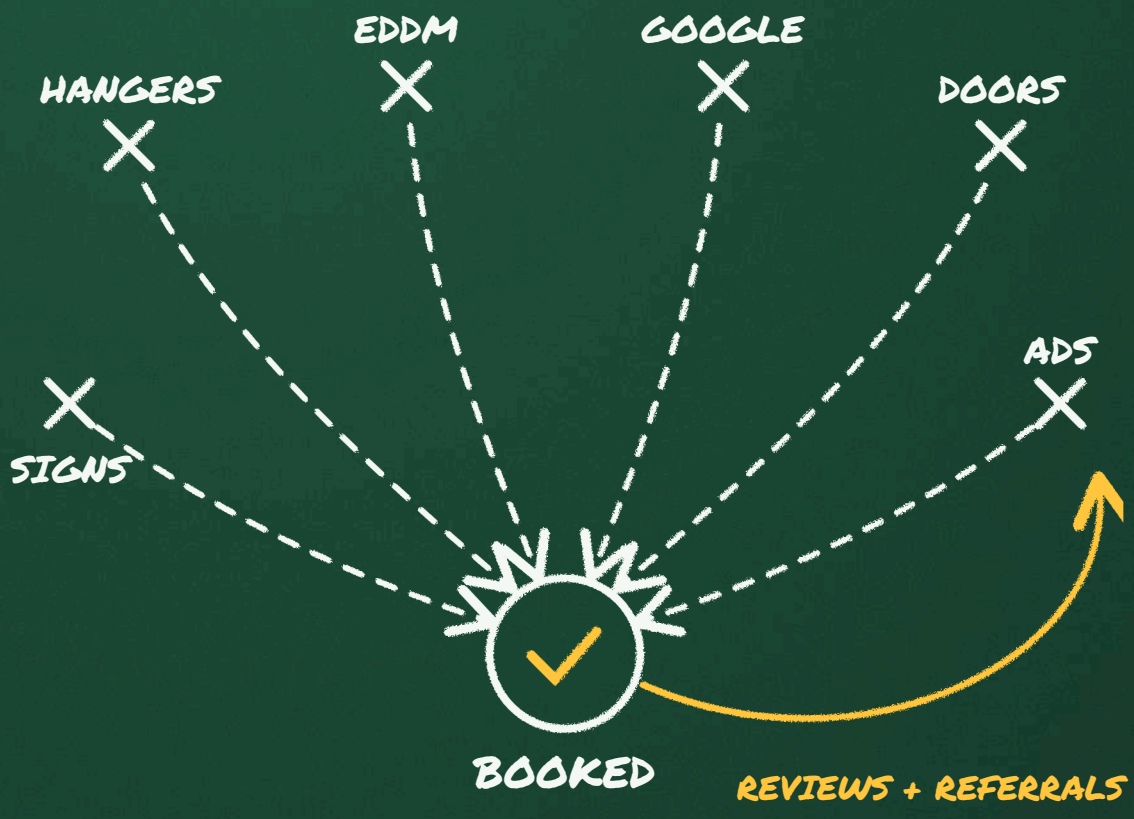
BinClean Marketing

GROW YOUR BIN CLEANING COMPANY

The workbook. Fill-in worksheets for the numbers, the funnel, reviews, every offline and digital lever, and keeping customers.



NAME

COMPANY

How to use this workbook

This workbook is the hands-on companion to our free guide, **How to market a bin cleaning business: the whole playbook**. The guide explains every lever. These pages are where you write down your numbers, your plan and your results.

THE THREE JOBS OF MARKETING

1. **Get customers.** Make the right people on the right streets know you, trust you and book.
2. **Keep customers.** Bin cleaning is a subscription. The money is in month 6, 18 and 40.
3. **Get them close together.** Ten stops on one street cost a fraction of ten across the county.

HOW TO WORK THROUGH IT

1. Do Part 1 first. Every decision after it depends on your numbers.
2. Fix the funnel (Part 2) before you spend on ads or mail.
3. Pick two or three levers from Parts 4 and 5 that fit your stage. Not all of them.
4. Fill in the scorecard (Part 7) on the first of every month.
5. Print a fresh copy of the trackers when one fills up.

WHAT'S INSIDE

1	**Know your numbers** Customer value, what you can pay, break-even, density	3
2	**Build the funnel** Funnel audit, booking, website, Google profile, listings	8
3	**Reviews** Your review system and reply templates	13
4	**Offline levers** Route day, hangers, EDDM, rig, stickers, signs, door-to-door, HOAs, partners	15
5	**Digital levers** City pages, Google Ads, content, email and text	21
6	**Convert, keep, refer** Offers, retention leaks, referrals	25
7	**Run it** Channel scoreboard, monthly scorecard, yearly calendar, 90-day plan	28

REAL NUMBERS, LABELED

Numbers in the green boxes come from our clients (Fresh Bins LA, South Bay Bin Cleaners, Zafra Trash Bin Cleaning), our October 2026 research on 411 bin cleaning companies, and public sources cited in the guide. Example math is marked as example math. Your own numbers are the ones that count.

