

CLEANLOTS



America's Simplest Business



CONSIDERING CLEANLOTS

As Your Side Hustle Business?

IN 1981

**Brian Winch was doing the same thing as you,
looking for a side hustle.**

It's now more than 40 years later.

Brian is now very successful in what started out as his side hustle. This guide explains why he's such an advocate for the parking lot litter cleaning opportunity in your community.





LOOKING FOR A SIDE HUSTLE?

It was 1981. Brian Winch was 21 and still pretty fresh out of high school. He was punching a clock full-time with a large sporting goods retailer. The job didn't pay well, it wasn't particularly satisfying, and he didn't like being stuck indoors all day.

It wasn't long before Brian started looking for ways to moonlight for more money. Side hustles were called moonlighting, in the day.

Being 21, with almost no money and no college degree, Brian needed a side hustle he could afford to get into. He needed something that didn't need special skills or expensive equipment. He also wanted to feel good about the work he did.

SOUND FAMILIAR?

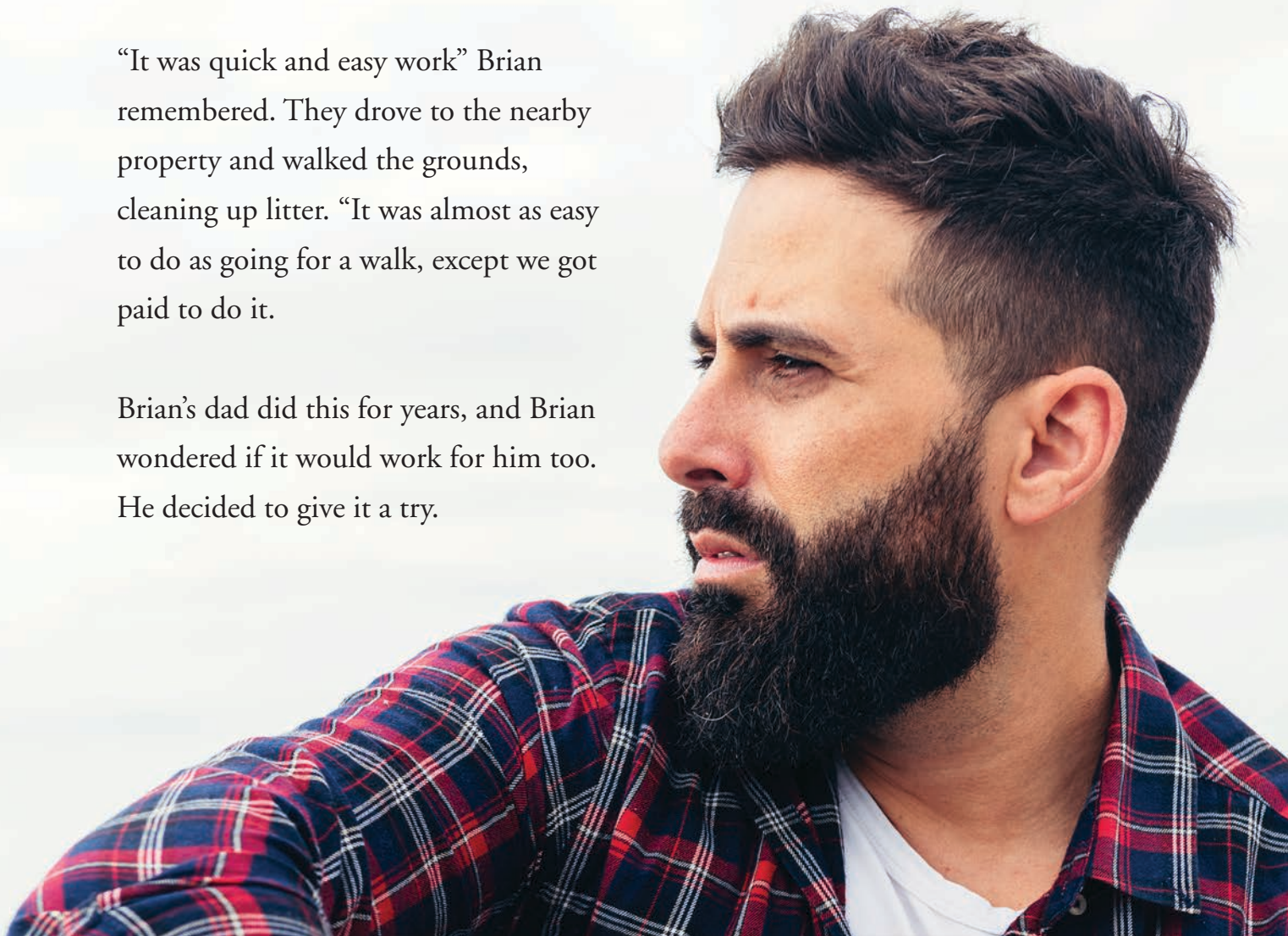
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It was quick and easy work.

Brian spent weeks exploring different side hustle ideas. Then he recalled his dad taking him out some early mornings to help with his side hustle, cleaning up litter from a shopping plaza in the neighborhood.

