



FUNancialFreedom.com

LEAP 2

THIS MONTH

HOW TO CREATE
YOUR OWN MOBILE

CAR WASH BUSINESS



WHAT EXACTLY IS THIS PLAYBOOK?

The purpose of this Playbook is to show you step by step how you can create and grow your own business, even if you've never done anything like this before.

And don't forget we have videos that accompany this playbook.

You can access the videos at any time inside the Member's Area at FUNancial Freedom :)



All successful businesses
are based
on a very simple
IDEA



INTRODUCTION

Hey, it's CF, POM and CAM here.

And welcome to another Playbook!

We have a very simple business idea to share with you this month, that can allow you to start making money quickly.

And Don't Forget to make things EVEN EASIER for you, we have created a CHECKLIST for you.

This CHECKLIST has everything you need to do to create this business, listed STEP BY STEP.

You can find your own personal CHECKLIST at the end of this PLAYBOOK.

So without further ado, let's jump in.



THIS MONTHS BUSINESS IDEA

All successful businesses have one thing in common, and that is they are based on a very simple idea.

Here is one of the simplest that you could have up and running by the weekend, and be in profit immediately.

So if you want to earn an extra \$50 to \$200 this weekend (and every weekend) - consider this.

How about creating a mobile car wash - that can benefit your neighbors - or indeed for anybody that is walking distance from your house.

Many Millionaires have started their entrepreneurial journey with their own Car Wash.

The great thing about this business is it is straightforward to set up - while at the same time being very helpful for your neighbors - who often don't have the time to drive to a car wash and wait in line to get their car cleaned.

Mobile Car Wash



So - it's a real win-win.

The reason that many people would be interested in your service is that it provides a personalized service right at their home.

So - how does it work, how can you set this up, how much can you make and how do you get customers?

Let's dig in and take a look:



PREPARING FOR YOUR MOBILE CAR WASH BUSINESS

The beauty of this business is you do not need any office or workspace of your own to operate.

All of your business will be conducted on your customer's driveways.

Car wash prices vary, but we'd suggest offering a standard outer wash for \$10 (or £10 or 10 Euros or whatever the currency is where you are).

Larger vehicles may warrant a few more dollars, we'd suggest \$15.

However - you can make a lot more by offering extras.

I'm sure you have noticed that most businesses offer some sort of additional service at the point of sale.

What we mean is, when somebody goes to pay for something in most stores, often an additional service is offered. This is known as an upsell.

Let's take a look at this in a bit more detail.



ADDING AN UPSELL TO YOUR MOBILE CAR WASH BUSINESS

I'm sure you have noticed, when you are at McDonald's and you are about to pay, they will often ask you "do you want fries with that?"

This is an upsell.

When you are at a restaurant with your parents, and the server asks 'would you like a side salad?' — this is an upsell.

An upsell is an additional service offered at the point of sale.

The best upsells are different to your main product but RELATED to your main product.

Adding one or two upsells to your business is one of the simplest ways to increase your profits, so long as the upsell is related to what your customer is purchasing.



WHAT COULD YOUR UPSELL BE?

So in your Car Wash business how could you add an upsell?



Well - how about offering to wax your Customer's car after it's been washed



for an additional \$10.

This is a great upsell!

It's related to your main offer (the car wash), yet it is being offered as an extra stand-alone service. Now, here's the thing, you will be **AMAZED** at how many customers **WILL** take you up on an upsell!

And then, from a straightforward offer, you have doubled your profit!

Adding upsells to your business...

A simple way to increase your profit...



...if related to what the customer is purchasing



Nice!

Another idea of an upsell would be you could offer to clean the inside on the car for an extra \$10.

Again, another very simple upsell.

Both of these upsells are very simple upsells.

Or you could be even smarter, and bundle both of them together for \$15.

Just having a handful of upsells will make a real difference to how much you can make.

There is a reason most businesses offer upsells at the point of sale. It's because they work.

So, have a think of an upsell or two you can add to your Car Wash Business.



HOW MUCH WILL YOUR CAR WASH BUSINESS COST? AND HOW MUCH CAN YOU MAKE?

Having your own Car Wash Business is a great way to start a simple business with virtually no costs. All you will need is a few buckets, some sponges and cloths. That should cost you no more than \$20.

