picture

When you join Kleenable, you're not just buying a franchise—you're becoming part of something bigger. You're joining a brand that values professionalism, customer satisfaction, and long-term success. Your contribution strengthens the network, helping to create a market-leading franchise system that benefits every single franchisee.






Your Takeaway:

- Kleenable offers more than just a cleaning business—it's a long-term opportunity to create a profitable, scalable asset.
- Scaling your franchise can turn it from a single-operator business into a multi-territory, staff-managed operation.
- The cleaning industry is recession-resistant and built on repeat business, ensuring consistent revenue.
- Your franchise will grow in value over time, providing you with an asset you can sell or pass on in the future.
- As Kleenable expands, your business becomes stronger, benefiting from brand growth, national marketing, and increasing customer trust.
- The question is: How big do you want to grow?





CHAPTER 11: CONCLUSION: CLEANING UP, YOUR WAY

Now that you understand the opportunity, the business model, and the success potential, the next step is up to you.

Taking control of your future starts with making a decision. If you've read this far, you're clearly serious about finding a business that gives you financial independence, flexibility, and personal satisfaction. The next step is simple—take action.

Many people spend years looking for the perfect business opportunity but never make a move. The reality is, if you don't take the first step today, you could find yourself in the same place a year from now—still searching, still wondering, still waiting.

Kleenable offers everything you need to start and grow a successful cleaning business. The question is, will you take the opportunity?

What's Next?

Visit: www.kleenablefranchise.co.uk

Book a Discovery Call to see if a territory is available in your area.

It's time to take action. Your future starts now.