

Window Cleaning

magazine

Issue 23

This issue...

GUNSLINGER

New generation of soft BOAB's

Surviving SPRAT

One guys experience

Spotless Water filling stations

What drives Tim Morris?

Ionic's Portage System

The specs and features

Radius Bomb

Geo -targeting your customers

and much, much more...

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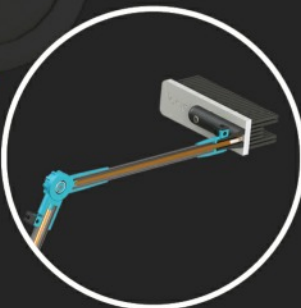


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Q/R ANGLE CRANK

An entirely new angle crank made from stiffer ABS. It's spring assisted for quick release clamping.



HYDRO FLOW

Our new patented design carries the water through the angle crank directly to the new quick release brush-head design.



TUBELESS QUICK CONNECTION

Push fit style connection allows for quick connection to and from the pole. The butt ring also incorporates a water flow shut-off.



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Transverse clamp built into the carbon gooseneck allows the brush head to be removed, rotated and re-clamped quickly.



SPRING LOADED

Combined with wear resistant telescopic tubes Ionic's new patented spring assisted pole clamp ensures smooth action whilst minimising wear.



Issue 23

03

Window Cleaning Magazine



Editorial

Hey Readers,

A new year is ahead of us. With all the usual New Years resolutions like hitting the gym more, trying to eat healthier meals, drinking more water or spend more quality time with family and friends, chances are as a window cleaning business owner that is not all you have set your sights on for 2018.

A new year could signal the start of a new sales campaign, new projections, goals and aspirations for your business. If so, Window Cleaning Magazine may have just the articles to get you motivated and hungry for sales as our resident writers give away top tips on handling cold calls or show you the inside lane on effectively marketing your business.

Here is my top tip on sales. It is a numbers game. The more you put in the more you get out - setting yourself up with that knowledge can help you plan a serious campaign. Using all your charm, persuasion and talent the more cold calls that you manage this year the more hot contracts you will pick up. Simple mathematics.

Sales is all on you, 'aint no one doing it better than you. And no one to blame but you. So stop putting it off, draw a line in the fresh sand of 2018 and chase that million pound company you so richly deserve.

Lee Burbidge

<https://www.facebook.com/windowcleaningmagazine/>

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70 years working to improve the industry



As an independent and professional trade body the FWC strives to achieve member satisfaction, and through their membership enjoys a variety of benefits including: Support material for help with tenders, risk assessments, safe systems of work, subsidised training courses and much more.....

FWC executives are actively working with other associations, as well as participation in forums, significant interest groups, representing the window cleaning industry within the British Cleaning Council; and providing advice to members, stakeholders and other interested parties such as building designers, facilities managers. Liaison with training organisations and accrediting bodies such as IOSH all contribute to the future of the industry and a lot more...

High up their list of importance is their representation on The Cleaning Industry Health and Safety Liaison Forum (CILF). This forum comprises of representative bodies from all parts of the cleaning industry together with the HSE. Paul Thrupp, FWC council Member normally attends the CILF meetings for the FWC and its members.

The CILF is committed to a cleaning industry that is safe and healthy for both workers and members of the public. The primary aim of the Cleaning Industry Liaison Forum is to improve health and safety in the cleaning industry - you can find out more about the CILF at <http://www.hse.gov.uk/cleaning/index.htm> which is the Cleaning Industry's section on the HSE website. Here you can find information regarding all matters of Health & safety as well as examples of such things as risk assessment.

Organisations have responsibilities under health and safety law to ensure that external contractors and service providers working on their premises operate in a safe way – ensuring precautions are taken to reduce the risks of workplace dangers to employees and the public.



Andrew Lee – FWC Safety Officer said; 'The Federation of Window Cleaners believe training is the key to the industry's progress but we also understand that it must be affordable for everyone.'

'The FWC is renowned for the calibre of its Training Courses, offering two fundamental SAFETY training courses that are written by window cleaners for window cleaners; covering essential information on current Health and Safety and Employment Law.'



"Cleaning Windows Safely" is a two-in-one, no nonsense - hands on practical and theory training course covering both the safe use of water fed poles and portable ladders providing an industry recognised Institution of Occupational Safety and Health (IOSH) LIFETIME qualification, to help organisations comply with legislative training requirements.