MY GOAL FOR THE NEXT 12 MONTHS: CUSTOMERS, REVENUE, AND WHY IT MATTERS TO ME

WORKSHEET 1

What a customer pays you

Fill in your prices, then estimate your plan mix. This gives you the one number everything else uses: average revenue per customer per month.

Plan	Price per visit, first bin	Each extra bin	Visits a year	Avg bins per home	Revenue per year (one home)	% of your customers	Revenue × %
Monthly			12				
Every 4 weeks			13				
Every other month			6				
Quarterly			4				
One-time							
Commercial / HOA							
Other: _____							
Total						100%	

Revenue per year = (first-bin price + extra-bin price × (bins − 1)) × visits a year. **Every 4 weeks is 13 cleanings a year, not 12**, so at the same price it brings in about 8% more than once a calendar month. **Revenue × %** = revenue per year × that plan's share of your customers (40% = 0.4). The total of that column is your average revenue per customer per year.

AVERAGE REVENUE PER CUSTOMER PER MONTH

[ ] ÷ 12 = [ ]

Total of the "Revenue × %" column (average per customer per year)

Average per customer per MONTH

THE MARKET (OCTOBER 2026)

Median prices on 335 bin cleaner websites: **$25** a month for the first bin, **$36** per quarterly clean, **$50** one-time, extra bins usually **$5–$10**. The median one-time price is about **2.3×** the monthly rate.

EXAMPLE MATH

At median prices a two-bin home pays about $29 a visit: **$348 a year** on monthly, **$377** every 4 weeks (13 cleanings), **$216** every other month and **$160** quarterly. A monthly customer is worth more than twice a quarterly one, so push monthly.

MY TAKEAWAY

WORKSHEET 2

How long they stay, and what they are worth

Work out how many customers you lose each month, then what an average customer is worth over their whole time with you.

CUSTOMERS LEAVING EACH MONTH

	÷		× 100 =	
Customers who canceled last month		Customers at the start of the month		% leaving per month

Do it for three months and average them. Count a pause as a pause, not a cancellation.

AVERAGE STAY AND LIFETIME VALUE

100	÷		=	
	% leaving per month			Average stay (months)

	×		=	
Average per customer per month (Worksheet 1)		Average stay (months)		Lifetime value per customer

WHY THIS MATTERS: EXAMPLE MATH

Customers leaving each month	Average stay	Revenue per customer at $23.43 a month
2%	50 months	about $1,170
3%	33 months	about $780
5%	20 months	about $470
8%	12.5 months	about $290

$23.43 is the Clean Bin System startup course's likely-case average across monthly, every-other-month and quarterly plans. Same prices, same service: the business that keeps customers can spend 3–4× more to win each one.

MY BIGGEST REASON CUSTOMERS LEAVE

ONE THING I WILL FIX THIS MONTH

WORKSHEET 3

What you can pay to win a customer

Cost to win a customer = what you spent on a channel ÷ the **paying** customers it brought in. Not leads, not clicks.

YOUR TARGET

	or		=	
First payment from a new customer		First two cleanings		**Most I pay to win one**

Our rule: a channel is working when a customer pays back what it cost to win them within the first one or two cleanings, in areas you already serve.

REAL NUMBERS

Fresh Bins LA's Google Ads cost **$41** per new paying customer, and those customers paid **$117** on average on their first payment, so the ads paid back on the first cleaning. A referral with Clean Bin System's default rewards ($20 credit plus 50% off a $32 first cleaning) costs about **$36**.

COST PER CUSTOMER, BY CHANNEL

Channel	Money spent	Your hours × $/hr	Total cost	Paying customers	Cost per customer	Under my target?
Google Ads						
Door hangers						
EDDM						
Referrals						
Facebook / Instagram						
Door-to-door						

WHAT I CAN AFFORD TO SPEND EACH MONTH TO GROW

WORKSHEET 4

Break-even and your goal

How many customers you need to cover your costs, and how many new ones a month it takes to reach your goal.

FIXED COSTS EACH MONTH

Cost	$ a month
Equipment / trailer payment	
Truck payment	
Insurance	
Software	
Phone, website, admin	
Upkeep	
Marketing (base)	
Other	
Total fixed	

BREAK-EVEN

( ) − ( ) = ( )

Average per customer per month | Cost per customer per month (stops, fees) | **What each customer leaves you**

( ) ÷ ( ) = ( )

Total fixed costs | What each customer leaves you | **Customers to break even**

FOR REFERENCE

The startup course puts break-even for a financed hot-water trailer at about **116** customers in its likely case and **231** in its careful case. A financed rig with 100 customers loses money in both.