“It was quick and easy work” Brian remembered. They drove to the nearby property and walked the grounds, cleaning up litter. “It was almost as easy to do as going for a walk, except we got paid to do it.

Brian’s dad did this for years, and Brian wondered if it would work for him too. He decided to give it a try.



3 MONTHS LATER

In less than three months, Brian quit his retail job and started working full-time cleaning parking lots. He was making more money, working his own hours, as his own boss, and feeling good about what he was doing.

His simple one-man operation became so successful that he eventually recruited others to help out with the cleaning. Business continued to expand and their team kept on growing.

They grew the business to over \$650,000 per year doing nothing but cleaning parking lots.



FAST FORWARD 40 YEARS

Brian's been making a **SIX-FIGURE INCOME** in this simple business for decades. But now he's close to retirement.

“

This business has been great for me and my family. I'd like other people like me, starting out with no college degree and no money, to experience the same success I did.

Around 2009, Brian wrote his first instructional manual on how to set up and run a parking lot clean up business. He called the book **Cleanlots, America's Simplest Business**. The book is more of a business operations manual than a novel. It outlines everything Brian's learned from decades of operating a parking lot litter pickup business.

Along with the book, Brian offers buyers free advice on how to startup and run the business too. The book evolved considerably over the years, and is now available on his website **Cleanlots.com** and on **Amazon.com**.



How could it be possible to make a 6-FIGURE INCOME from such a simple, unassuming low-tech business?

ARE YOU INTRIGUED?

People are always surprised and intrigued by America's Simplest Business.

Over the years, Brian's been in the news several times. He's been featured in **Entrepreneur Magazine** and his local TV station and newspaper. He's frequently interviewed by people in the side hustle community, by social influencers, and by podcasters around the world. Many of these articles and interviews are available on his website.

WHAT IS THE **CLEANLOTS** BUSINESS?

**Simply put,
It's a parking lot litter pickup business.**

You get paid to walk properties after business hours and pick up litter with simple hand tools.

Litter gets everywhere. It's in parking lots, on sidewalks, as well as on the grass and in the garden areas. Expensive sweeper trucks can only clean parking lots, they can't clean the rest of the grounds. A person providing on foot service is the best way to clean a whole property.

Depending on the property, and how much traffic it gets, it might need cleaning twice a week or daily service.



HOW DO YOU MAKE MONEY?



The hardest part of the business is deciding to do it and then putting in the effort to make it happen.

If it's a side hustle, you supplement your income by cleaning a few properties a week. You could **earn \$15,000 to \$50,000 a year** doing this part-time. To earn more, add a few more properties.

If you like the work, you can set up a business and do it full-time as Brian does. You grow the business by adding more and more properties and by bringing on

others to help. It's not complicated. You could **earn upwards of \$100,000 a year** as a full-time, one-man operation. You could even recruit others to do the work and make more!

The Cleanlots book explains how to set up and operate the business. There's not much in the way for anyone who's motivated to succeed.

THE BIGGER YOUR CITY...

THE MORE OPPORTUNITY THERE IS.

Your city or town needs to be big enough to have commercial properties to clean.
Most towns of 20K – 30K people are big enough to support the business.





Brian wanted to keep the business **SIMPLE** and make it **AVAILABLE** to people with limited money.

WHY A BOOK, NOT A FRANCHISE?

Brian felt a franchise model would not add any real value and ultimately prevent people from considering the business.

Franchises are expensive to set up, operate, and buy into, and are restrictive in how you choose to operate.

A franchise would be counter to the goal of simplicity. A book on the other hand, is more accessible.



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HOW WILL YOU FIND CLIENTS?

There are a few ways to find clients. One way would be to contact local commercial property managers with litter control problems. Honestly, they're are not hard to find. **You just follow the litter.**

Most property management companies in your community manage multiple properties. They all require regular cleaning. You don't need too many clients or properties, to make decent money from your side hustle. Once you do a good job and show people they can count on you to show up, you may get referrals. The business can take off from there.



IS CLEANLOTS FOR YOU?

The most important questions:

1. Are you committed to making more money?
2. Are you disciplined enough to work on your own, without a boss?
3. Do you like to work outside?
4. Is a clean, litter free environment in your community important to you?
5. Will your pride stop you from cleaning up parking lots?
6. Do you have a couple hundred dollars to invest in your side hustle?
7. Do you have a cellphone to do business on?
8. Do you have a reliable vehicle to get you around to different properties?
9. Are you willing to contact property management companies and offer your services?
10. Are you willing to put some time into reading the operations manual and learning the business?

The barriers to this business are mostly about you. Are you willing to do the work? **Like most things in life, it comes down to you showing up and making an effort.** As simple as the Cleanlots business is, it's not magic. It can't make up for people who don't put the work in or who are unreliable.

READY TO LEARN MORE?

Your next steps are simple. They boil down to visiting Cleanlots.com or Amazon.com, buying the Cleanlots book and reading it.

Once you've read the book, you can contact Brian Winch with questions or for advice.

Cleanlots is the source of so much fulfillment for Brian Winch. It can be the source of a great life and business for you as well. We hope you seriously consider Cleanlots for your side hustle or home-based business.



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