"...YOU ARE STILL REQUIRED TO REDUCE RISK AND PROTECT PEOPLE..."

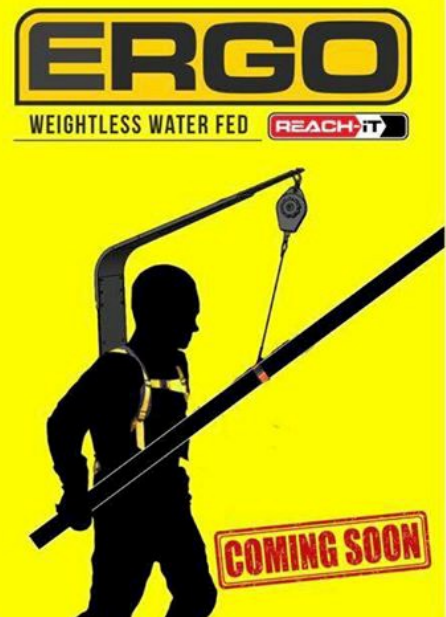
"Risk Assessment" whilst cleaning windows, guttering and external facades is a one-day IOSH accredited training course identifying any applicable legislation, showing how to put controls in place and how to formulate risk assessments.

A course aimed at everyone within the window and specialist cleaning industry, including self-employed, employees, supervisors, managers and safety officers.

Accidents and ill health can ruin lives and damage your business, so assessing and managing health and safety risks are an essential part of running a business.

If you cannot eliminate all risk, you are still required to reduce risk and protect people as far as reasonably practicable'

The introduction of our **Safety Accredited Member (SAM) scheme** is designed to recognise member companies who manage their health and safety requirements in an efficient and pro-active manner. You might ask what makes this scheme different to other safety procurement schemes. Well not only is the FWC procurement scheme tailored specifically to window cleaning, it is also a training based product as opposed to a paper based product – consequently IOSH accredited training is mandatory for SAM. Unlike other organisations operating similar schemes, the FWC is a not-for-profit organisation so any proceeds are ploughed back into the industry.





FEBRUARY 7-10, 2018
 EMBASSY SUITES ORLANDO
 LAKE BUENA VISTA SOUTH
 KISSIMMEE, FLORIDA



SAFETY COMPLIANCE AND EDUCATION

Mike Draper	Residential Rooftop Safety
Stefan Bright	Safety Super Session
Rooftop Anchor	Commercial Rooftop Fall Protection Codes

SPEED TRAINING AND COMPETITIONS

Eddie Holder Window Cleaning Techniques

IWCA Medley Contest

IWCA Guinness Speed Cleaning

***An opportunity to set the Guinness
 World Record in speed cleaning!!***



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First Time Attendees Meet and Greet
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Annual Awards Banquet



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IWCA on training



This year at the 2018 International Window Cleaning Association's (IWCA) Annual Convention in Kissimmee, FL, the Board of Directors and the Education Committee will roll out and begin two new training certifications to accompany the current Building Access Safety Professionals Certification (BASP) along with two new industry designations. The new tools are designed to expand the IWCA's exposure to those within general industry and those that have committed to being industry experts. The mission of the IWCA is to continue to promote Safety, Education, and Research across the window cleaning world. The leaders that will ultimately seek these new designations will help fulfil that mission from a grassroots level, thus helping in creating a safer and more educated industry.

The Training Specialist (TS) is the first certification. Many companies have expressed having the IWCA Safety Training presented within their own organizations. In the past, either the cost of travel did not make sense or the IWCA Safety Director was giving a Safety Presentation somewhere else already on dates that were not convenient. This new certification now allows at least one person from each company to complete the certification requirements and in turn, approved to present IWCA Safety Training to their own staff. Not only does this make it really easy to train and certify all of your staff each year (OSHA requires annual re-training) but it also keeps expenses at a minimum for each company since there is only a small application fee after completion. The certification requires 70 Professional Development Units (PDU's) completed through Campus IWCA E-Learning Courses, Convention sessions attended, or other IWCA safety training and courses. The recipient

must also complete a Certified Window Cleaner program and Co-teach a Safety Training class with the IWCA Safety Director. The recipient must also be a member in good standing and regularly attend the annual convention.

