

PREPARED FOR LILY ROY

Your business system

A simple plan to book more homes, grow a team of cleaners, and keep the business easy to run.

Rendezvous Cleaning Co. · Nelson, BC · Prepared by Max · November 2026

WHERE YOU ARE TODAY

You've built this on reputation alone.

Clients love your care, communication and thoroughness, and the business has stayed busy without spending on ads. That's the hardest part, and you've already done it.

5.0★
from 36 Google reviews

12
recurring homes

2021
serving Nelson and area since

$0
spent on ads this year

What's working

- **A spotless reputation.** A perfect 5.0 rating on Google, and clients mention you by name.
- **Loyal regulars.** 12 homes book you on a regular schedule. That's steady income you can build on.
- **Clear pricing.** Hourly rates and travel fees are simple and easy to understand.
- **A second service.** Mobile detailing gives every cleaning client something extra to add on.

What's holding growth back

- **Booking is all back-and-forth.** Every request is a form you answer by hand, and people who click an ad drop off at every extra step.
- **No way to see which marketing works.** Your website can't track Facebook or Instagram ads, so if you advertised there today, you couldn't tell which ads brought in clients.
- **Google thinks you're a car detailer.** Your Google profile is listed as "Car detailing service," so you show up **9th** for house cleaning in Nelson, behind several businesses with fewer reviews.
- **A few website leaks.** The info@ email on your site doesn't exist, so those messages bounce. Your Reviews page is empty, and the house-cleaning booking link goes to the wrong page.

THE GOAL

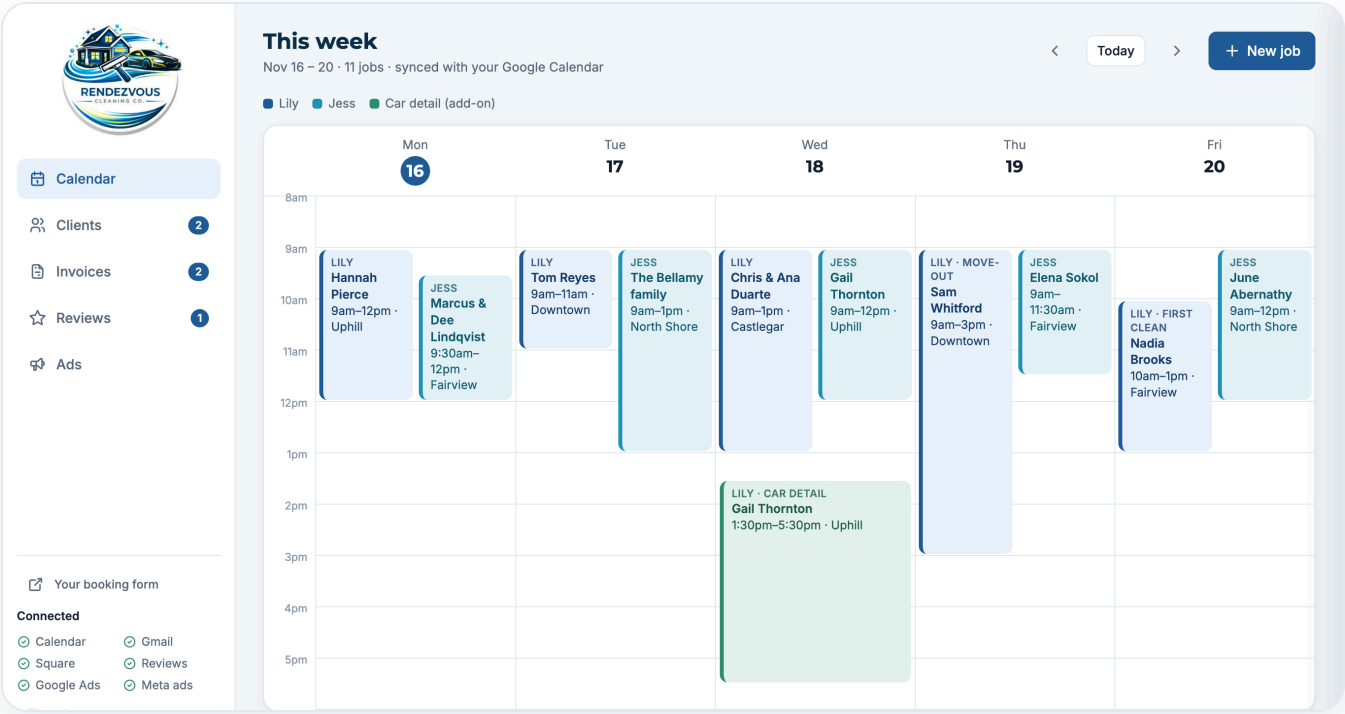
Book more recurring homes → Hire cleaners to do the work → Offer detailing to every client

Keep it simple, keep monthly costs at zero, and only add something when you actually need it.