And the earning potential is enormous. Just 5 cars washed over a weekend could easily earn you \$100, with the ability to make a lot more if you add in a few upsells.

The potential to income is only limited by your time. On that note, you may decide to get help from a friend or brother or sister to allow you more time to service more cars to make you more money. Although remember - if you have support you will have to pay them something, so remember to factor that into your costs.

Now, getting the word out about your business and following up with potential customers is going to determine whether your business will succeed or not.

So if you feel excited to start to make some cash by creating your own Mobile Car Wash Business, let's discuss how to get those all important customers.



MARKETING YOUR CAR WASH BUSINESS

If you run your Car Wash Business correctly, you will not need to continually generate NEW customers all the time, as you will discover a lot of your customers will become REPEAT customers.

This increases the Lifetime Value of your Customer.

In most Businesses, the Lifetime Value of a Customer is the most important number, or metric to give it the proper term, that business owners need to know.

We will be talking about this more inside the Member's Area at FUNancial Freedom.

Right now though, you have precisely a big phat zero customers!

So let's change this!

The great news is you do NOT need many customers to make some good money.

You could easily make \$100 a day with just 5 customers.

But how do we even get these first 5?



We're glad you asked! Let me tell you....

We are going to do this the old-fashioned way.

We would recommend on a Thursday or Friday evening before you intend to start your business, to go door-to-door (with a parent or guardian) and introduce yourself to your neighbors and offer your new and exciting business that is starting this very weekend!

Maybe you could have a simple flyer that you have created and printed. Give your business a creative, fun name and explain what you are doing.

You are aiming to get 5 firm 'YES' commitments from individuals. That's all. 5 cars should earn you \$100+.

Here's a tip for you!

Before you visit any of your neighbors, write out and learn a couple of selling points about your business.

For example, you may say that a major selling point for your car wash is that you offer greater attention to detail than an automatic car wash.

It may take you and your mom/dad/guardian knocking on 15/20 doors to get your 5 yes's.

Once you have your 5 'YES's' — you have your first 5 customers.



THE DAY OF YOUR CAR WASH

Now what?

Once you have your first 5 customers booked, it's time to plan for the actual day itself.

Arrange a time to be at your neighbors property, and then you are in business!

Remember this does not have to be complicated!

A business should be simple. It's people that over complicate things.

On the actual day of your Car Wash, make sure you arrive at the arranged time with your tools, which will most likely be: soap, a bucket, and sponges and rags.

Knock on the door of your customer and remind them of price and then offer your upsells.

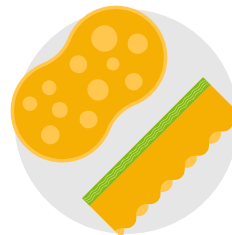
They may say yes! They may say no!



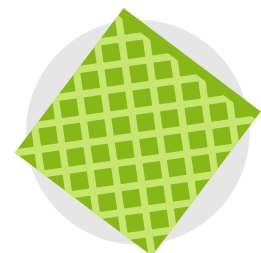
SOAP



BUCKET



SPONGES



RAGS

Deliver your service with a smile, and upon completion, invite your customer to inspect their vehicle.

If they haven't purchased one of your upsells here is another perfect time to pitch it

Don't be afraid to say something like "Would you like your car waxed for just \$10?"

Again, you'll be amazed at how much extra money you can make at the point of purchase by offering an upsell, so don't be shy or embarrassed to ask.

Remember, people like to do business with people that they like.

And although you are young, you can still leave a killer impression.

In fact - you can very quickly leave a better impression than most adults.

Arrive on time, be polite, do a great job — and it's highly likely this Customer will become a REPEAT customer.

I hope you are beginning to see that starting a profitable business does not have to be complicated.



Success

Treat people well
and allow them to have a
great experience...



GOLDEN TIP

As a side note, let me share with you a secret that most business owners don't learn until after a few years.

So this tip is going to save you a lot of time and give you a head start.

Smart business owners know that the fastest way to grow a business is to look after your existing customers and allow THEM to do the marketing for you.

So in this example, when you do a great job, your Customer may thoroughly recommend your services to a friend of theirs.

This is the best marketing of all: word of mouth.

This is the only marketing that you can not buy, and it is the most powerful of all.

So really over-deliver as much as you can.

You have an excellent opportunity to dazzle with outstanding customer service.