The next step up is the Certified Instructor (CI). The CI is a certification where the recipient can present IWCA Safety training outside their own organizations. The additional PDU requirement is 85 pts and a second discipline in the Certified Window Cleaner program after completion of the Training Specialist. There are two tracks to this Certification. One is Association Sponsored and the other is Independent Operations. The association sponsored certification includes reimbursement of the trainer's expenses from the IWCA for travelling to present the IWCA Safety Training. The Independent Operations Certification is for any companies who specialize in Safety training and wanted to partner with the IWCA to teach our curriculum. The independent operations would set their price, not to exceed our predetermined amount, and a percentage would come back to the IWCA. The recipient must also be a member in good standing and regularly attend the annual convention.

For the IWCA Membership and Convention attendees who do not wish to become a Training Specialist or a Certified Instructor, the IWCA did not leave you out. They still wanted to honor you and highlight you as an IWCA expert within our industry on all things window cleaning.

The first designation is the Scholars Designation. This designation is given to the member who attends conventions consecutively three times and completes 30 PDU's through Campus IWCA and/or Convention session attendance.

The second designation is the Fellows Designation. This designation is given to the member who attends two more consecutive years on top of the Scholars program, plus 20 more PDU's through Campus IWCA and Convention session attendance.

If you want to register for the IWCA convention, please email the IWCA at info@iwca.org, call (800) 875-4922, or follow this link to sign up now, <http://www.iwca.org/events/EventDetails.aspx?id=1025682>.



Spotless water filling stations: What drives Tim Morris?



Pure water. An essential ingredient for any window cleaning business. Whereas some of us are creating our own pure water overnight using van mounted systems and multi staged filtration taking hours to fill and usually doing so over night, some have gone one step further and created static tank options that provide water to go.

Static tanks are designed to make and store pure water at your place of work, in an out building or garage space.

With static systems set to work 24/7 utilising a solenoid cut off for preventing overflow issues, the most obvious benefit to this option is having pure water on demand that can be easily transferred to any delivery only tank within a vehicle.

It doesn't get any better than that, right? - Wrong.

So, here is a window cleaners dream.... What if you could just pull your vehicle up to a 'filling station' just as you would a petrol station (gas station) and fill up with pure water at will?

As much or as little as you needed, no matter where you are in the country?

Until mid 2017 last year that was still a dream, after all, something like that will need drive, motivation, vision and not to mention a ton of investment to make a reality.

Tim Morris, the brainchild of Spotless Water has achieved just that with 'filling stations' already in place and an aggressive roll out plan that would make any investors eyes water.

But it appears Spotless Water is the company to do that and make a dream into reality.

Spotless Water filling stations are plumbed in at source. The stations continuously generate ultra pure water with a tank capacity for 10,000L.

There are over 25 sensors on a station supported by various cameras to help the Spotless Water HQ team manage each site remotely.

Each station is housed within a secure compound with 24



hrs access and you would generally find Spotless Water partnered with companies such as Store&Secure or Self Storage for example.

What would the experience of using a Spotless Water filling station be like?

On pulling up to a filling station it would look a little like a haulage container beautifully finished off in Spotless Water branding. The front will have an ATM style computerised system. Once an account with Spotless Water is setup, you simply use the same as a fuel card using an electronic key and swipe over the sensor on the front panel. The display panel will display the credit amount on the card. Pick up the pump and dispense a 100 litres a minute, just like you would pump fuel for your car. You can also just turn up without an account and pay by credit card or debit card. Easy.

Window Cleaning Magazine decided to catch up with Tim and find out a little more about how he came up with the idea. We dive into his background and discover what motivates and drives his ambitions.

"..IT'S TAKEN NEARLY TWO YEARS TO BUILD A BULLET PROOF, FULLY TESTED NETWORK OF STATIONS..."

WCM: Spotless Water is not where you started out, could you give the readers a sense of your business background?

Tim: We had been using pure water for Spotless Mobile when we had a window cleaning division eight years ago, which we later sold to focus on mobile car valeting.