YOUR GOAL

Customers today _____ Goal customers _____ By (date) _____

( ) ÷ ( ) + ( ) = ( )

Goal − today | Months to goal | Customers you lose a month | **New customers needed a month**

WHERE THOSE NEW CUSTOMERS WILL COME FROM (CHANNELS AND HOW MANY EACH)

WORKSHEET 5

Density: fill streets, not maps

In the startup course's model, the same trailer brings in about **$1,480** a day with stops 2 minutes apart and about **$490** with stops 20 minutes apart. Measure yours.

YOUR ROUTE THIS WEEK

Stops completed _____ Hours on route (incl. driving) _____ Stops per route hour _____ Revenue that day _____

YOUR DENSEST STREETS

Street / neighborhood	Trash day	Customers there now	Homes on the street	Target customers	Next action (hangers, door-to-door, HOA)

AREAS TO STOP TAKING (TOO FAR, TOO THIN)

THE RULE

Aim every offline lever at streets you already serve or the next area you are opening. The cheapest customer you will ever get lives next door to one you already have.

MAP SKETCH: MARK CUSTOMERS, ROUTES AND TARGET STREETS

WORKSHEET 6

Funnel audit

Score each step 1 (broken) to 5 (solid). Fix the lowest score first. A weak funnel makes every channel look like it does not work.

Step	What I have now	Score	Biggest leak	Fix, and by when
1. They see you Rig, stickers, hangers, mail, Google, ads, a neighbor		1 2 3 4 5		
2. They check you out Google profile, reviews, website, Facebook		1 2 3 4 5		
3. They decide Prices, proof, how it works, trust		1 2 3 4 5		
4. They book and pay Address, plan, card. No phone tag		1 2 3 4 5		
5. First cleaning Reminder, on-the-way, done text with a photo		1 2 3 4 5		
6. The loop Stay, review, refer, add a bin		1 2 3 4 5		

EXAMPLE MATH: WHY THE FUNNEL COMES FIRST

Same 1,000 website visitors a month	Weak funnel	Strong funnel
Visitors who sign up and pay	3%	10%
New customers a month	30	100
Customers leaving each month	8%	3%
Customers after a year, from zero	about 240	about 1,020

For comparison, Fresh Bins LA's site turns **11.2%** of its Google ad clicks into paying customers.

THE ONE STEP I FIX FIRST, AND WHAT I WILL DO

WORKSHEET 7

Booking and automation check

Cleanings have to land on each customer's trash day or the day after, charge automatically and follow up on their own. Tick what your system does today.

Your system should…	Have it?	If not, how I will fix it
Take sign-ups online with prices and a card, no phone call	Y N	
Book each cleaning on the trash day or the day after, and move it for hauler holidays	Y N	
Charge automatically, retry failed cards and text an update-card link	Y N	
Send reminder, on-the-way and done texts (with a photo) from a registered number	Y N	
Follow up with people who start booking and stop	Y N	
Let customers skip, move or pause cleanings themselves	Y N	
Save people outside your area as leads for when you expand	Y N	
Ask "How did you hear about us?" (required) and track ad and QR sources	Y N	
Credit referral rewards automatically	Y N	
Sign up a neighbor at the curb from your phone	Y N	

My booking and billing system today _____ Monthly cost _____ Decision date _____

EXAMPLE: CLEAN BIN SYSTEM

Built around trash day. Unfinished sign-ups get reminder emails at 20 minutes, 24 hours and 72 hours. Referral rewards are on by default ($20 credit, 50% off the friend's first cleaning). $89 a month for one technician, $179 for up to four, $329 unlimited. cleanbinsystem.com

NOTES

WORKSHEET 8

Website checklist

Almost every channel sends people to your website. About 83% of the actions people took on South Bay Bin Cleaners' Google profile were clicks to the website.

- [ ] Prices per bin and per plan on the page (93% of bin cleaner sites show them)
- [ ] A Book button on every screen, pinned on phones, opening the exact plan
- [ ] "Trash can cleaning" in the page title and main heading
- [ ] A page for each city you serve (Fresh Bins LA has 31)
- [ ] Real photos: your rig, your crew, before-and-afters. No stock photos
- [ ] Real reviews, linked to your Google profile. No made-up testimonials
- [ ] How it works in three steps: book, put carts out, we clean
- [ ] FAQ: do I need to be home, what about water, what if I miss trash day
- [ ] Fast and easy on a phone (63% of South Bay's profile viewers were on phones)
- [ ] Analytics and ad tracking that follow a click to a payment
- [ ] Phone number and text number that reach you
- [ ] Plain-text prices that AI tools can read
- [ ] Privacy policy and terms, including any minimum term
- [ ] Loads in about 2 seconds on a phone

KEYWORD DATA (FRESH BINS LA ADS)

Searches with "trash can" converted at about **21%** of clicks, "trash bin" about **14%**, plain "bin cleaning" about **5%**. Use the words homeowners use.

PAGES TO ADD OR FIX, IN ORDER

WORKSHEET 9

Google Business Profile checklist

Free, and for most bin cleaners the biggest source of new customers. South Bay Bin Cleaners: **2,113** people viewed the profile June to early November 2026, leading to **339** calls, texts and website clicks.

