

How to

Find & Attract **Employees** ***for Your*** **Cleaning Business**

A collage of cleaning-related images: a hand wiping a green cloth, a silver cube, a red arrow, a brush, and a spray bottle.

**Successful
Strategies Used
by Cleaning
Professionals**

How to Find & Attract Employees for Your Cleaning Business

Successful Strategies Used by Cleaning Professionals

By Steve and Jean Hanson, Co-founders
MyHouseCleaningBiz.com



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About the Authors

Steve and Jean Hanson are Co-founders of MyHouseCleaningBiz.com and TheJanitorialStore.com, and former owners of Brainerd Lakes Cleaning and Supply, and Hanson Building Maintenance, Inc.



MyHouseCleaningBiz.com is an online community exclusively for owners of residential cleaning companies who want to build a more profitable and successful business. The community is designed to allow you to share your knowledge, ask questions, download forms and templates, listen/watch teleseminars and webinars, find training programs designed for the smaller company, and so much more!

To find out more about becoming a member of this one of a kind online community, visit <http://www.myhousecleaningbiz.com/public/10.cfm>.

Our Request to You:

If you have colleagues who might be interested in this Ebook, please refer them to the website, www.MyHouseCleaningBiz.com so they can sign up for their own copy. Thank you!!

Steve and Jean Hanson

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Hiring Blues: Where Are All the Good Cleaning Technicians?

I've been hearing a lot of cleaning business owners singing the blues lately, and it's all because they can't seem to find good cleaning technicians. And just when they think they've found some good people, they either don't show up for work or they quit after a month or two.

The unfortunate result of this scenario is that there are a lot of frustrated owners out there who are no longer willing to put in the effort to thoroughly train employees for fear that it's all just a big waste of time. And thus begins that vicious cycle we've seen in our industry for years - high turnover.

The danger for business owners is the shift that happens when their frustration becomes apparent to the people around them. Frustration leads to bad attitudes, and bad attitudes will change the entire culture of your business. Even your most productive and most engaged employees are susceptible to that negative culture, and may seek employment elsewhere if they have to put up with all the negativity.

How Do You Find Cleaning Technicians That Stick Around?

Unfortunately, there is no silver bullet to this problem. With increasing minimum wages, competition for employees, thin profit margins, and restrictive labor laws, it's becoming increasingly harder to find good help.



Even the companies that are succeeding have to actively recruit employees regularly in order to keep the pipeline full. But it's more than just having a steady stream of prospects to choose from. That phrase, "slow and steady wins the race" applies here. And it starts with you, the owner, and the culture you create for your business.

It's not easy to create a positive culture in an industry that is typically perceived as low-end and low-paying. But it is *possible* to attract and retain good cleaning technicians. I've seen companies that are making it work.

In fact, here is a quote from one of our LinkedIn group members about how he is able to steal away employees from his competition:

"Trust me, if you separate yourself from the competition in terms of how you treat your employees, they will tell others who work for competitors and they will come knocking. This has been happening frequently with us for years now."

Another example of a company that literally wrote the book on creating a culture in the cleaning industry that helps its employees thrive is Jancoa. The book [*The Dream Manager*](#) is based on what Mary and Tony Miller did to turn their company around.

The reality is that for most people, their cleaning job is a stepping stone to what they really want; so if you can get 3 to 5 years out of a cleaning technician, you're doing great. Jancoa is helping their employees reach their dreams, so they are retaining most employees participating in the program for at least 3 to 5 years.

Market Your Business to Prospective Cleaning Technicians

People don't usually think about marketing when hiring employees, but that's exactly what you need to do. Marketing is all about attracting people to what you have to offer. It's no different when seeking employees. If you want to find good employees, you must attract them.

Think about it this way. Many of us rely on word of mouth to grow our business. When your customers have a great experience with your business, they are more likely to tell others about you. The same holds true for employees. If you have engaged employees that enjoy working for your company, they're more likely to recommend you as an employer. And the good news about that is, they're going to tell their circle of friends, who typically share the same attitudes and values. And if your best employees are recommending your business, it's very likely these will be the kind of people you want to hire. So encourage your best employees to promote your job openings to their circle of friends.

You'll also need a strategy for marketing your job openings in order to get even more candidates in the door. But instead of the traditional employment ad where you list the position, FT or PT, and the hours they'll be working, focus on the benefits and experience they'll enjoy when working for your company.

According to a study by Towers Watson, 41% of employees say job security is a key reason to join an organization. So talk about that in your employment ad. Ask your best employees why

they love working for you and use that to attract more candidates. Other things that are important to candidates are career advancement opportunities, learning opportunities, and your organization's reputation as a good employer.

Hire for Attitude, Train for Skill

If you don't want problems right off the bat, be sure to hire for attitude. As the saying goes, this job is not rocket science, and although not everyone is cut out for cleaning, most people can learn to do the job if they get the right training. It's better to hire a dependable, hardworking employee with a cheerful attitude than it is to hire an "experienced" cleaner with a negative attitude. The point to remember is to hire people who will work well with the team and within your culture.

If you don't believe me when I say to hire for attitude, train for skill, then take a look at companies like Southwest Airlines. Southwest has followed this philosophy for 30 years and is known for its customer service. And the jobs available at Southwest are much more complex than a cleaning technician job.

One more point about hiring decisions. And that is to **look for people that are coachable**. Being coachable means "the ability to accept and implement feedback from bosses, colleagues, customers and others". So ask questions that will help to uncover their coachability, such as, "If I call your last supervisor, what will he/she tell me are your weaknesses?" If they can't come up with any weaknesses, they're probably not very coachable.

If you'd like more information on how to hire for attitude and how to determine if people are coachable, check out the book [Hiring for Attitude](#) by Mark Murphy.

Remember that none of this happens overnight (slow and steady wins the race, remember?). Be patient through the process as you work on improving your hiring and training process as well as your marketing strategy for attracting better candidates. And keep in mind that your competitors are likely struggling too so if you can improve your culture, chances are you'll be able to steal away some of your competitors' best cleaning technicians.

Survey Results: Having a Hard Time Staffing Your Cleaning Business?