The window cleaning division had a van-based pure water system and we quickly began to understand the hassles and problems involved in the maintenance and running of a pure water system. Three years ago, we then introduced pure water back into the business for large hire fleet cleaning and we were getting excellent results which sped up the fleet cleans we carry out for the car club sector. Through using pure water, we became 27% more efficient. Because we had a number of vans traveling around London and running out of pure water, we thought how ideal it would be for there to be filling stations around the city, so running out of water would never be a problem.

Prior to this in 2015, I was also involved with a technology start up offering last minute travel insurance in Gatwick airport from self-service kiosks. This was in partnership with Columbus Insurance. We were the UK's first to offer travel insurance to the 66% of UK travelers flying without insurance. This experience allowed me to combine Spotless Mobile's usage of pure water with a self-service concept to create Spotless Water. Once we had this idea, we then approached several angel investors to raise a substantial amount of capital to fund the research and development to build the platform.

WCM: Where did you get your entrepreneurial spirit from?

Tim: My father and grandfather were both businessmen, so you could say it runs in the family! I did not thrive at school, and ever since I left I've been working hard to innovate industries and build a successful business.

WCM: Map out the steps you took to realise the first unit. I am guessing an overworked prototype?

Tim: It's taken nearly two years to build a completely bulletproof and reliable filling station, including six months of internal and external testing on a prototype. We are completely committed to the stations being 100% reliable so users do not have to worry about not being to access pure water when they needed it.

We built the ultra pure water system from scratch.



This is not your usual ultra pure water system; it is an industrial version of it which is much more reliable and produces much higher volume. Another key focus was to be able to monitor the performance of the filling stations remotely from our head office.

This involves 26 internal sensors in each station, measuring TDS levels at three difference points on the system, tank levels, waste water, production water, dispense water, resin and filter life span and CCTV cameras.

WCM: What is inside the container? Have you used the help of any manufacturers that we know of?

Tim: We have a little man inside each container running the system...not really!

That is top secret and would involve you sign an NDA!

WCM: How did you find the locations?

Tim: We have partnered with a number of self-storage networks for a fast national rollout. We are now in discussions with a large supermarket chain to put our filling stations into their car parks.

WCM: What issues with installation to those locations did you have to overcome?

Tim: Each site has to have 3-phase power and mains water direct from the road. Each filling station is also connected to the Internet via cellular data for remote access.

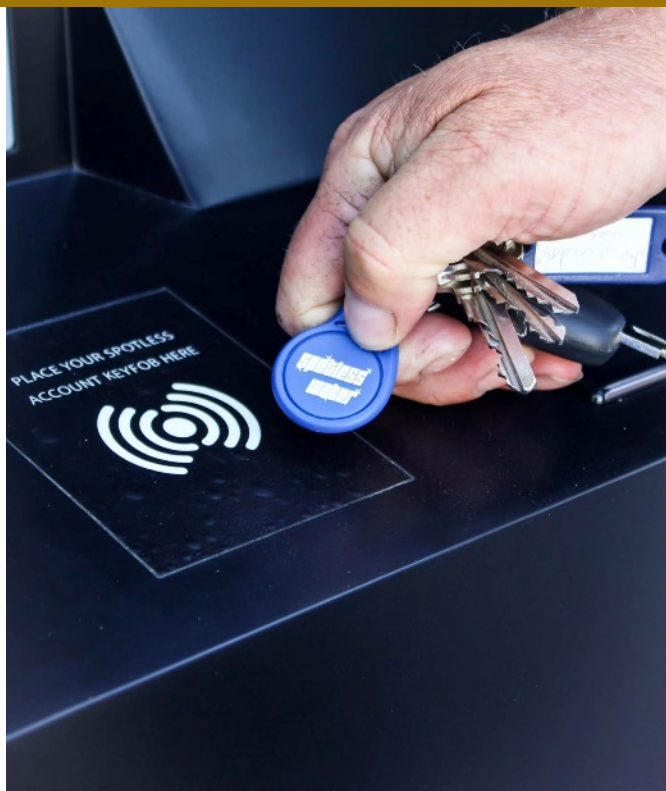
WCM: Ultra pure water? Nuclear resin, right?

Tim: Each filling station uses the industry's highest-grade equipment such as UV filters and nuclear grade resin, which gets the water to a much higher quality than standard pure water.

This is measured in parts per billion.

WCM: Is there a top limit on water dispensed?





