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## Brian Winch, Author of Cleanlots

By sue on Jan 10, 2014 with Comments 1

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**Book Title:**  
Cleanlots

**Website URL:**  
www.cleanlots.com

### What is your book about?

Cleanlots teaches how to start a simple parking lot litter cleanup business with very little money. It is written from over 30 years of experience in the business by Brian Winch. Winch shows how it is possible to earn a six figure income based from home without the need for any costly equipment or supplies. The service he provides is a daily litter pick up from the parking lots, sidewalks and landscapes of commercial properties. His customers are Real Estate Property Management companies. He details how to get started, who your customers are, how much to charge and how to do the work. He even provides his office phone number for free personal phone support.



### What inspired you to write your book?

I had been in the business for four years and realized I could show others how to copy my success. I investigated franchising, but the business is too simple. A training manual or book seemed to be the way to go. The first edition titled "Cleaning Up for Cash" was self published in 1984. It has been revised many times over the years. In June of this year it was turned into an e-book and retitled simply "Cleanlots"

### How did you come to do what you're doing today?

I will assume you are asking about my business. In 1981 I started a cleaning business. The service I was attempting to sell was office cleaning. I found the market to be very saturated and basically got nowhere. Finally, a prospect gave me the same answer with regards to the office cleaning (no), but asked if I would be interested in cleaning up the litter from the properties they managed. This was my first big break. I learned a lot from cleaning those first four properties.

### Can you describe a typical day in your life?

I have cut back on the number of hours I work each day, but each day is pretty hectic. I still enjoy getting out and cleaning up litter. It is such a simple job. I start each day in the office before 9 am. I may meet some clients or run some errands throughout the day. I shut the office down at 4:30pm. I am the cook in our family, so I start supper so it is ready for the wife and boys at 6. I nap for a couple of hours in the evening. I am out the door at midnight for 4 or 5 hours of cleanup. Back to bed for some more sleep until I start another day. My hours are flexible. This is my current daily routine.

### What do you most enjoy about what you do?

I love being my own boss. I enjoy the lifestyle the business provides for my family. I get great satisfaction seeing the results of my work each day.

### Are there any people and/or books that have inspired you along your journey?

My father was a great inspiration to me. He was an immigrant from Poland with not much education. He worked two and sometimes three jobs to provide for his family. I got my work ethic from him.

### Can you share some business tips for our readers?

Give your customers more than what they are paying for. If we notice any maintenance issues while cleaning up, we will inform them. It is like we are an extra set of eyes for them. Regularly communicate with your customers. You develop a trusting relationship. Often times issues can be dealt with before they lead to a misunderstanding or complaint.

### Can you share something that people might be surprised to learn about you?

I do not like confined spaces such as an office. I need a variety of situations throughout the day. I might have a sensory disfunction. All I know is I am lucky to be in my line of work

### Is there anything else you would like to add?

Many people miss an opportunity due to their unrealistic expectations. The perfect product or service does not exist. Instead look for something that fills a need. I can see the results of my work each day -- a cleaner environment. I know that not everyone wants to clean up after others. But for those of us that do, thank you. We make more money as a result of that attitude.

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Thanks to brian

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