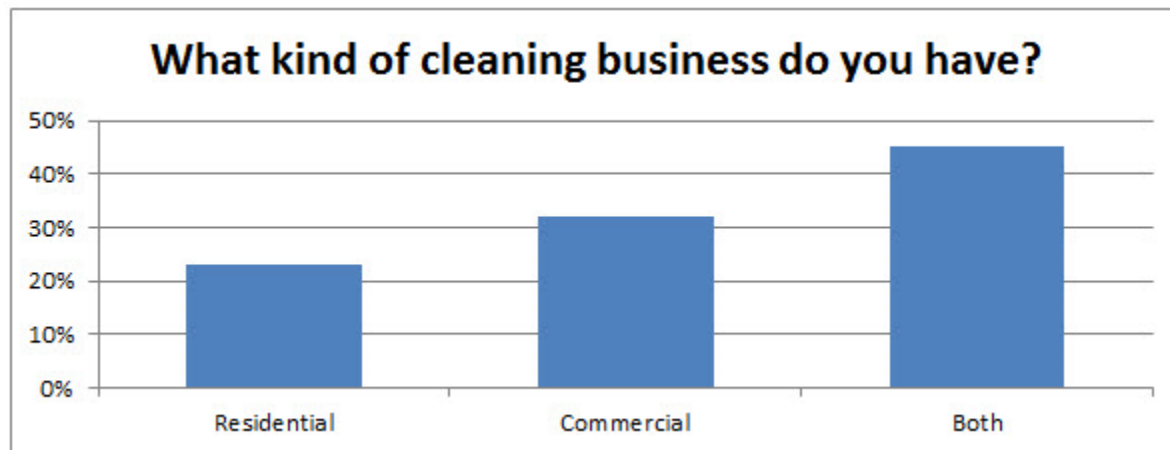
Because most cleaning business owners having a hard time finding good employees that stick around, we asked our subscribers to take a survey that would give us insights into the hiring difficulties cleaning company owners are facing today. 66 business owners responded and here are the results.

What kind of cleaning business do you have?

Residential 23%

Commercial 32%

Both Residential & Commercial 45%

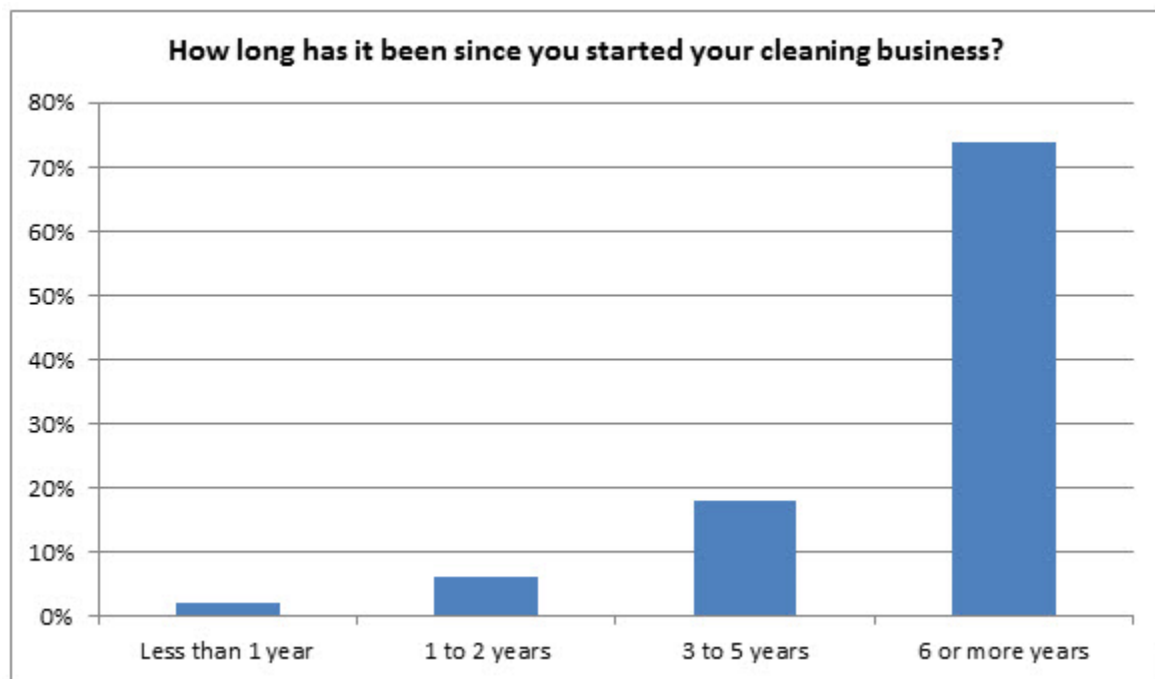


How long has it been since you started your cleaning business?

Less than 1 year 2%

1 to 2 years 6% 3 to 5 years 18%

6 or more years 74%



How big of a challenge is it to find good applicants and fully staff your cleaning business today?

Very challenging – often short staffed, always hiring 47%

Somewhat challenging – occasionally have staff shortages 50%

Not challenging – plenty of candidates, fully staffed 3%



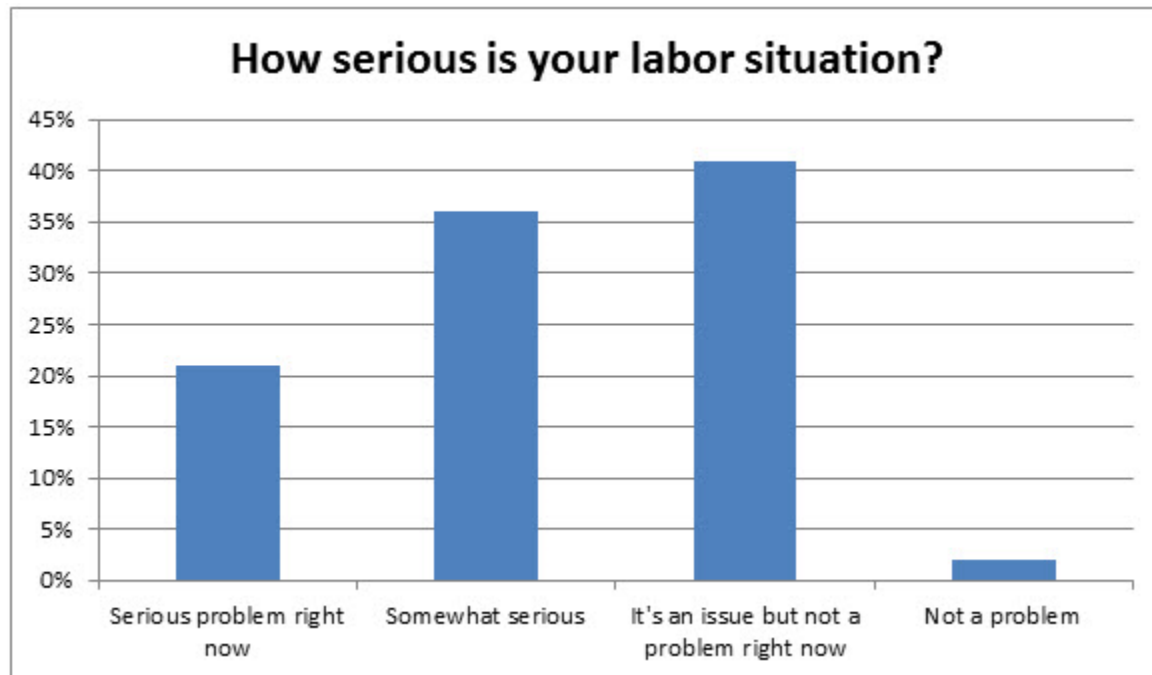
How serious is your labor situation?