Tim: Each filling station has a 10,000 litre capacity. When you go to fill, you can dispense anything from one litre to 10,000 litre, which is the maximum the tank can hold. The system operates 24 hours per day, seven days per week and quickly refills itself as soon as someone has topped up.

WCM: Is there an app for customers?

Tim: Yes, there are three ways customers can use Spotless Water: the app, on the website or at the filling station. The app allows you to check your balance, top up your account by debit or credit card, add more key fobs, find local filling stations and use the navigation to take you there. It also provides gate codes to gain access locations.

WCM: Who maintains the filling stations? What is the routine?

Tim: We have an engineer who visits each filling station once per month. We also have daily remote monitoring and automatic alerts.

WCM: You want to roll out 450 units across the UK and Europe in the next four years? Is this achievable?

Tim: In 2018 we are starting our nation rollout of ten stations set up every other month. This will get to 74 stations by the end of 2018 and then we will ramp up our production for 2019.

We are already taking enquiries for master franchises in wider locations such as Ireland, Jersey, Belgium and France.

WCM: What does it take to get a filling station into a location? Is it a set number of window cleaners willing to sign up to the scheme?

Tim: At our head office we have a research team who research all the UK's window cleaning and mobile valeting businesses online. As a rule of thumb, we look at towns and cities with a population greater than 100,000 people.

WCM: How can window cleaners best demonstrate demand to you for a given location?

Tim: What prioritises a location for us is a high account sign-up in a local area. We would encourage window cleaners to sign up even if a station is not in your area, as this will speed up the installation of one in your area.

WCM: How do you open an account? Is there set up fees?

Tim: Signing up an account is free of charge, and you do not have to give your bank details. There are no commitments or contracts. You will receive automatic email updates on your local filling stations as they get installed. Once you are signed up on our website, you will receive a welcome pack and key fob for your vehicle/s. Each key fob is linked to the registration of each van (or member of staff's name) and when used at a filling station it logs into your company account and saves your transaction, which you can view online or on your app. This information includes the time, the litres dispensed and TDS level. This is perfect for national businesses operating multiple vans, as you can download all your transactions to give to your bookkeeper or accountant so you can claim the costs back.

WCM: Thank you for the generous offer of up to £50.00 credit. How exactly can our readers get this offer?

Tim: First your readers will have to register. On doing this they are getting a £20.00 credit just for registering! Using the Promo Code 'magazine30signup' you can pump that up by an additional £30.00.

WCM: On behalf of our readers, thank you.



geo-targeting customers

with
**josh
latimer**

12



Not long before I sold my cleaning business in Michigan my business partner, Chris Phillips, and I started developing a really cool software application to use inside our own company. We called it "Street Bidder" and it allowed us to use our mobile phones to snap a picture of a prospective customers house and quickly mail off a real physical postcard to them. The postcard contained their actual house photo on the front and the conversion rate were astounding.

People notice a picture of their own home! After getting the app built we realized that other businesses could use this same system for their business too.

Once we added the ability to mail letters, gift cards, greeting cards and brownies we decided to change the name to "Send Jim".

Radius is the newest power feature of Send Jim and that is what has most people excited at the moment.

WCM: Taking a picture of a property you want to clean in an area you want to service and sending off as a personalised postcard with that picture is AWESOME. But it needed something, didn't it? It needed the user to actually want to do that to make it work, right? Talk us through the pitfalls of that.

Josh: Yes, the problem we ran into as a business selling software was exactly this. Our small business customers would sign up excited about the concept but then would fail to walk around and actually take the pictures required to make it work.

People were not using the software because it was too labor intensive to walk around and snap photos all day. The response rates were amazing but the postcard volume

We needed to make some tweaks.

WCM: Radius Bomb came in the back of Street Bidder and Send Jim. The idea was in your head for a long time.

Josh: The idea had been in my head for a very long time but it was a huge technical challenge. Being able to use a map to hyper target the perfect homes is an amazing concept and we have finally figured out how to make the technology work properly.

We use a combination of mapping, geo-fencing, roof top accurate longitude/latitude and filter out only USPS (United States Postal Service) validated addresses to give our users an absolutely incredible tool.

WCM: Radius Bomb makes that now sound like hard work, right? When did you start joining the dots with geo-fencing and targeting?