SETUP (BUSINESS.GOOGLE.COM/ADD)

- [ ] Real business name only. No cities or keywords
- [ ] Category: Pressure washing service or Sanitation service (no bin cleaning category exists)
- [ ] Answered **No** to "a location customers can visit"
- [ ] Up to 20 service areas, cities or ZIPs you actually serve
- [ ] Phone, website (with tracking tags), text chat on
- [ ] Verified (video: street sign, branded rig, you opening it, one take, 30+ sec)
- [ ] Business location reads "No location; deliveries and home services only"
- [ ] Description up to 750 characters, no prices or links
- [ ] Every service with a price and a description (up to 300 characters)
- [ ] Booking link added (shows as Appointments)
- [ ] Hours, holiday hours, attributes, languages
- [ ] Logo, cover, 5–10 real photos and short videos
- [ ] Managers added under People and access (no shared passwords)

EVERY MONTH

- [ ] Weekly posts scheduled for the month (up to 1,500 characters, photo, Book button)
- [ ] New photos and a short video (up to 30 seconds)
- [ ] Every review answered
- [ ] Special hours set before holidays
- [ ] Performance checked: views, calls, chats, website clicks, top searches

Main category _____

Second category _____

Review link (g.page/r/…) _____

REAL NUMBERS

Of the 254 searches Google listed for South Bay, only 16 were for its name. The rest were people searching for the service. Its two most-viewed items were videos: **3.94K** and **2.5K** views.

NOTES

WORKSHEET 10

Listings: same name, phone and website everywhere

Matching details make it easy for Google, AI tools and customers to tell it is all one business. Write your exact details once, then check each platform against them.

Exact business name _____

Phone _____ Text number _____ Website _____

Platform	Claimed?	Name matches	Phone matches	Website matches	Hours / prices current	Login owner
Google Business Profile						
Website						
ChatGPT business listing						
Bing Places						
Apple Business Connect						
Yelp (never ask for reviews)						
Facebook page						
Nextdoor Business Page						
Instagram						
TikTok						
BBB / chamber						
Thumbtack / Angi						

CHATGPT BUSINESS LISTING

Claim it from your ChatGPT account under businesses, verify your ID and EIN, then fill in the details. You get **one category** on ChatGPT, so put everything else you do in the description.

NEXTDOOR RULE CHANGE

Since August 19, 2026, promoting a business on Nextdoor has to come from a free Business Page, not your personal account.

NOTES

WORKSHEET 11

Your review system

Reviews fuel every step of the funnel. In our research, bin cleaners with 100+ reviews were about ten times as likely to run Google ads as those with under 30 (39% vs 4%).

WHERE THE ASK HAPPENS

- [ ] Review link in the done text after the first cleaning
- [ ] Asked in person at the curb when a customer says thanks
- [ ] Same ask to every customer, not just the happy ones
- [ ] Every review answered within a day or two

MY ASK, IN MY WORDS (TEXT MESSAGE)

THE RULES

- **No rewards** for reviews: no discounts, free cleanings or raffles.
- **No picking who you ask.** No surveys that only send 5-star people to Google.
- **No reviews** from you, family or staff (FTC rule, 2024).
- **Never ask for Yelp reviews.** Yelp forbids it.
- **No fake testimonials** on your website.

Google review count today _____ Goal by December _____

MONTHLY REVIEW TRACKER

Month	New customers	New reviews	Reviews ÷ new customers	All answered?	Total reviews	Rating
Jan						
Feb						
Mar						
Apr						
May						
Jun						
Jul						
Aug						
Sep						
Oct						
Nov						
Dec						

NOTES

WORKSHEET 12

Review replies

The next 100 people read your replies. Keep them short, specific and calm. Write your templates now so you are not writing them angry.

THANK-YOU REPLY TEMPLATE (NAME + SOMETHING SPECIFIC)

Example: "Thanks, Maria! Glad the carts stay fresh between cleanings. See you next Tuesday."

BAD REVIEW REPLY TEMPLATE

Include: thank them, say plainly what happened, what you did about it, an offer to fix it ("We'll re-clean it free on your next trash day"), and a way to reach you. Never argue, never share their details, never offer something for removing it.

REVIEW LOG: ANYTHING THAT NEEDS FOLLOW-UP

Date	Reviewer	Stars	Issue	What I did	Replied

PREVENT BAD REVIEWS

Most start with a cart that was not out. A reminder the day before every cleaning and a done-photo in the text settle most disputes before they become reviews.

WORKSHEET 13

The route-day routine

Every route day is a marketing day. Your rig, the clean carts and the neighbors watching are the best ads you have. Print this page and keep it in the truck.