Serious problem right now 21%

Somewhat serious 36%

It's an issue but not a problem right now 41%

Not a problem 2%

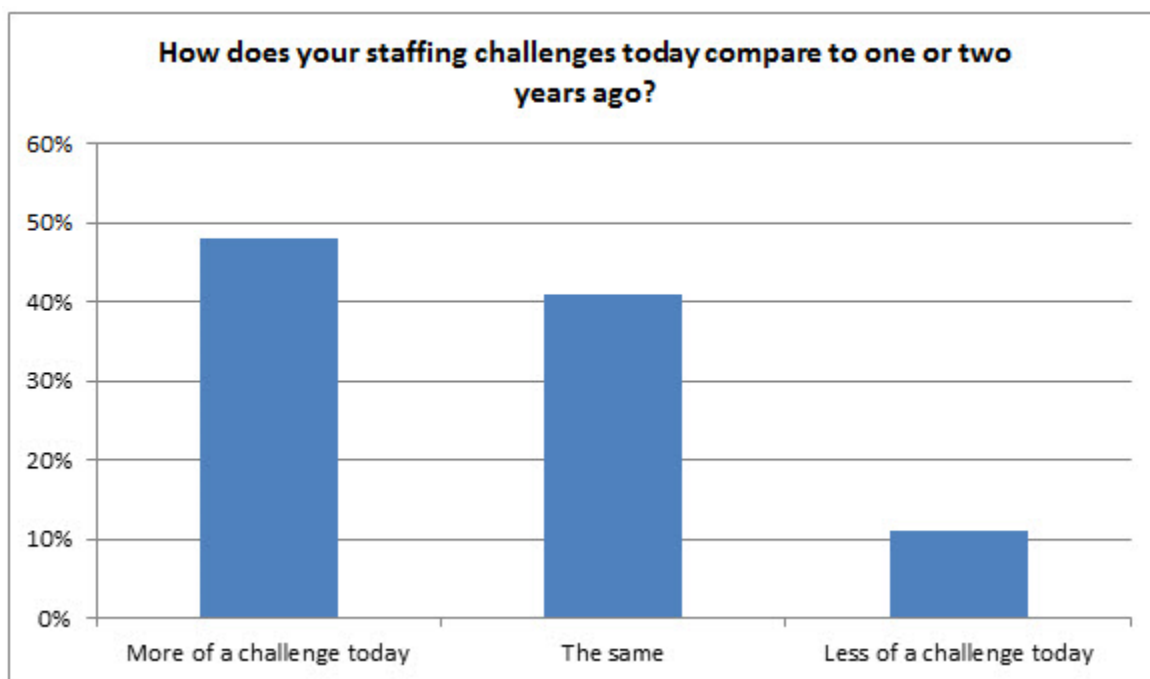


How do your staffing challenges today compare to one or two years ago?

More of a challenge today 48%

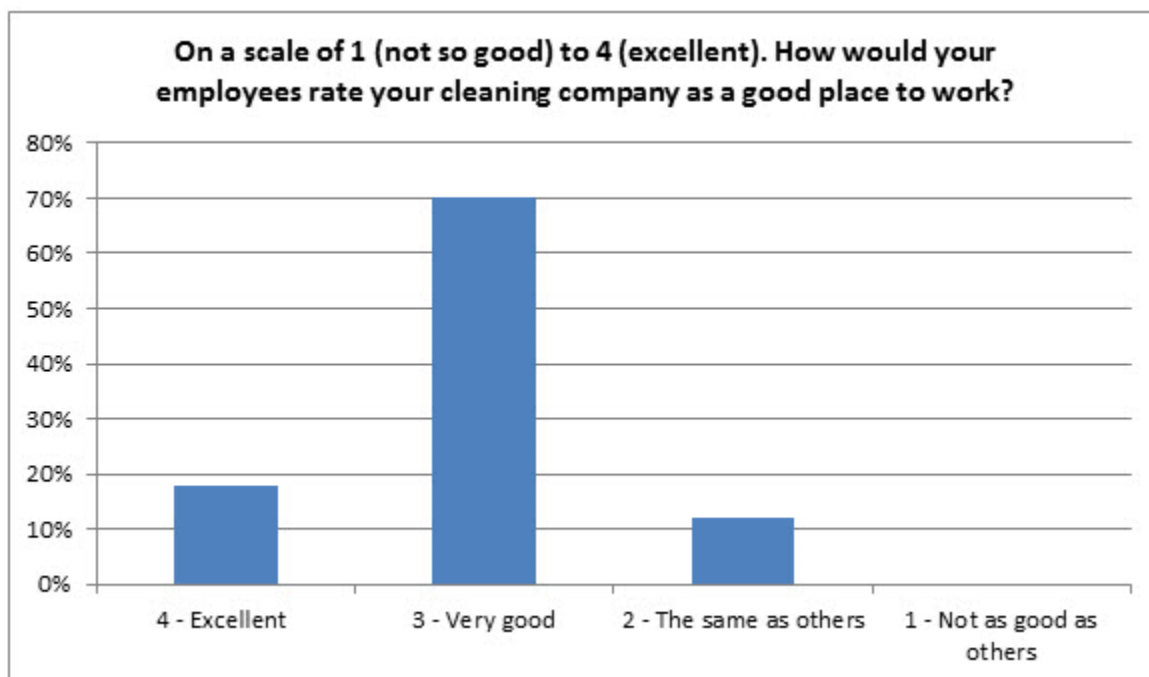
The same 41%

Less of a challenge today 11%



On a scale of 1 (not so good) to 4 (excellent). How would your employees rate your cleaning company as a good place to work?

- 4 – Excellent – everyone loves working here 18%**
- 3 – Very good – much better than other cleaning companies 70%**
- 2 – The same as other cleaning companies 12%**
- 1 – Not as good as other cleaning companies 0%**



Please describe what you are doing specifically to make your cleaning business a better place to work.