Josh: Once we cracked the code on how to build a database of the USPS validated addresses we put together a development plan and got to work. The tricky part was paying for it and getting it done in a timely matter with a small team.

WCM: Would you say Radius Bomb is more measurable than Street Bidder ever was?

Josh: Radius Bomb works so well because it is rooted in pure logic. When you target the perfect potential customers and then send them a SEQUENCE of personalized postcards over time it just flat works.

People know this intuitively but it has always been near impossible to do this quickly, before Radius Bomb. Now it is a matter of a few clicks and you're done.

"..THIS WAS ONE OF THE ABSOLUTE DUMBEST DECISIONS I MADE DURING OUR JOURNEY..."

WCM: You need to put this all together, and so like anyone looking to put software together, the first port of call would be India. What happened there?

Josh: *This was one of the absolute dumbest decisions I made during our journey with this product. In an effort to save money we built our entire original version using off shore developers who did not even understand the concept of direct mail because in India they do not have a standardized system anywhere near as good as we have in the west.*

The language barrier along with working crazy hours to stay in contact all led to a very sub par product launch originally.

WCM: So you turned to the US to complete the software. It was not all plain sailing thou, you had to 'invent' stuff to get Radius Bomb to work?

Josh: *Yes, I finally realized we needed to start from scratch and do things the right way with a US dev team. We had already demonstrated strong proof of concept in the market by selling our inferior 1.0 version so we felt good about it.*

The cost was much higher to rebuild in the US but having a clean, stable and reliable application makes it all 100% worth it.

WCM: A perfect storm descended on you and Chris topped with the printing company going out of business throwing everything into chaos for a short period. But with laser guided focus you picked yourself up, dusted yourself down and soldiered on. What was that time like for you?

Josh: *That was a dark day. About two years ago the printing and fulfillment partner we were using in Florida stopped printing and mailing our customers postcards and gave us no warning. It took two weeks before we realized they were going bankrupt and we were on the hook.*

We had massive liability and panic started to set in but we just did the right thing and refunded our users immediately. The cost was immense, especially the anger and online attacks from our disappointed users. They were, of course, 100% justified in feeling this way.

The issue here was again about us trying to focus on reducing costs rather than having the right types of partners. Our printing partner was significantly less expensive than other established print partners. Pain is an excellent teacher so we quickly integrated with the #1 variable data print provider in the nation and moved forward.

WCM: Radius Bomb was a 'shut up take my money' product. It was unique and everyone wanted it, but you were not quite there yet. You needed to raise an

additional 150,000 dollars to complete the masterpiece?

Josh: *Yes, as entrepreneurs we all do crazy things sometimes, right? Ha ha.*

Well, for me, I was not going to cut ANY corners on making Radius Bomb perfectly stable and reliable and that comes with a large cost. Towards the end of our development of Radius Bomb we needed another six figures + to finish it correctly.

I sold memberships to it before it was even completed and quickly raised the money. Was it risky? Yes, but looking back it was the right move to keep up moving quickly.

WCM: Why was this the hardest thing you have ever done to date?

Josh: *Starting this software business is hands down the most difficult thing I have ever attempted to do.*

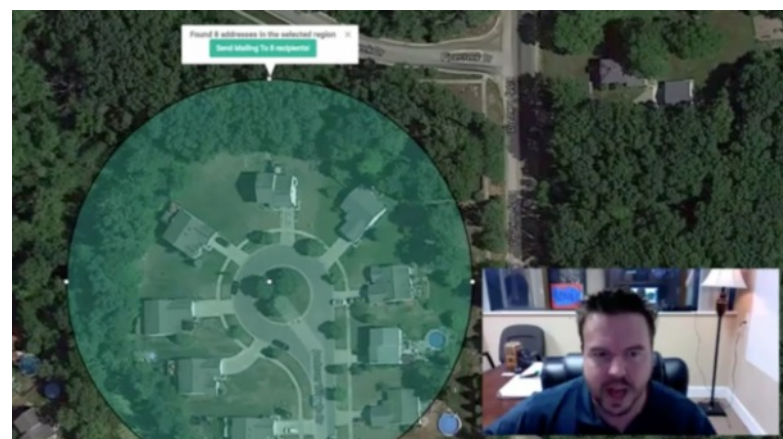
WCM: Explain the three business ingredients that Radius Bomb incorporates and how it would super charge your service business.

