WHERE THERE’S TRASH, THERE’S **CASH**

CLEAN UP YOUR CITY WITH MOBILE TRASHCAN CLEANING

BY WAYNE WRIGHT

KINGOFCANS.COM
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As a professional businessman and entrepreneur, Wayne Wright’s storied career spans decades of successful roles from independent, one-man operation at 12 years old, to head of one of the country’s leading trashcan cleaning companies. To say Wayne has had a successful life would be an understatement and, truth be told, Wayne has had to work hard every day to make that success happen.

It was this hard work and dedication to his craft that Wayne gained valuable experience and insight into what it meant to provide world-class customer service, innovative products and to instill his own values into everything he does.

Wayne Wright is a pioneer in the truest form of the word; he was one of the first to start a trashcan cleaning business here in America and, as he took that business from the idea stage, to a successful company, he acquired some very happy customers along the way.

Leaning on his own success, Wayne decided eight years ago that it was time to help others achieve the level of success that he now enjoys. He penned an eBook on how to start your own trashcan cleaning company, KingOfCans.com as well as developed and sold trashcan cleaning units that would ultimately cost thousands less than any other unit in the industry.

To look at Wayne Wright’s life and career on a timeline is like viewing a whirlwind of tenacity and hard work coming together to create something better for his life and those around him. His career in the professional cleaning industry began in Boston when, as a child of 12, he secured his very first cleaning contract with a local motorcycle shop and worked for his uncle cleaning the common areas of a 9 unit apartment building.

Ever thrifty and wise, Wayne began investing in multi-family residences right out of high school. He rehabilitated and maintained these units as rentals for over 20 years and in 1989, he founded Wrightway Carpet and Upholstery Cleaning. His drive and reputation for quality helped Wrightway secure 75 commercial contracts in the Greater Boston area.

Wayne sold Wrightway and his real estate properties in 1997 when he decided to relocate to Phoenix, Arizona and acquire Sparkle Plus, LLC, a residential and commercial cleaning business servicing the Phoenix area which he quickly transformed into a bustling business with an increased customer base and more service options.

His years of experience in the professional cleaning industry had taught him many things, how to treat customers, how to do a job well and, most importantly to his entrepreneurial spirit, that trashcans were dirty, they smelled and, if left untreated, they could spread all kinds of diseases and infections. It was this bit of knowledge that led him to found Classy Trashcans, LLC in 2007.

With the trashcan industry beginning to take off in our country, the timing seemed right for Wayne, and as his business flourished, he received many inquiries from small business owners as to how they could get in on it.

With most of the calls coming from business owners looking for a more affordable machine to do the cleaning, it seemed obvious to Wayne that there was a great need for an affordable, reliable, truck or trailer mounted cleaning machine. Partnering with a welding and fabrication company, Wayne got to work developing one, and the result is the most affordable truck/trailer mounted unit available and one that will provide small business owners and startups the opportunity to begin their own trashcan cleaning company on a much smaller budget.

Wayne Wright has changed the face of the cleaning industry many times over, and his solution to dirty trashcans was arguably his most important. Wayne hasn’t lost sight of the people that have helped him along the way, and he is thankful for every one of them. He would especially like to thank GRM Business Solutions, LLC for keeping his website up and running and providing him with the service and support he needed to touch as many people as possible both offline and in person.
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WHERE THERE’S TRASH, THERE’S CASH
INTRODUCTION

You are about to discover the exciting world of the self-employed. If you’re looking for a way out from under the “boss”, I’m ready to give you that extra push to make it happen.

The future of the mobile trashcan cleaning business is unlimited in the United States. Europe, Australia, and South America have grown a lot in this industry, mostly as franchise owned. Canada was the next country to follow suit, and now, it’s catching on in the U.S. Imagine an open field, ready for you to explore and make your own.

Everywhere you look, there are trashcans to be cleaned. Not only residential but in the commercial community as well. Will you be able to sell this service to everyone? Well, let’s be honest, of course not. Once the majority of the people understand the horrors they are breeding in their trashcans, you can bet the women of the houses will want your service!

This is a very simple business, however, it’s huge in its potential. It’s a mature, time-tested, profitable business with a simple concept. With over nineteen years in the United Kingdom, the industry has proven itself and will only continue to grow.

Keep in mind: When starting any new business, the nay-sayers start to come out of the woodwork. They will line up to tell you every reason under the sun why this won’t work. It’s not saying they are bad people, but one thing you must ask yourself, are these people successful? Don’t let anyone steal your dreams because when it’s all said and done, your failure or success in life is up to you.
BUILDING A BUSINESS

Building a business is not easy; it takes hard work, determination, and courage.

Hiring, training, and retaining workers is always a challenge. One of the things I love in life is a good challenge - I always work toward success, winning is my only option. I listen to my own instincts and business sense. I never listen to negative people. I listen to my gut; I not only listen but I follow what it is telling me.

Successful business people will say the same thing. That does not mean forgetting about proper business planning and tracking. I am talking about the great old adage: when the going gets tough, the tough get going. Successful business people keep on going. Finding a way through challenging obstacles has provided some of the greatest victories in my life. In other words, successful people do not give up at the challenges while weak and negative people do.

Many businesses fail because people give up when they are faced with challenges. Many people will tell you it’s because they failed to perform proper planning or the business was underfunded. You can have the best plan in place and follow it to the letter; then the unexpected happens, and suddenly it gets too hard. There is too much stress, they cannot handle it, and they let the business slip away or just out-and-out quit.

However, you are wrong if you think that building a business is going to be easy. If you want it to be easy, get a job in someone else’s business.

For the most thrilling and satisfying work of your life, build your very own business. You take on the challenges, make the rules, make the decisions, and make it work. You get to experience the headiness of your own customers that appreciate you and refer you to their treasured family and friends. Then you meet the challenge of living up to their expectations, and you know you can because you are dedicated to winning and success.

Do not expect those big dollars to come rolling in overnight! Building a business takes time, patience and nurturing. You are building, remember? You did not purchase a turnkey business like a trashcan franchise because either you didn’t have the money or you didn’t want the franchise managing you.

Every day, every week, every month, remind yourself you are creating a business from the ground up, and it takes time. Each step in the journey, whether it is a success or a failure, is building your business one brick at a time. Embrace the lessons you learn from errors along the way. Embrace your failures just as you do your successes. Learn from your failures, and you are sure to win! If your naysayers tell you a mistake is proof of their original prediction that you would fail, do not defend your mistake because your goal is to learn and move forward.

I wish you, winners, the very best of highs and lows. Remember, winners are those who plow through challenging obstacles; losers are stumped and fail to proceed.
IT’S A NO BRAINER

You will be providing top notch trashcan cleaning service to clients that truly appreciate having this done for them. This is a very simple business to operate, and the best part is all those happy customers!

The key element to success is having a tight route. The logic behind this concept is very simple. Doesn't it make more sense to go to a residential location where you can clean a lot of trashcans as opposed to driving all over town and wasting time just doing one or two?

The first cleaning is always the worst; what I mean is the first time you clean a trashcan is when it’s in its worst condition. This is when you will spend the most time cleaning the trashcan; every cleaning after the first is easy.

For the most part, you will never meet your clients. However, when a customer is around, they will almost always thank you for the great job you do. It is very hard to mess up cleaning a trashcan – either it’s clean or it’s not! Our state-of-the-art equipment guarantees exceptional trashcan cleaning results.

SERVICE INDUSTRY RATE COMPARISON

Want to know what to do next? Well, I've included all the inside knowledge you'll need to begin your own enterprise as a trashcan cleaning business in your area. Get started today!