Here are the top 12 responses:

- Competitive wages
- IRA and 401K plans
- Paid holidays/PTO
- Quarterly incentives
- Weekly performance bonuses
- Gift cards
- Flexible work hours and schedules
- Employee of the month recognition
- Training programs and ongoing training/certifications
- Care/Listen
- Group Meetings
- Team/positive work atmosphere

Below are some additional comments provided by cleaning business owners on what they're doing to make their business a better place to work:

We just implemented PTO. This will start occurring after employee has been with us for 90 days. For every 8 hrs. work they get .25 paid time off. We are really working hard at helping with childcare -- BIG issue with keeping employees. Yearly employee (with family) picnic at a local amusement park. Bonuses for quality assurance checks that pass with an 85% or higher. Starting wage is \$10 an hour. Stages of growth in the business ~ work your way to better pay with added responsibilities.

Trying to encourage employees and verbally thank them for being a great employee. This seems to turn the attitude from grumbings to sharing how they were creatively finding a solution to a problem.

Listening to employees concerns and actively doing something about it, when possible, rather than justifying or brushing it off as "I'm the boss and I know better", gives them an appreciated team feeling.

Treat my employees like I would like to be treated in the business. If they have trouble with cleaning certain buildings find ways to fix the problem and help them out.

Hire using results oriented job descriptions. Insist that the Company core drivers are followed at all times, without exception. Train in-house regularly and require outside training and certifications. Hold regular employee meetings and evaluations. By far the toughest for me is to holding people accountable.

Lately, we feel like we've won the lottery when it comes to good employees. Because of this and not wanting to lose them, we recently increased their pay across the board. We had discussed needing to pay better in order to attract and maintain better employees, so we decided to raise the pay of the ones we have first. We also like to reward our employees with gift cards. They work hard, so giving them a gift of a massage or a night out to eat lets them know how much we appreciate them. Appreciation goes a long way and it needs to be more than just saying thank you. Our industry is a thankless one, we rarely hear a thank you from our clients, so we try to make sure our employees know how much they're appreciated to us.

I am going to focus on developing a stronger and more positive culture. I have at times been negative. I have been negative at finding people to work because I don't think they want to work, so when I schedule an interview, 9 times out of 10 they don't show up and I just get discouraged. I am looking at different ways to interview.

I feel as though we are moving in a good direction and after years created the "ideal" employee checklist to interview with as a guideline, allowing us at this time and the near future to be ok. Of course, with the appeal of the minimum wage increase slated to happen for some of the bigger companies, I feel that will have a great impact, no matter how much we care or listen. That is my concern now.

We have an employee of the month with a gift card for \$25-50. We pay a current employee \$100.00 for finding a good worker if they stay for 90 days. We are thinking about a star sticker program for employee's that keep their Janitor closets clean and neat. Keep our back pack vacuums well maintained especially the extension cords, from pulling out the pig tail from the vacuum, and keep the cord untwisted and damaged. I replace currently no less than 8-10 extension cords every month plus pick up at least 1-6 backpacks due to neglect and pulled out or shorted pigtails, or ruined extension cords due to either end plug end shorts, plus cord bare wires shorting out etc. We have a very real equipment neglect issues which extend much farther into very expensive cleaning machines.

My staff clock in and out at our office the beginning and end of each day making it easy to communicate with the team leaders about their day. We begin each day with a smile and a "Good Morning" and end it with "How did your day go?" "I'll see you tomorrow!" Each teams next day's schedule is posted on the wall so they can see what is coming up on the following day. We schedule the same team together as much as possible. We provide 6 paid holidays and two weeks paid vacations. We provide company uniforms and company vehicles; no one has to drive their own vehicles. I conduct mandatory, weekly staff meetings each Friday morning to review training issues so everyone works from the same page. Our employee training manuals are complete and organized with a copy in each vehicle.

I stay very positive. I praise very loud and publicly. I reprimand privately. I am constantly discovering fun ways to coach, games, contests and while challenging to "rise above" other cleaning techs in service and skill. The bottom line, this is a very physical service and not a lot of people can do it well. I'm thankful for the staff I have! They make my business successful!

Prior to starting my cleaning business, I was a Human Resources Director in the hotel industry for 15 years. So I have a very strong background in Team Member Relations and creating a professional positive and fun work environment. There are many things I've done but if I were to sum it all up into one this. Keeping the team members engaged with each other and the business. Make them feel like they are a valuable part of the business. Listen to them, implement their ideas and suggestions and if there's a "bad apple" in the bunch who, after coaching and counseling, won't change their negative behavior; they need to be kicked off the team and replaced. Also get the cleaners involved in the interviewing process and let them be a part of the hiring decisions.

Incentives, bonuses, flexible schedules, positive atmosphere, do not yell or demean when correcting a problem.

We recognize Team Members birthdays, have donuts periodically or pan dulce, have "graduation celebrations" when Team Members become certified (and a pay increase comes with it), 6 month reviews with opportunity to increase pay by \$0.80 / hr. per review, weekly team reviews (we work in teams of 2), providing feedback - accomplishments as well as opportunities, we have favorite candy bars and sodas that they can get when doing something well, we hand out gift cards for lunches when team members are caught doing something well - make a customer's day.

The culture of Family first, this assures the ladies if one of the children get sick or a family emergency they are don't have to worry about job security. The have weekends off, and I have developed a great team who enjoy working together and serving our customers.

We try to pay higher than our competitors. We offer paid vacation after 1 year. We offer gift certificates throughout the year to local dining or bonuses when an employee has gone over and beyond.

Better pay than competition, thorough training practices~10 hours before out in the field, professional in all aspects, respect for their ideas and efforts, incentives.

Highest pay in the area, paid holidays (6), up to 5 paid personal time off, up to 5 more unpaid days off, 3 paid sick days, 401K for every employee even the 1- to 2-day part timers

Better pay, vacation and help when necessary picking up children of employees. We give some people that have a hard time finding work a chance.

We have water and soft drinks in the fridge. We have cookies, chips, or buy some food to have in the fridge just in case we have a long working day.

We pay slightly more and strive to make it a great place to work; fun and motivating while holding employees accountable rather than just praising their every move. The accountability piece lets them know we care and want them to be the best they can be.

Give each person time to say what might make the jobs go better for them. Main thing I found is to let them have their concerns be heard.

Give my cleaning technicians quarterly incentive.

Start a birthday club gift for every employee.

Training evaluation based on machine operation to increase wages.