WHAT YOU'LL GET

One app. Five screens. Nothing extra.

It works on your phone and your computer, and it plugs into the tools you already use: Google Calendar, Gmail, your Google reviews, and Square for card payments.



Your calendar screen. Names and numbers are made up for this preview.

Calendar

Your week at a glance. Every job is also in your Google Calendar, so it's on your phone, and regular cleans repeat on their own.

Clients

Address, lockbox code, pets and rate for every client in one place. New booking requests land here too.

Invoices

One tap after a clean. Regulars' cards are charged automatically, and everyone else gets an invoice from your Gmail.

Reviews

Your phone buzzes when a new Google review arrives, with a reply ready for you to edit and post.

Ads

A single table showing which ads turned into paying clients, and what each new client cost.

Booking form

A clean, simple form for new clients. It also asks if they'd like their car detailed.

HOW IT WORKS DAY TO DAY

A week with your new system

Here's how one new client moves through the app, from first click to five-star review.

1. **A new request comes in**
   Someone clicks your ad and fills in your booking form. You get an email, and they get a friendly confirmation from your Gmail.

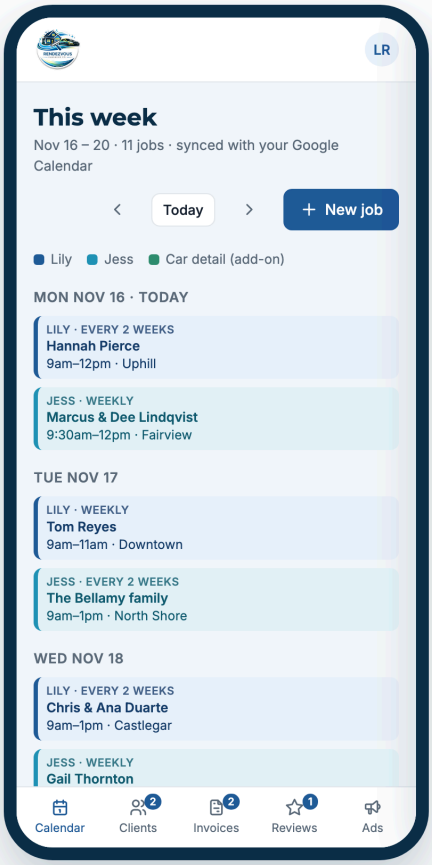
2. **You book them in**
   Tap "Convert to client," pick a time, and set it to repeat every two weeks. It shows up in your Google Calendar, and your cleaner's.

3. **The clean happens**
   The address, lockbox code and pet notes are one tap away on your phone, for you or whoever is cleaning.

4. **You get paid**
   Tap "Charge." The card on file is charged and a receipt goes out. E-transfer clients get an invoice with a pay-by-card option.

5. **They leave a review**
   Your phone buzzes. You tweak the suggested reply and post it to Google in one tap.

6. **Once a month, check your ads**
   See which ad brought in clients. Put more money there and switch off the rest.