EVERY ROUTE DAY

- [ ] **Before you leave:** hangers for the day's streets, cards, stickers or hang tags
- [ ] **At each stop:** clean, sticker or tag (where allowed), done photo
- [ ] **Next door:** hanger on the houses on each side and across: "We just cleaned your neighbor's carts"
- [ ] **If a neighbor walks over:** price, then sign them up on your phone
- [ ] **After the stop:** done text with photo, review link, referral link
- [ ] **Shoot one 15-second video** of the dirtiest cart, before and after
- [ ] **End of day:** log which streets got hangers and the batch code

THIS WEEK

Day	Streets	Hangers	Neighbor talks	Sign-ups
Mon				
Tue				
Wed				
Thu				
Fri				
Sat				

SUPPLIES TO REORDER

THE CYCLE

Customer signs up → clean carts at the curb → neighbors see it → review + referral → higher on Google, more trust → denser route, more profit per hour → the next customer

RIG CHECK: NAME, "TRASH CAN CLEANING", WEBSITE, PHONE, "BOOK ONLINE", QR CODE, READABLE FROM 50 FEET, CLEAN

WORKSHEET 14

Door hangers

Hangers pay best on the neighbors of current customers, on cleaning day. Blanketing a whole town is slow: at a 1% sign-up rate, 100 customers takes about 10,000 hangers and 200 hours (example math).

HANGER CHECKLIST

- [ ] Headline: "We just cleaned the carts at your neighbor's on _____"
- [ ] A real before-and-after of the inside of a cart
- [ ] Price per bin and your plans
- [ ] A QR code unique to this batch
- [ ] Phone and website for people who won't scan
- [ ] One honest reason to act now
- [ ] A line from a real review (with permission)

THE RULES

- **Never in or on a mailbox.** Federal law (18 U.S.C. 1725). Doorknobs only.
- Respect "No soliciting" signs.
- Check city and HOA rules first.
- Hang it firmly. A hanger on the ground is litter.

Printer _____ Price per 1,000 _____

HANGER LOG

Date	Street / area	Batch code	Hung	QR scans	Sign-ups	Sign-up %

WORKSHEET 15

EDDM and direct mail

Every Door Direct Mail reaches every address on the mail routes you pick, with no list. EDDM Retail postage is **$0.26** a piece, for 200 to 5,000 pieces per ZIP code per day.

ROUTES

ZIP	Carrier route	Residential addresses	Near which customers?	Trash day	Drop 1	Drop 2	Drop 3

COST

Pieces × $0.26 = Postage

Postage + Printing = Total per drop

Total per drop ÷ Sign-ups from it = Cost per customer

THE MAILER

- [ ] One message: trash can cleaning in [neighborhood], $X a bin
- [ ] Before-and-after, big
- [ ] Prices, plans, QR code with a campaign tag
- [ ] Star rating, review count and a real review line
- [ ] "We clean on your trash day or the day after. You don't need to be home."
- [ ] An offer with a date, only for starting a plan
- [ ] Checked with USPS's Mailpiece Size Checker (it must be a "flat")

EXAMPLE MATH

2,000 homes on four routes next to your customers: $520 postage plus printing. At 0.5% sign-up, 10 customers at $29 a visit monthly is $290 a month, so it pays back within a few months. At 0.1%, change the piece, offer or routes. Mail the same routes 2–3 times a season; drop routes that bring nothing after the second.

NOTES

WORKSHEET 16

Rig, cart stickers and signs

Your rig is the one ad on your best streets every route day. Stickers and yard signs keep your name on the street after you leave.

CART STICKERS: CHECK BEFORE YOU STICK

City / area	Who owns the carts	Stickers allowed?	Source

- [ ] Customer asked and said yes
- [ ] Small and removable
- [ ] Never covers serial number, barcode, city labels or house number
- [ ] If not allowed: hang tag on the handle instead

Example: Fort Lauderdale says its carts are city property and allows only the house number on the lid.

YARD SIGNS ON CUSTOMERS' LAWNS

Customer	Address	Put out	Pick up

◇ **No bandit signs** on poles, medians or the roadside. Many cities ban them; Austin can fine repeat offenders up to $2,000 per sign.

RIG AND PRINT DESIGN

Wrap / magnet quote 1 _____ Quote 2 _____ Quote 3 _____

WHAT GOES ON THE RIG (SKETCH IT)

WORKSHEET 17

Door-to-door

Best on route day, on the street you are cleaning, when you can sign people up on the spot. Get the permit first.

PERMIT CHECK

City _____

Permit required? / permit # _____

Allowed hours _____

Badge / ID rules _____

Example: Fort Collins, Colorado requires a city permit and ID badges, allows soliciting 9 a.m. to sunset, and "No soliciting" signs prohibit all door-to-door.

MY SCRIPT

"Hi, I'm ____ with _____. We're cleaning your neighbor's trash carts today at number __. We come on trash day or the day after, wash them with hot water, sanitize and deodorize, and you don't need to be home. It's $__ a bin a month. Want me to do yours while I'm here?"