Prize giving ceremony at the end of year for staff who have excelled in all areas.

Reward for great customer service performance and job performance with bonuses, gift cards and certificates.

I promote when needed and encourage them to strive to become a leader.

We attend several webinars on cleaning, social media training, customer service, etc.

We have monthly communication meetings and strategic trainings with staff.

I provide everything they need to make their job easier.

We are involved in charity events and I donate food for their families from food drives.

We provide eco-friendly cleaning products.

Yearly employee (with family) picnic at a local amusement park.

Please share the top two ways you've found good employees.

#1 - Referrals 58%

#2 - Craigslist 27%

Facebook 12%

Indeed.com 8%

Local trade schools, college websites 6%

Local Employment Office, Job Service or Workforce Center 6%

Classified ads in local papers 5%

Church bulletin board 3%

Local Chamber of Commerce 3%

Care.com 3%

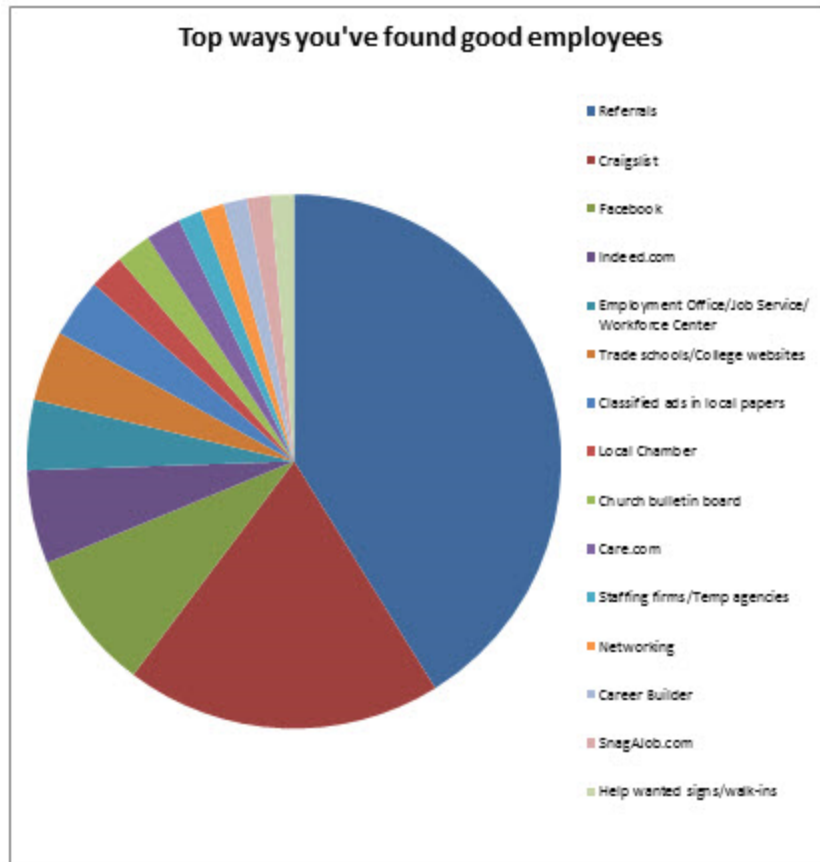
Local staffing firms/Temp agencies 2%

Networking 2%

Career Builder 2%

SnagAJob.com 2%

Help wanted signs/walk-ins 2%



Please describe if your current labor problem continues, how will it change the way you operate your cleaning business?

Below are comments provided by cleaning business owners:

I believe the labor problem, from what I have read, is with any industry that employs hourly personnel. I see the problem in a lot of places around any community... Fast food, retail, light industrial, etc. The wage rate we are required to pay is quite attractive and comes with fringes, so as janitorial work goes, we are paying well.

I just experienced a growth spurt (yeah me!) and also had some of my strong employees leave (they were college students and graduated and got "real jobs"- can you believe that...the nerve!) so I ended up reevaluating my staff.

I feel as though we are moving in a good direction and after years created the "ideal" employee checklist to interview with as a guideline, allowing us at this time and the near future to be ok. Of course, with the appeal of the minimum wage increase slated to happen for some of the bigger companies, I feel that will have a great impact, no matter how much we care or listen. That is my concern now.

Biggest problem is that the Uber taxis of the cleaning world are taking potential candidates -- especially Handy.com here -- with the lure of inflated wages that don't reflect the high cost of payroll taxes or other costs that legit companies like mine incur. It's also raising wage expectations of existing staff that do keep an eye to or hear about what is posted on job boards. The other big issue is the improving economy -- it's great for demand for our services, but bad for hiring as people have way more job options.

It will stunt our growth; we have more cleaning jobs than we have employee's which means we are always jumping in to help in order to get the request handled. We have hired young ladies 18-25 and most just don't have that work ethic developed yet. We have hire older ladies 50-65 and they poop out after the first home or complain my back hurts, my legs hurt, my elbow hurts etc. We have hired men and most just don't seem to have that cleaning gene in them or have that attention to detail. We have found that out best workers are ladies 30-50 years old. This has been our experiences.

I need more people who drive, this is what hurts my business the most. The rise of minimum wage and what my budget allows from clients' payments makes finding the right person a bit harder than 5 yrs. ago.

It's hard to be motivated to grow the business knowing that a few weeks after you hire someone, they quit showing up or you have to let them go because they don't do a good job. Then, the new building falls on us to do and we're trying to decrease the hands-on work on us, not increase it. My husband and I can't be everywhere and do everything and when there are call outs, the work falls on us. So, we aren't excited anymore to get more business.

If a labor problem were to continue I just wouldn't be able to grow my Company as fast as I would like to. Although I'd rather grow it slowly and make sure I have the right cleaners in place then to just hire a warm body who is thrown into cleaning and then we start getting a lot of complaints from the clients.

We will be working with our Team Members to identify what they believe would benefit those most and make them most likely to stay and refer us to friends - pay, paid time off, company vehicles, other benefits???

Not being able to find and retain good employees is definitely impeding growth. Clients are easy to get, employees not so much. There was a point or couple of points in time over the last few years that I thought I was going to have to shut my doors due to not being able to find staff. I literally culled through my client base and had to let go of clients that were not real profitable so that I could get better paying clients in to do more with less. That was scary. That was in 2012 and not much has changed on the hiring front. We just try to do more with less. I guess I am happy to just maintain our current volume and no longer strive for the 7 figure revenues. I am in Massachusetts which is a very democratic liberal state. There isn't much incentive for people to get out and work when they can be paid by the state to stay home and collect welfare, vouchers, free health care, free housing and fuel assistance. I can feel myself winding up so will stop here. :)

My labor problem seems to be people that interview well, then turn out to be flakes. Dependability is a big issue as well as the physical exercise involved in cleaning, though this is emphasized in the job ad and the interview. Many seem to want to be paid but only put in minimal effort and call it good. If the current labor problem continues, and I end up with more clients than I can serve, I will place them on a waiting list until they can be served with confidence.