For example, maybe you buy a stack of air freshness and leave one in the vehicle as an unadvertised gift.



Or maybe you buy some mints and leave a pack on the dashboard with a quick note thanking your customer for his business.

Anything that can WOW your customer is going to do two things.

Firstly it's highly likely they will use your business again meaning you don't need to continually find new customers.

And secondly, it's highly likely they will recommend you to a friend of theirs. Again this will mean you don't have to go and find new customer's all the time.

It's interesting most businesses do the bare minimum to fulfil their promise.

Yet once you start to think creatively, it becomes very easy to go over deliver which will result in you having customers scrambling to use your service and give you money.

Success really comes down to one thing: treat people well and allow them to have a great experience and you will have a customer for life.

Most businesses do NOT do this, so you have a real opportunity to stand out.



DO A TEST RUN

Here's a quick story for you.

In 2007, 2 friends in San Francisco had a very simple idea.

They decided to test offering their loft as cheap accommodation for visitors coming to town.

They took pictures, put them up on a simple website, and within a few days they had 3 paying guests.

Guess what?

This is how Airbnb started!

The reason to share this with you, is because Airbnb TESTED things first.

You need to do the same!

Before you go visit your customers, it's essential to have a test run.

Because, despite what you may think, you will discover many things while in 'test mode' that you wouldn't have otherwise thought about.



For example, you may need way more cloths than you realize, you may find you want to wear gloves, you may discover that waxing a car takes longer than you thought. Etc etc....

You want to learn things like this while in test mode rather than on the actual job with a real paying customer.

So before you're the big first day, and before you come home with a fistful of dollars, be smart and have a test run!

There is a great saying in business that goes 'a lazy may always does things twice'.

And it's true!

A lazy man will not test, and will then hit a problem on the actual day, and have to do something 2 or 3 times until they get it right.

So, have a test run.

It's fun, its part of having your own business, and it will set you up for success.



SUMMING UP

Well done on exploring this month's offline business idea.

The most common path to great success is not what most people think.

It's not getting into the right college or landing a job at a big corporation. Whereas that certainly can be part of your future success, real success is taking control of your own financial destiny.

And for many, that starts by developing your unique talents to create a thriving business.

And that's precisely what you are doing here, exploring ideas that can put you on the path to riches.

Hopefully, this months EARN has lit a fire under you of what is possible.

So, before we finish this Playbook, we want to provide you with a checklist of everything you need to do to get started with your own Car Wash Business.

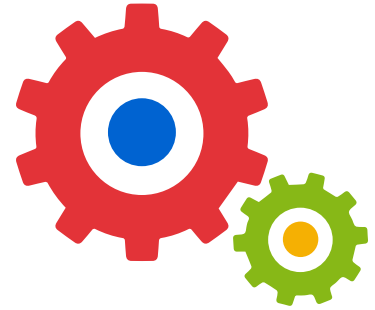


YOUR CAR WASH

BUSINESS CHECKLIST

SETTING UP:

- ✓ Decide upon the price you are going to charge
- ✓ Create a few upsells you can add to your business
- ✓ Make sure you have the tools and resources that you need (buckets, cloths, soap, wax etc. etc.)
- ✓ Think of an exciting name for your business
- ✓ Decide upon a date you want to go live
- ✓ A few days before this date visit your neighbors (with a parent or guardian) informing them of your new business
- ✓ You are looking for 5 yes's from your neighbors
- ✓ Buy small gifts (such as mints, a thank you card) to leave in your customer's car.
- ✓ TEST! Have a practice car wash or two to iron out any kinks you may not have thought of.



ON THE ACTUAL DAY:

- ✓ Arrive 5 minutes early at your customer's house
- ✓ Knock on their door and remind your customer of your upsells
- ✓ Deliver the service you have promised
- ✓ Leave a gift inside your customer's vehicle (mints/thank you note etc)
- ✓ Do not be afraid to offer your upsell again if your customer has not purchased
- ✓ Tidy up after you have finished
- ✓ Always have a smile



We hope you have enjoyed this first Playbook.

Don't forget every month in the Member's Area we share with you a
business that you can run from home that can make you money.

There will be another business idea for you - and another Playbook - next
month.

Until then!

POM, CAM & CF

POM

a.k.a. Plenty Of Money



CAM

a.k.a. Contribute A Lot More



CF

a.k.a. Cash Flow