Then stop talking. Show a before-and-after on your phone. If not now, leave a hanger.

TALLY SHEET

Date	Street	Doors	Talked to	Signed up	Hangers left

WORKSHEET 18

HOAs, partners and events

One HOA deal can fill a street in a day. Partners already talk to your customers. Give each one its own code or link, and pay referral fees fast.

HOAS, APARTMENTS AND WHOLE-STREET DEALS

Community / street	Manager / organizer	Contact	Offer (price, minimum)	Status	Homes signed

Real offers: an HOA-only $40 cleaning with an 18-home minimum (Magic Bin Cleaners, CT); a free cleaning for the organizer per 10 neighbors who book (Texas Scrub Hub). Bring proof of insurance ($1 million liability is common).

PARTNERS

Partner	Type	Contact	What I offer	Code / link	Customers sent
	Realtor				
	Property manager				
	Pest control				
	Pressure washer				
	Landscaper / pool				
	School / charity				

EVENTS AND SPONSORSHIPS

Event / sponsorship	Date	Cost	QR code name	Sign-ups	Go again?

WORKSHEET 19

City pages and SEO

People search with their town: "trash can cleaning Burbank". Give each town you serve its own page. In our research, 92% of bin cleaners with 100+ reviews had sites with 10+ pages, against 52% of those with under 30.

Town	Search people use	Trash day pattern / hauler	Local detail or photo	Page live?	Ranking?

ON EVERY PAGE

- [ ] Title: "Trash Can Cleaning in [Town]"
- [ ] Prices and a Book button
- [ ] Neighborhoods, hauler, trash-day pattern
- [ ] A real photo from that town
- [ ] FAQ for that town
- [ ] Links to nearby town pages

SITE-WIDE

- [ ] LocalBusiness, Service, FAQ and Breadcrumb schema
- [ ] Questions answered: cost, being home, water, missed trash day
- [ ] Local links: sponsorships, partners, chamber, local news
- [ ] Search Console set up and checked monthly
- [ ] AI search crawlers not blocked

NOTES

WORKSHEET 20

Google Ads test plan

Only 16% of 411 bin cleaners had Google ads running in October 2026. Turn ads on after the funnel works, track to payments, and only scale what pays back.

READY TO RUN?

- [ ] Landing page with prices and online booking
- [ ] Conversion tracking that reaches checkout
- [ ] Payments matched to ad clicks (not Google's count)
- [ ] Google profile complete with reviews
- [ ] Monthly budget I can lose while I learn

TARGETING

Best ZIP codes _____

_____

KEYWORD THEMES

- [ ] trash can cleaning (+ near me, + city)
- [ ] garbage can cleaning
- [ ] trash bin cleaning service
- [ ] bin cleaning (lowest converter, test last)

NEGATIVE KEYWORDS TO START

Block people who will never buy: jobs, hiring, DIY, how to clean, buy / for sale / new cans, start a bin cleaning business, franchise, equipment, trailer, trash pickup, junk removal, dumpster rental. Fresh Bins LA's list has 128 terms.

MY ADDITIONS

_____

_____

_____

_____

THE TEST

Daily budget _____ Start date _____

Decision date _____ Target cost per customer _____

RESULTS BY MONTH

Month	Spend	Clicks	Paying customers (matched)	Cost per customer	Best ZIP / keyword	Change I made

REAL NUMBERS

Fresh Bins LA: $864 spend, 21 paying customers, **$41** each, **$117** average first payment, 11.2% of clicks became customers. Three areas produced 27 of the first 29 conversions.

NOTES

_____

_____

WORKSHEET 21

Content planner: posts and video

Post every week on your Google profile and reuse the same clip on Instagram, TikTok, YouTube Shorts and Facebook. Show the people and the town. 300 local views beat 30,000 national ones.

MONTH: _____

	Google post topic	Photo / video	Button (Book, Learn more, Buy)	Scheduled?
Week 1				
Week 2				
Week 3				
Week 4				

POST IDEAS

- ☐ Thanksgiving week: turkey scraps sitting in the can
- ☐ Gift cards as a holiday present
- ☐ How it works in three steps
- ☐ Your add-ons
- ☐ A line from a real review
- ☐ Summer smell and maggot season
- ☐ "Do you use my water?"
- ☐ Commercial: restaurants and HOAs

VIDEO SHOT LIST (10–30 SEC, VERTICAL)

- ☐ Inside of the dirtiest cart, before
- ☐ The wash, close up
- ☐ The result, same angle
- ☐ The rig on a local street
- ☐ You or your crew, 5 seconds, saying the town
- ☐ Answer one customer question on camera

WHERE I POST

☐ Google profile ☐ Instagram ☐ TikTok ☐ YouTube Shorts ☐ Facebook ☐ Nextdoor Business Page

REAL NUMBERS

South Bay Bin Cleaners' two most-viewed items on its Google profile are videos, with **3.94K** and **2.5K** views. Most of its photos have a few hundred.