Our most difficult areas to staff are outside of the 50-mile radius of our office. We have decided to get rid of most of those accounts. It takes too much time and effort from our management to fill those positions and they have to clean the buildings if we don't have staff.

I started my business from the bottom and I know how the community works and how to help employees in my industry feel that they work for a good company. So, I will continue to create innovate ideas and motivate our employees.

Really not sure.... We are intrigued by the idea of hiring foreign workers as it seems many Americans in our local market do not like manual labor.

I can only get bigger as I get better!

It will not change the way I do business.

I am always looking for new and innovative ideas that will attract and retain excellent employees. Retention is really the key to providing consistency to our clients and giving the business an opportunity to grow. If I am constantly refilling lost employees, I am spinning my wheels and not progressing forward. I also lose a good bit of money hiring and training employees, so if the turnover continues I will be in a constant cycle of losing money.

It's a challenge, but not that serious of a problem to warrant changing the way we have done business.

Move away from adding more Janitorial accounts and focus on specialty services that require fewer employees to operate.

My business will suffer because the time I take to do operations takes away from my time to sell (bring in new business).

It's hard to be motivated to grow the business knowing that a few weeks after you hire someone, they quit showing up or you have to let them go because they don't do a good job.

We have been forced to reduce work. I can't see any other way just yet.

I am fearful that I may eventually become so exhausted and worn down from this that I will give up the business.

If the current daytime labor shortage continues, we will have to shut down the daytime residential cleaning division; and rely on commercial contracts to take up the slack in revenues.

I have too many requests for cleaning to keep up with and may go back to simply keeping the same regular cleaning jobs without expanding. Once I take on new jobs and an employee quits I am stuck filling in myself for lack of subs.

More project cleaning using less regular employees and higher pay. Contracting.

If a labor problem were to continue I just wouldn't be able to grow my Company as fast as I would like to.

We will have to hire more overseas workers if local recruitment efforts continue to be less than satisfactory.

Just being able to give each one more income. I feel that's what needs to be.

My labor problem seems to be people that interview well, and then turn out to be flakes. Dependability is a big issue as well as the physical exercise involved in cleaning, though this is emphasized in the job ad and the interview. Many seem to want to be paid but only put in minimal effort and call it good.

If the current labor problem continues, and I end up with more clients than I can serve, I will place them on a waiting list until they can be served with confidence.

This could change the way I operate my cleaning business by decreasing employee hours.

I feel as I am competing against our welfare system, I really don't see an end to it. I have staff that has been with us for over 5 years, seems the people that really need the money don't want to work.

We have already stopped promoting for new clients so we're on pause. Closing down is going to happen once we have another income stream in place.

How to Write an Irresistible Employment Ad for Cleaning Technicians

A common complaint among cleaning companies is the challenge of finding the right people to fill a position. They either don't have enough people applying for the position or the people that do apply are not the "right" people.

So how does a cleaning company attract the "right" people?

By realizing that the most important part of recruiting employees and getting them to even look at your employment ad, is to sell them on the benefits of working for your company. In other words, to write an irresistible employment ad that gets people's attention. Of course, if you want to retain the people you select, you must back up your ad with a truly great place to work.

Regardless of the media you utilize for your employment ad, whether it's the local newspaper, craigslist, employee referrals, or your website; you have to write an ad that will motivate the reader to read more about the job and want to come work for you.

Have you ever paged through the classified ads in your local newspaper or scanned an online job board for cleaning technicians? There are pages upon pages with hundreds and hundreds of businesses looking to fill positions within their company. And many of those ads look like this: *Cleaners needed: PT/FT, M – F, 9am – 3pm, good driving record, background checks.*

Good candidates you're hoping to attract won't respond to this type of ho-hum ad!

The competition for prime employees is tough; you're not just competing with other cleaning companies, you're also competing with industries like restaurants and retail. So how can you attract the best and most qualified candidates for your company? Craft an irresistible job posting that will catch the eye of the candidates you want, entice them to contact you and submit an application. The larger your pool of applicants to choose from, the more likely you are to find the right person. This can be accomplished by creating a professional, compelling, and informative employment ad.

It's also important to understand what job seekers are looking for today. It's not just a paycheck anymore. Here are the top factors most people today are looking for when considering job satisfaction:

1. Work environment and co-worker relationships
2. Career advancement opportunities
3. Creativity and contribution input
4. Work-life balance
5. Compensation and benefits
6. Location

An effective ad should follow the same general rules you would use when advertising your cleaning business or selling a product. A popular selling system is called AIDA. AIDA is an acronym used in advertising that describes a popular marketing and selling format.

A: Attention

I: Interest

D: Desire

A: Action

In the design and text of your job advertisement, you want to attract the **attention** of the reader (job prospect), create **interest** in your product (job position), create a **desire** for the job position you are offering, and cause that person to take **action** (contact you and apply for the job).

By combining the AIDA system and understanding what people are looking for in a job today, you can begin to layout your job advertisement that will attract your target audience.

Attention Grabbing Headlines for Job Advertisements

As mentioned earlier, you must attract the attention of the job seeker. Here are some sample headlines you might consider:

Get FIT While You Work!

Looking for a change?

Are YOU the one?

Only the BEST work for us!

Looking for Part-time Work to Support Your Hobby?

Do you have an Eye for Detail?

Is Having the Right Training to Succeed a Priority for you?

Looking for Work-Life Balance? We have the job for you!

Do you have what it takes to lead a successful team?

Looking for Career Advancement Opportunities?

Get creative and start brainstorming ad headlines like the ones here that are more likely to get people's attention. Once you have their attention, they are more likely to continue reading all the reasons why they should apply for a position at your company.

Create Urgency and a Reason to Apply Now

When people are searching for jobs, they want to know that they can start quickly. So letting them know that you have several immediate openings can be attractive for job seekers. They'll feel they just might have a chance to get a job where there are many openings rather than just one. For example:

We have 5 Immediate Openings for professional cleaning technicians who take pride in their work, who have great communication skills with customers and co-workers, and who are eager to learn new technologies in equipment and cleaning systems. If you have what it takes, we will hire and train you quickly.