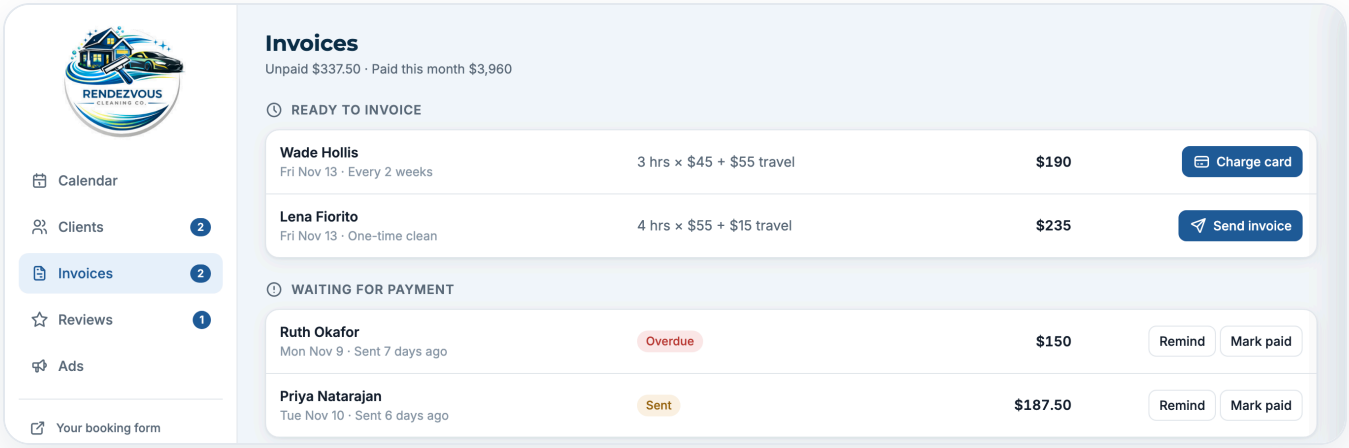
Your Google Calendar stays the boss

Jobs live in your own Google Calendar. Move one on your phone and the app sees it immediately, so there's nothing to keep in sync. When you hire, each cleaner simply gets invited to their jobs.