NOTES

WORKSHEET 22

Email and text marketing

Your customer list is the cheapest audience you have. Service texts (reminders, done, card notices) are expected. Marketing texts need written consent.

CONSENT AND RULES CHECK

- [ ] Separate, unchecked box at checkout for marketing texts
- [ ] Says what you will send, and that it is not required to buy
- [ ] STOP works and opt-outs are honored fast
- [ ] Marketing texts only 9 a.m.–8 p.m. local time (a safe habit)
- [ ] Texting number registered with carriers
- [ ] State rules checked (Texas covers texts since Sept 1, 2025)
- [ ] Emails: honest subject, postal address, working unsubscribe

A summary, not legal advice.

CAMPAIGNS

Campaign	When	Channel	Set up?
Win-back to one-time customers	75 days after		
Upgrade quarterly → monthly	Spring		
Extra bins and add-ons	First cleaning		
Holiday schedule changes	Nov–Dec		
Gift cards	December		
Prepaid year	Before spring		

MY WIN-BACK MESSAGE

Fresh Bins LA texts and emails one-time customers 75 days after their cleaning, "right when the smell is coming back."

MY UPGRADE MESSAGE

WORKSHEET 23

Your offer

Price one-time high enough that monthly looks like the deal. Discount only to start a plan. Make trying you risk-free.

Plan	First bin	Each extra bin	Minimum term	Notes
Monthly				
Every other month				
Quarterly				
One-time				
Prepaid year				

STARTING OFFER (ONLY FOR A PLAN)

Example: "Half off your first cleaning when you start a monthly plan."

GUARANTEE

Example: "Not happy? Tell us within 24 hours with a photo and we'll re-clean it free on your next trash day."

FOUNDING OFFER FOR A NEW AREA (PRICE LOCK + DEADLINE)

Real: Colorado Bin Squatch locked founding prices for five years; Hercules Bin Cleaning locks prices 24 months for members who join by a deadline.

WHAT MAKES US DIFFERENT (NOT JUST "GROSS BINS")

STAND OUT

28 of the 29 bin cleaners running Facebook ads in our research led with smell, bugs or germs. Lead with convenience ("you don't need to be home"), the real price, your rating and "your neighbors on _____ use us."

NOTES

WORKSHEET 24

Keeping customers: the leak audit

Most customers don't leave because of the cleaning. They leave through leaks. At the same prices, losing 3% a month makes each customer worth about $780; losing 8% makes them worth about $290 (example math).

The leak	The fix	Have it?	Next step
Cart wasn't out, got skipped	Reminder text the day before	Y N	
They didn't notice the service	Done text with a photo	Y N	
Card expired or declined	Automatic retries + update-card link	Y N	
Vacation or winter	Self-service skip, move, pause	Y N	
Holiday moved trash day	Check hauler holidays; text before the week	Y N	
Something went wrong	Re-clean first, credit second	Y N	
Monthly sign-up, cancels in month 2	Clear minimum term or prepaid year	Y N	
One-time customers never return	Win-back at 75 days	Y N	

GROW WHAT EACH CUSTOMER PAYS

- [ ] Ask about recycling and green waste carts at the first cleaning
- [ ] Offer quarterly → monthly each spring
- [ ] Add-ons: driveway and patio washing, pads, trash valet
- [ ] Raise prices for new customers; keep current ones at their rate

MY TERM POLICY

- [ ] 12-month term, early-cancel charge stated everywhere (Fresh Bins LA)
- [ ] No contract as a selling point (Zafra)
- [ ] Prepaid year at a discount

WRITTEN EXACTLY AS IT APPEARS AT CHECKOUT

WHY PEOPLE CANCELED THIS QUARTER

Reason	Count	Fix

WORKSHEET 25

Referral program

A referred customer arrives trusting you, usually lives near the person who sent them, and tends to stay. Reward both people and credit it automatically.

MY PROGRAM

Reward for my customer _____

Reward for their friend _____

e.g. friend's first payment

Paid when _____

COST PER REFERRED CUSTOMER

	+		=	
Customer reward		Friend's discount		**Cost per customer**

Clean Bin System default: $20 credit + 50% off a $32 first cleaning = about $36, against $41 from Google Ads for Fresh Bins LA.

WHERE THE LINK SHOWS UP

- ☐ Every done text
- ☐ Customer account page
- ☐ Welcome email
- ☐ Spring and summer emails
- ☐ Business card left at the curb

RULES

- ◇ Reward plans, not one-time cleanings.
- ◇ Make sharing one tap: a link and a ready-made text.
- ◇ **Never tie a reward to a review.**

REAL REFERRAL REWARDS (OCTOBER 2026)

Company	Reward
Bin Scrub (IN)	A free cleaning for each new subscriber, no limit
Bin Bros KC (MO)	Both people get a free cleaning
Brite Bin (Denver)	$75 per referral
Hercules Bin Cleaning (VA)	A free cleaning credit from the customer portal
MD Clean (MD)	$5 account credit per referral
A Knightly Shine (FL)	A free cleaning for every 5 referrals

REFERRAL LOG

Referred by	New customer	Date	Reward credited

WORKSHEET 26

Channel scoreboard

Fill this in every quarter. Count paying customers by source ("How did you hear about us?", QR codes, tracked links). Cut what doesn't pay back; scale what does, a step at a time.

