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AI Cleaning Success

Episode 131

I used to scoff at AI and digital services regarding my business. For years, I operated under the belief that if I just worked longer the business would work-out. I pushed my team harder. We filled and back-filled every possible role. I went on faith that everything would work out. I'd find myself putting in 80-hour weeks. I juggling multiple accounts, and found myself constantly firefighting instead of strategizing. My to-do list never got shorter. Eventually, I was met with exhaustion and a team that was running on empty.

Then, my not-so-silent ally asked me a simple question. I know this guy. When he speaks to me, it's not an accusation. He wants us both to peal back the armor on our professional lives and find an answer. He asked me, "Joel, what are you doing wrong?"

That question haunted me because the answer was staring me in the face. I wasn't working wrong. I was working *inefficiently*.

The Missing Piece was AI

The breakthrough came when he reminded me of something we'd discussed before: protocols. Standard Operating Procedures (SOPs). These are written documentation. All the things I *knew* mattered but I had convinced myself they were "too much work to create". What was he thinking? I was already working what felt like 24/7. But here's the paradox. The very thing I thought would take time away was actually the key to *gaining* time back.

AI & Weakness

The thing I was avoiding was anything "AI or digital". I avoided those because I believed they are my weakness. And I find facing weakness very uncomfortable. Since that revelation, I've had this discussion with many of my coaching clients. I'm struck by the number of those in our industry who have the same fears.

Let's be blunt. Regardless of what scares you, we ALL have this issue. Its simple, human nature to avoid the thing that scares you. I can guaranty you that the success you want will remain out of reach until you stop avoiding that thing. And those who master fear will find a solution. Good coaching makes that journey shorter and more productive.

AI Success for Small Business

Think about it. When you're a one-person operation, you know where everything is. You know how to:

- Open the office
- Close it down
- Get into the building
- Set the alarm codes
- Wrap up for the night

But the moment you hire someone, or take on a second account, you're playing catch-up. You're constantly recreating the wheel because everything that could pay you is stuck in your head.

For years, Ray told me: "We need to get what's in your head down on paper. Into digital form." I was hardheaded about it. But once I finally listened, everything changed.

The Game Changer: Clean Flow

That's when Clean Flow entered the picture. This isn't just another software tool. It's a platform built *by someone who's actually lived this life.* We understand the cleaning industry from the ground up. And Clean Flow was designed with you in mind.

This platform does what systems are supposed to do. It drains the chaos out of your business and makes it *plug and play*. You input your processes once, and they scale across all your accounts.

- Need to create SOPs? Built in.
- Want to launch automated email campaigns to potential clients? Done.
- Need to train new employees on proper procedures? Training videos are built-in.

And here's the real magic—you get real-time visibility. You can see who's on-site, what work got completed, and exactly where your critical issues are so you can address them immediately.

AI Success for Results

The result? I'm calmer. I interact with people better. I don't feel like I'm wearing a fire hat, a police hat, and a dishwashing hat all at the same time. My mental load decreased, which means I can actually *lead* my business instead of just surviving it.

And I'll be direct. I'm not a tech person. If I can operate Clean Flow, anyone can. That's not false modesty. That's my honest opinion.

Stop Recreating the Wheel!

Hard work got me to this point. But it was *smart work, S*ystematized; Documented, and Digitized, that finally got me ahead. You don't need to work 80 hours a week. You need your business to work *for* you.

Contact me and check out Clean Flow today. Your future self will thank you!

The audio version of this podcast can be found on YouTube or our website.

[00:00:03.26] - Joel
I want you, you the listener. Yes. I want you the listener to press the like button, the subscribe button, but more importantly, comments. Comments that you liked or disliked the topic discussed. What would you like discussed? Because you, the listener, are who is important to me so that I can provide the value that you want and need.

[00:00:28.13] - Ray
Joel.

[00:00:29.28] - Joel
Yes, Ray.

[00:00:30.20] - Ray
Sometimes working hard is not enough.

[00:00:34.20] - Joel
Are you kidding me?

[00:00:36.02] - Ray
It's not enough, Joel.

[00:00:37.19] - Joel
It's not enough. Damn!

[00:00:39.07] - Ray
We have both had those days where I didn't realize there were this many hours in a day.

[00:00:43.25] - Joel
I'm working on creating the 8th day.