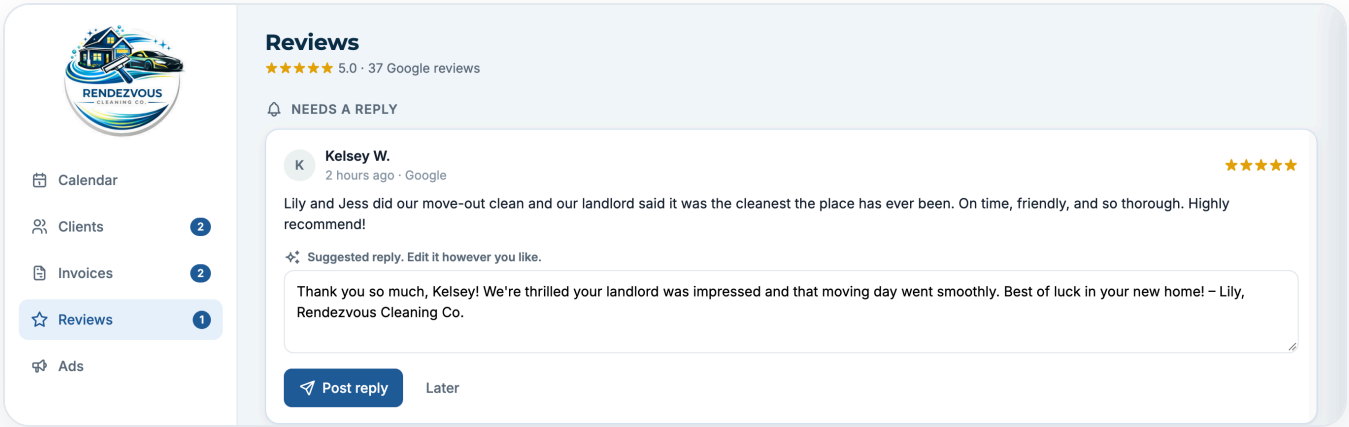
A CLOSER LOOK

Getting paid, reviews, and ads

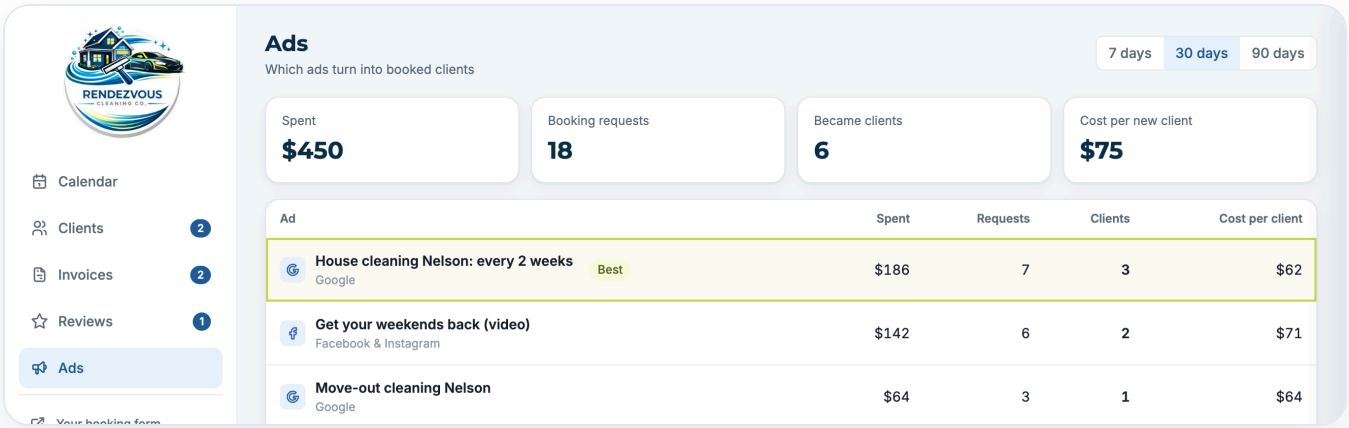
Invoices: one tap to charge or send



Reviews: a reply ready the moment a review arrives



Ads: which ads turned into paying clients



Sample screens. All names, reviews and numbers are made up.

BEFORE ANY ADS

Quick wins first, all free

These fixes make sure people can find you and reach you. They should bring in more calls on their own, before you spend a dollar on ads.

Fix the broken email

Point your website at an address that works, and set up info@rendezvouscleaningco.com to forward to your Gmail.

Tell Google you're a house cleaner

Switch your Google profile's main category to "House cleaning service" and keep detailing as a second category. This is the biggest single change for showing up in local searches.

Show off your reviews

Put your five-star Google reviews on your website's Reviews page, and reply to each one with a short thank-you.

Fix the booking link today

Make "House Cleaning" go to the house-cleaning form now, so no requests get lost before your new website is ready.

One name everywhere

Use "Rendezvous Cleaning Co." on Google, Facebook and your website, with matching hours on each.



Detailing: your built-in add-on

You won't spend ad money on detailing. Instead, every cleaning client hears about it naturally. Your packages ($210–$450) stay exactly as they are.

- Checkbox on the booking form
- A line on every invoice
- "Add a detail" when booking a clean

YOUR WEBSITE

A new website, off Wix

Your site moves off Wix onto the same free hosting as your app, so the Wix bill goes away, and your web address stays the same. While we're moving it, we'll make it say clearly what you do, make booking one tap away, and give people a reason to trust you before they ever call.

Say what you do

- **Lead with house cleaning.** The headline, page titles and Google description still say "Mobile Detailing."
- **Clear prices** for recurring, one-time and move-out cleans, with what's included.
- **Name your towns** (Nelson, the North Shore, Castlegar, Salmo and Kaslo) so local searches find you.
- **A short FAQ.** Do I need to be home? Pets? Supplies? Cancelling?

Make booking easy

- **One "Book a clean" button** on every page, going straight to your new booking form.
- **A simple menu:** Home, House cleaning, Car detailing, About, Reviews and Book.
- **Label the detailing prices** so each column shows Basic, Emerald or Diamond.
- **Check it on phones**, where most people will find you.

Build trust

- **Your Google reviews** on the homepage and Reviews page.
- **Real photos** of you, your team and your work in place of stock images.
- **A "Meet Lily" section.** People hire cleaners they feel they know.
- **Polish:** no typos, and social links that go to your real pages.

Moving day, done safely

Your web address stays the same, and old page links forward to the new pages, so your Google ranking and any saved links keep working. We switch over only when the new site is ready, save your old form messages, and cancel Wix before it renews.

Ad tracking, built in from day one

Facebook, Instagram and Google Ads tracking are built into the new site, so the Ads screen in your app can show which ads turn into paying clients.

OPTIONAL, BUT POWERFUL

A short video from you

People are letting someone into their home, so they want to know who's coming. Your reviews already mention you by name. A 60–90 second video of you, filmed on your phone, lets new clients feel like they know you before you arrive.

Top of your homepage
The first thing new visitors see.

On your booking form
A friendly face right where people decide.

As your ad
The same video runs on Facebook and Instagram.

A simple outline. Use your own words.