As part of the [Company Name] team, you will be responsible for cleaning for the health and safety of families in the [City] area.

As a cleaning technician, you will receive one week of in-depth classroom training before on-the-job training with your assigned team leader.

List the Benefits They'll Receive

This is where you sell them on everything your company has to offer. For example:

This position includes a generous benefits package including paid vacations, attendance bonuses, performance bonuses, health insurance, retirement plan, and advancement opportunities for those who prove to be natural leaders and communicators.

If this sounds like the ideal position for you, then take the following next step – send an email that includes:

- 1. Your resume*
- 2. The top 3 reasons we should hire you*

3. Proof of your track record of success

If you can convince us of your potential for success with our company, we will contact you for an interview.

Of course they must also fill out an application, so if they seem to be a good candidate and pass the first set of instructions, then give them the next set of instructions to see how they do.

Here is another example of a recruitment ad:

ABC Cleaning, the [oldest, newest, largest, etc.] [residential, commercial] cleaning company in [area] has openings for [full-time, part-time] professional cleaning technicians. We are looking for customer-service oriented people who thrive in an active environment.

We offer opportunities for advancement, thorough training, management support, and the following benefits:

- *paid time off accrued within the first year*
- *comprehensive medical/dental plan*
- *retirement plan*

Our aggressive pay plan rivals the best in the industry and our rewards program will blow your socks off!

Because of the physical nature of the work, you'll be able to get fit while you work! And although we have a dress code, it's casual yet professional, and comfortable to wear.

Here is what other employees say about working at ABC Cleaning:

- *It's the most fun I've ever had at work!*
- *I feel like I'm finally part of a team here.*
- *Management seeks employee input so we get a chance to offer suggestions to make working here even better.*

Schedule: [hours, part-time, full-time, day, night, flexible work hours, get off in time to pick up your kids from school, etc.]

[Background check and drug testing policy]

We will [conduct interviews, accept applications] [in person, by phone, electronically] through [date].

Apply in person at [address] or

Fill out the application at [where they can download the application], and send it to...

These examples should give you some ideas on how to write your own employment ads. Your goal is to get the reader interested and then create a desire for that reader to respond to your ad. Remember to use the second person (you, your, yours, etc.) throughout the application where applicable. This will paint a picture for the reader and allows them to visualize themselves working for you. You're selling your company and the position. Don't be afraid to add exciting challenges, advancement opportunities, and gloat about how great your company is. Follow these rules and you will attract a better quality -- and quantity -- of job applicants.

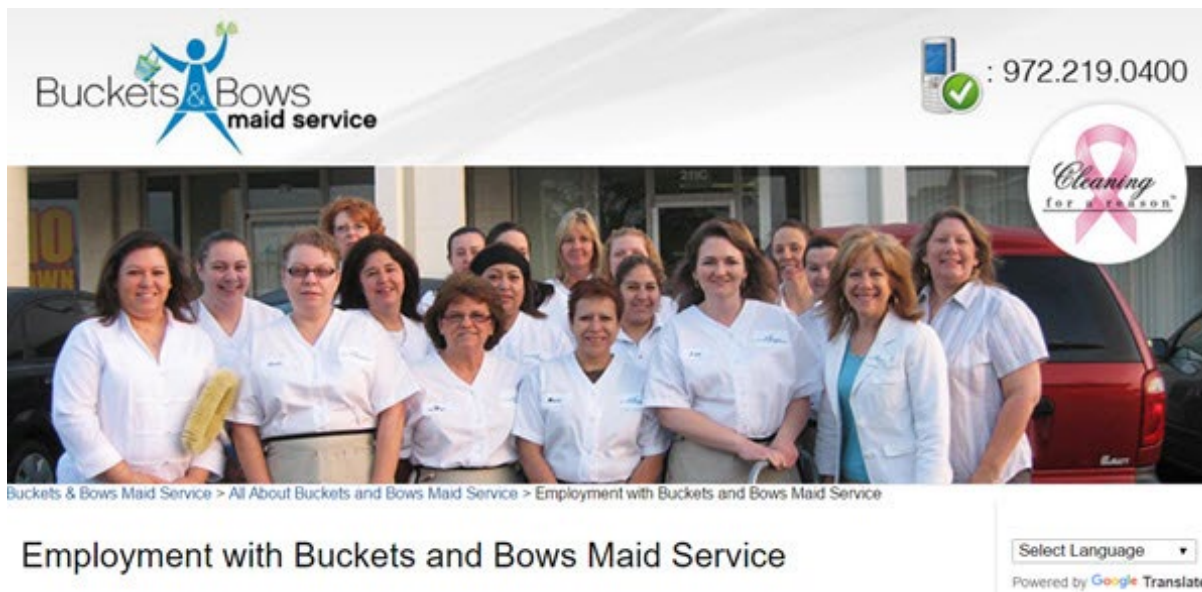
Using Social Media to Recruit Employees for Your Cleaning Business

One of the most powerful tools your business can leverage to connect with potential employees is social media. New hires are all a click away, just waiting to engage with your cleaning business. So using social media to recruit employees is something you should be considering if you haven't yet dipped your toe in the water.

Recruiting Employees Using Social Media Begins with Your Website

Your online brand isn't just for potential customers; it should also attract potential employees. These days people want a fun place to work that isn't filled with stress or drama. A well-branded career page on your website must do the job of showcasing your business as a great place to work.

Consider **Buckets and Bows Maid Service** in Texas. Who wouldn't want to work there? Their career page is filled with videos of happy employees and reasons why someone would want to work there. Featuring the videos in employment ads on social media can make a big difference in the response rate you'll get when posting a job opening.



Buckets & Bows maid service

: 972.219.0400

Cleaning for a Reason

Buckets & Bows Maid Service > All About Buckets and Bows Maid Service > Employment with Buckets and Bows Maid Service

Employment with Buckets and Bows Maid Service

Select Language

Powered by Google Translate

Our Employees LOVE what they do!



Top Pay, Great Benefits. Do you love cleaning?

Also, be sure to include a screening application on your website. After selling them on why they would want to work for your company, drive them to the application page. Use this as a screening tool and to make sure they can follow instructions. Reply to the applicants right away, giving them the next step in the process.

What Social Networks Should I Use to Post Job Openings?

There are three key networks to utilize for your job openings, each with its own strength depending on the needs of your business, and the demographic you are trying to reach. The three most effective for recruitment are **Facebook**, **Twitter** and **LinkedIn**.