[00:00:46.05] - Ray

You let me know when you've got that patented. What do you tell your cleaning company owner customers who come to you and say, I'm working 80 hours a week, I'm pushing my staff as hard as I can, I'm trying to keep them. I don't know how I'm going to get all this done. What am I doing wrong?

[00:01:01.10] - Joel
Where do you want me to start?

[00:01:02.12] - Ray
Start at the beginning, my friend. We'll say it's Genesis.

[00:01:05.17] - Joel
They are the perfect client because when a business owner is running around like that, where they feel like their hair is on fire and their to-do list never gets shorter, the big thing is, is how much do you have written down? And we've talked about this before on a podcast. It was the one with the peanut butter and jelly sandwiches: Protocols. You gotta have written standard operating procedures for everything. If you have an office, how do you open the office in the morning? How do you close the office at night? How do you answer the phone? It sounds silly. But by having all of the standard operating procedures, it allows things not to be missed.

[00:01:42.07] - Ray
Well, Joel, I have to think that you're asking for those exact same things when you take on a new account. (Yeah) how do I get into the building at night? How do I lock up at night? How do I do this without setting off the alarms?

[00:01:52.05] - Joel
Where's the alarm panel? Where's the slop sink? Where's the janitorial closet or the custodial closet? Where does the trash get removed to? So there's a ton of those things. What do you do as a business owner. When you're small and you're doing the work yourself? It's like, okay, yeah, yeah, I know all that. But now when you hire your first employee to do the work, they don't know where it all is. So maybe they work with you. And that's, again, that's a great thing. Because you're training them and you're training them on that. But now you take on other buildings and while you take on another building and that person's in the original building, they quit or they're out sick and then you got to I send Tom over there. Tom doesn't know how to get in the building. Why keep recreating the wheel? And that's what happens to a lot of business owners is they have to keep recreating the wheel. Create that wheel once, have it working, and continue. It's almost like a plug and play. And it sounds kind of crazy, but it works. And it makes your life easier. And it leverages your time better.

[00:02:46.17] - Joel
Gee, what did you tell me for years? We got to take what's in your head, Joel, and get it down on paper. We got to get it down into digital form. And once I was not hardheaded and actually listened, my life started becoming easier. So much easier that then you introduced me to a gentleman who does AI and helps build platforms.

[00:03:06.02] - Ray
Hey, Andrew.

[00:03:06.21] - Joel
Hi, Andrew. Thank you, Andrew. And helped me develop exactly that, which is in my company. And was that daunting? Yes. Was it overwhelming? Yes. Was I scared? You bet your bottom dollar I was scared. But what is the result? (Mm) I'm calmer. I talk to people sometimes even nicer. And I don't feel like wearing a fire hat, a police hat, a dishwashing hat

[00:03:33.02] - Ray
All of those hats. And this is something that we can offer your customers.

[00:03:36.13] - Joel
We can! It's a product that is already being used and is already proving results. And there's a lot of facets to it that can help a company grow. Everything from the front end of being able to put your contacts into a form, creating drip email campaigns, creating the SOPs, training videos. Hey, when did the person get there? Hey, did they do the work? It's, it's been built with the cleaning company in mind by someone who's been in the industry a very long time. And has helped to write standard operating procedures and best practices so that it does work. And Ray?

[00:04:11.24] - Ray
Yeah?
[00:04:12.03] - Joel
News flash, I'm not techie.

[00:04:15.23] - Ray
Wait, wait a minute, how did this get past me?

[00:04:19.01] - Joel
So the fact that I could operate it, that tells me that anybody can because I'm not the most technological person that's out there.

[00:04:25.29] - Ray
Well, I think that maybe you undersell your capabilities. However, I would still refer to you as technically challenged.

[00:04:31.15] - Joel
Oh, I am.

[00:04:32.08] - Ray
So to our listener. If you have wondered in your industry, I keep hearing AI, you can't get AI to scrub a toilet. Talked about that. You can't get AI to answer the phone. Not true. You can get AI to to help you develop your business

[00:04:43.14] - Joel
Because it takes the mundane tasks and makes it so that it's systematic, so that you have peace of mind and you can look at a dashboard and know things are getting done. And you also know where the critical problems are and can go immediately there.

[00:04:58.28] - Ray
We're going to put the links in the descriptions below. Joel, thank you for helping to develop this product. I know that you and Andrew have been working very closely together in getting this, I will call it battle-hardened and you have been a fantastic partner in developing that. Thank you.

[00:05:14.12] - Joel
You're welcome.