Say hello 0:00–0:10	**Who you are**	*"Hi, I'm Lily, owner of Rendezvous Cleaning Co. I've been looking after Nelson since 2021."*
The why 0:10–0:25	**Your own tagline**	*"When the mountains are calling, chores shouldn't hold you back."*
What you get 0:25–0:50	**Weekly or every-two-weeks cleans**	What's included, that you bring all the supplies, and that you use eco-friendly products when possible.
Proof 0:50–1:05	**5.0 on Google**	Read out a line from a real client review.
How to book 1:05–1:20	**One clear next step**	*"Tap "Book a clean" and tell us about your home. Ask about car detailing too!"*

- Film on your phone
- Natural light, near a window
- Vertical for ads, sideways for the website
- A relaxed take beats a perfect script
- Add captions, since most people watch on mute
- Shy on camera? A voiceover over clips of your work works too

WHAT IT COSTS

No new monthly subscriptions

Your app and new website run on free services. You only pay Square's card fees (as you do now) and whatever you choose to spend on ads.

Your app, website and hosting	**$0** / month
Wix	**Cancelled**. Your website moves to free hosting, so the Wix plan is no longer needed.
Google Calendar, Gmail, reviews and ads report	**$0**
Card payments (Square, as today)	The same Square rates you pay now: 2.8% + $0.30 online and by invoice, 3.3% + $0.15 for a saved card, 2.5% tapped in person. No monthly fee.
E-transfer and cash	**$0**. Just tap "Mark paid."
Your ads	You set the budget. Start small, and grow what the Ads screen shows is working.
Your video	**$0** if you film it on your phone.
Build, new website and upkeep	To be agreed

You own everything

Every account is set up in your name: Google, Square, Facebook, and the hosting for your app and website. I'm added as a helper. If you ever want someone else to look after it, you hand them the keys. Nothing is locked to me.

A small check-up now and then

Google and Facebook update their systems from time to time, so the app needs a quick tune-up a few times a year. We'll agree on that up front so there are no surprises. Your web address always stays yours.

THE ROADMAP

Built in small steps

Each step is useful on its own. Two of them wait on Google to approve access, so we start those applications on day one.

RIGHT AWAY	**1. Setup and quick wins** Accounts in your name, quick fixes, your Google profile update, and Google's access applications.
FIRST	**2. Calendar, clients and booking form** Your schedule, client list and new booking form go live.
ALONGSIDE STEP 2	**3. New website** Off Wix, with clearer pages, prices, reviews and photos. Old links keep working.
NEXT	**4. Invoices and payments** Square connects: cards on file, one-tap charging, invoices sent from your Gmail.
ONCE GOOGLE APPROVES about 2 weeks	**5. Review alerts** Phone alerts for new reviews, with replies you post in one tap.
ONCE ADS ARE RUNNING	**6. Ads report** See which ads bring in clients and what each one costs.
TO FINISH	**7. Move in and walkthrough** Your 12 regular clients go in, cards get saved, and a 30-minute walkthrough on your phone.
WHENEVER YOU'RE READY	**Your video (optional)** Film it on your phone, and it goes on your homepage, your booking form and your ads.

Later, only when you ask for it

- Automatic review requests after each clean
- Logins and checklists for your cleaners
- A weekly view of booked vs. available hours
- Text-message reminders

NEXT STEPS

What I need from you

A few answers and a couple of logins, and we can get started. None of this needs to be decided today.

- [ ] **Where does your schedule live today?**
  And the days and times for your 12 regular clients.
- [ ] **Square.**
  We'll keep Square and connect it to your app. Which plan are you on, and do you pay any monthly Square fees (for example, Square Appointments)? Once the app runs your schedule, you may not need them.
- [ ] **Wix.**
  Which plan are you on, and when does it renew? We'll time the switch so you don't pay for another year.
- [ ] **Which email do you actually check?**
  Invoices go out from it. If you also pay for Microsoft email on your old rendezvousmobiledetailing.com address and don't use it, that's another bill we can cut.
- [ ] **Are you registered for GST?**
  It changes how invoices are calculated.
- [ ] **Do you bill the actual hours worked, or the hours you quoted?**
- [ ] **Ads.**
  Is your Google Ads account still active? What monthly budget feels comfortable? Do you have a Facebook Business account?
- [ ] **Would you be comfortable recording a short video?**
  Totally optional. A voiceover over clips of your work works too.
- [ ] **Review replies.**
  Would you like a suggested reply each time, or would you rather write your own?
- [ ] **Logins.**
  Add me to your Google Business Profile, Google Ads (if you have it), Square and Wix, so I can connect Square and move your website. We'll set up the new hosting together, in your name.

Excited to help you grow this. Talk soon,

Max