QUARTER: _____

Channel	$ spent	Hours	Paying customers	Cost per customer	Still active after 90 days	Keep / cut / scale
Google Business Profile						
Google Ads						
Website / SEO						
Referrals						
Door hangers						
EDDM / mail						
Door-to-door						
HOAs / street deals						
Partners						
Facebook / Instagram						
Nextdoor / groups						
Rig / stickers / signs						
Other						

DECIDE WITH IT

Count payments, not clicks or leads: Google reported more conversions than Stripe showed paying customers for Fresh Bins LA. Give a new channel a fair test with enough spend or pieces, its own tag, and a date to decide.

NOTES

WORKSHEET 27

Monthly scorecard

Twenty minutes on the first of every month. It is the most useful marketing hour of the month.

Number	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
New paying customers												
Customers who left												
Total active customers												
% leaving this month												
Failed payments recovered												
Marketing spend												
Cost per new customer												
New reviews												
Google profile views												
Profile calls + chats												
Profile website clicks												
Website sign-up rate												
Stops per route hour												
Revenue												

BEST THING THAT HAPPENED THIS YEAR

BIGGEST LEAK TO FIX NEXT YEAR

WORKSHEET 28

The year at a glance

Demand follows the weather: carts smell worst in summer, and many northern bin cleaners slow down or stop from about November to March. Add your own dates and drops.

JAN
Plan the year. Fix website and profile. Order hangers, stickers, mail. Sell prepaid years.

FEB
Commercial and HOA common areas to keep routes full. Finalize spring offer.

MAR
Spring launch: EDDM and hangers on target routes. Restart paused customers.

APR
Pre-sell new areas. Turn ads back up. "Spring clean your cans."

MAY
Smell season starts. Push monthly plans. Hangers every route day.

JUN
Peak. Ads at full budget on best ZIPs. Maggot-season content.

JUL
Peak. Review asks from everyone who started this summer.

AUG
Fill the routes you have. Referral push.

SEP
Win-back texts to one-time summer customers. Review asks.

OCT
Plan winter. Check hauler holiday schedules.

NOV
Thanksgiving posts. Text customers before holiday weeks.

DEC
Gift cards as presents. Prepaid years for next season.

WORKSHEET 29

Your 90-day plan

Circle your stage, pick the levers that fit it, and write three priorities a month. Fewer things, done every week, beat everything done once.

Before customer 1	0–50	50–200	200–600	600+
Booking and billing, website with prices, Google profile verified, pre-sell	Hangers on neighbors, stickers, a review from everyone, Nextdoor, first HOA	Referrals on, small Google Ads test, EDDM around dense streets, weekly posts, 1–2 partners	Scale what pays, city pages, commercial and HOAs, door-to-door rep, monthly scorecard	Open zones where out-of-area leads cluster, second rig, upsells and prepaid years

MONTH 1

Goal: new customers _____ Goal: reviews _____

TOP 3 PRIORITIES

1. _____
2. _____
3. _____

☐ Week 1 ☐ Week 2 ☐ Week 3 ☐ Week 4

MONTH 2

Goal: new customers _____ Goal: reviews _____

TOP 3 PRIORITIES

1. _____
2. _____
3. _____

☐ Week 1 ☐ Week 2 ☐ Week 3 ☐ Week 4

MONTH 3

Goal: new customers _____ Goal: reviews _____

TOP 3 PRIORITIES

1. _____
2. _____
3. _____

☐ Week 1 ☐ Week 2 ☐ Week 3 ☐ Week 4

NOTES

Notes and resources

NOTES

FREE GUIDES (BINCLEANMARKETING.COM/GUIDES)

- **How to market a bin cleaning business: the whole playbook**
- How to set up your Google Business Profile
- How to claim your ChatGPT business listing
- Google Ads for bin cleaning
- Bin cleaning website checklist
- How to price bin cleaning
- Trash can vs. bin cleaning keywords
- Bin cleaning research: 411 companies

FREE STARTUP COURSE

cleanbinsystem.com/how-to-start-a-bin-cleaning-business

Want it built and run for you?

Websites, Google profiles, ads and Clean Bin System setup for bin cleaning companies.

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Numbers from BinClean Marketing clients (Fresh Bins LA Google Ads to Sep 30, 2026; South Bay Bin Cleaners Google profile, June to early November 2026), our research on 411 bin cleaning companies (Oct 12, 2026), the Clean Bin System startup course, USPS, the FTC, Google, Nextdoor and city websites, as cited in the playbook. Rules summarized here are not legal advice. Workbook version: November 2026.