Facebook

Facebook is an effective way to use targeted advertising to recruit cleaning technicians. You can post both organically to your Facebook page and promote your jobs with Facebook Advertising. Facebook advertising operates in a “pay per click” format where you only pay when someone actually clicks on your ad.

You also can reach people that may not have thought about working for a cleaning company. On traditional job posting sites you might only get exposure to your ads from people actively searching for a house cleaning position. With Facebook ads, you can reach people with other backgrounds. This can expand your job pool and help you hire more higher quality employees.

Foundation for your Facebook Ads

Rather than simply posting text that states the basics of the job, create ads that contain a real appeal to the individual candidates you are trying to recruit. Talk about what sets your cleaning business apart, and the reasons a career with you will be desirable. Combined with Facebook's targeting, this can be a great way to tap into a receptive audience.

Write a Compelling Ad

A Boring ad:

Part time cleaning job, 5 – 9pm, Mon – Fri.
\$12.00 per hour, immediate openings

Examples of Ads that get Noticed:

Sponsored · 

Looking for a job where your hard work is appreciated and rewarded?

We are currently hiring house cleaners, maids and housekeepers! We are the best house cleaning company in the Indianapolis and surrounding areas. NO experience required. We provide a full training program.

Our housekeepers, maids, and house cleaners are the BEST! They are positive, respectful, kind and caring people.... [See More](#)



HOUSEKEEPING
Now Hiring!

[Apply Now](#)

Dawn to Dusk Cleaning Service is a local residential and commercial cleaning company looking to grow our team by recruiting positive people who want to make a difference! We know this job can provide lasting satisfaction, great exercise, new skills and personal responsibility. One important requirement is that you must be AWESOME!!!



Employment Application- Join Dawn to Dusk, Macomb County, MI

Openings for experienced cleaning professionals at Dawn to Dusk. Part-time & full-time job opportunities (background check) with house cleaning training!

DAWNTODUSKCLEANING.COM

You can boost job postings like this one, which is a simple way of running a Facebook ad. However, we don't recommend boosting posts as the targeting is less advanced than actually [running a Facebook ad for your cleaning business](#). Instead use Facebook Business Manager to run your employment ad campaigns.

For more information on how to set up Facebook Employment ads, check out our post on [how to hire cleaning employees with Facebook](#) to learn more.

Twitter

Twitter is currently one of the most popular social platforms for young people and a good demographic to target for entry-level positions like a cleaning technician. Tweets are short and sweet, generally giving a straight-forward message in 140 characters or less. An example for recruiting cleaning technicians could be:

"Wouldn't you love to get paid to get fit? Become a cleaning technician with us and your wish can come true! #JobSeekers #Careers"

Using hashtags allows your tweets to be sorted into categories that can be tailored for those looking for employment. Be sure to include a link to the careers page on your website to bring traffic to it. You can also add graphics to your tweets so be sure to do that to grab more attention.

LinkedIn

LinkedIn is a network specifically designed for the career-oriented. It allows you to search for candidates based on qualifications, and if you opt to pay for a premium account, you can apply advanced filters to narrow down your search as much as possible.

You can also make job postings on your company page to increase exposure to those seeking employment. LinkedIn also has "Sponsored Ads", similar to Facebook. The ads will appear in your connections' news feed.

Video Takes Recruiting Employees to the Next Level

Using video is a good way to distinguish your business from local competitors. One way to do this is by incorporating [videos into your social media](#) recruitment campaigns. YouTube is a fantastic tool to host your videos and easily share them.

One effective way to use video is to interview your employees about their positive experience with your business (see the graphic above from Buckets and Bows). You can share this video on your social media channels and embed it on your careers page, so incoming employees can get a feel for what it will be like working for you.

Social media is a fantastic tool to improve employee recruitment and find more of your ideal candidates. First strategize about why someone would want to work for your cleaning company. Then use that in the content on your careers page on your website so you can drive people there to learn more and apply. And finally, decide on the social media channels you'll use, come up with a compelling ad, and target that ad using the tools available. There are amazing candidates out there, you just need to reach them where they are, and where they spend a good share of their time. Start spreading the word and before you know it, you'll increase the number of potential candidates seeking job opportunities from YOU!

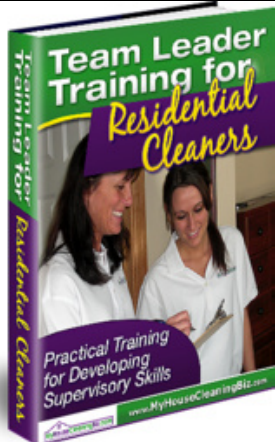


We hope this eBook given you additional ideas on where to find employees, and how to improve your employment ads.

If you're looking for additional training, scroll down to the next page for a very special offer!

Employee Power Pack!

If you're looking for additional training, check out our Employee Power Pack for
1/2 OFF the Regular Price!

	Create Your Hiring System! • "I can't find decent employees!" • "Why do employees quit right after I get them hired and trained?" • "What does it take to find employees that want to work and do a good job?" If you are struggling to find *STAR* Employees, then this video and hiring system is for you! This is a recorded webinar that includes the Presentation Notes and several templates.
	Team Leader Training for Residential Cleaners Are you tired of promoting employees into team leader positions only to be disappointed by their poor performance? Do you wonder why your best cleaners don't make good supervisors? <i>The Team Leader Training Program provides practical training for developing supervisory skills.</i>
	Cleaning Business Owner's Guide to Dealing with Workplace Conflict Are you tired of dealing with constant conflict in your cleaning business? This is a web-based self-study program that's your surefire solution to knowing what to do and say when things go wrong!

How do I get the Employee Power Pack?

Simply visit this page, add it to the shopping cart, and then enter the Discount Code at the bottom of the form.

<http://www.myhousecleaningbiz.com/products/item82.cfm>

DISCOUNT CODE: PwrPack



And if you're not yet a member, we'd like to invite you to explore our two web sites and check out all the benefits of joining:



[The Janitorial Store](#)

for commercial cleaning company owners



[MyHouseCleaningBiz.com](#)

for residential cleaning company owners

The Janitorial Store and MyHouseCleaningBiz.com are private, members-only resources for those serious about having a profitable cleaning company. Within the private, members-only area, you'll find a comprehensive source of in-depth information.

Subscribing now guarantees that you'll immediately receive access to everything you need to start or build your cleaning business no matter where you are in the process. All the content is available exclusively over the Internet and new content is added every week.

NOTE: When you join one site, you can join the other at a significant discount (details on the site after joining).

[Join The Janitorial Store Now](#)

[Join MyHouseCleaningBiz.com Now](#)