Josh: *The three reasons Radius Bomb is the MOST powerful direct mail tool on the planet are as follows:*

- Hyper-Targeting
- Personalization
- Multi-touch

Our system makes it simple to incorporate these three elements into your direct mail campaign. When you are properly targeting the right prospects and then send them a personalized message for multiple touches you will kill it with direct mail.

The problem has always been how large of a pain in the butt it was to bring this all together in a streamlined process. We fixed it.



“..FOCUS ON THE LONG TERM ‘ROI’ OF DEEP RELATIONSHIPS..”

WCM: Through out a lot of your business life, relationship marketing has been a centrepiece of your ethos and is very central to your software.

Please explain to the readers what relationship marketing is and why it was so important to you?

Josh: *Maybe some of the people reading this have heard the quote that “Your network is your net worth”. The truth in this quote is profound.*

When it comes to small business you have five different types of relationships and ALL of them need your attention if you are going to grow a big beautiful company.

- 1: Prospects
- 2: Customers
- 3: Employees
- 4: Influencers
- 5: Personal

Each of these relationship types need to be invested in systematically and when you do it your business will flourish. Send Jim makes it easy to build sequences tailored to all five of these relationship types so you can save time without neglecting anything.

Following up with clients is hard work and the large majority of small businesses are dropping the ball on this entirely. That leaves piles of free cash on the table for no reason.

We help with that.

SENDJIM 

WCM: Why is it that most businesses do not care about relationship marketing. Why is this the case?

Josh: *Most small business owners have a “transactional” mindset. They would rather have \$1 right now than \$20 a year from now. It is not a coincidence that most small businesses are only two weeks away from financial ruin because most small business owners have the completely wrong mindset.*

The people who make most of the money and excel in business almost always have a “relational mindset” and they focus on the long term ROI of deep relationships.

I get it that when you are just starting out and are in “survival mode” that making fast cash is king. The problem is that people get stuck in that mindset and it kills their business without them realizing why.

WCM: What are the essential features of Radius Bomb and why has this type of geo-demographic targeting linked with DM not been seen before? Because this is really powerful stuff, right?



“..WE WILL BE COMING TO CANADA, THE UK AND POSSIBLY AUSTRALIA IN THE FUTURE SO STAY TUNED..”

Josh: Well, this industry is ready for disruption because it is big, old and slow moving. In the last 15 years massive amount of printing companies have moved online to provide people quick ordering options for direct mail. The piece that has been missing is the ability to SEE who we are mailing to.

Traditionally you buy a “list” based on demographical data only and then mail one postcard campaign to that list. This approach is more flawed now than ever as the need for multi-touch and personalization are essential for a successful direct mail campaign.

Our world moves so fast and people are so over-stimulated that “old style” direct mail campaigns will get killed if your not quickly capturing the attention of the perfect prospects with personalized, targeted and multi-touch strategies.

WCM: There is so much flexibility with Radius Bomb. You can create groups?

Josh: This year we are rolling out the ability to select homes on a map and then save them into “groups” for later use. Imagine being able to click a button that says “Lake Front Homeowners” and then every single Lake Front home and their address is automatically populated on our map and ready for mailing.

This will further change the game.

WCM: Some companies are geo-targeting with Facebook. Does Facebook have limitations?

Josh: Using Facebook can be super powerful and I am a big fan. Things get really good when you understand how to combine different “channels” together all at once for marketing.

For example, a targeted Radius Bomb postcard sequence coupled with a geo-targeted Facebook ad campaign. When you can reach the right people with the right message using multiple channels simultaneously your results explode.

WCM: What are the components that make Radius Bomb work? What is going on in the background?

Josh: It is a beautiful concoction of maps, roof top accurate long and lat for each home, geo-fencing and pre-validated USPS addresses.

WCM: What is VoiceMail Bomb?

Josh: Imagine recording a simple audio message asking your clients to sign up for your winter special. Next you can use Send Jim to deliver that audio message directly into the voicemail box of 1,000 of your customers at the same time.

It is the ultimate time multiplier. Making calls one at a time takes forever and Voicemail bomb can accomplish this in minutes.

WCM: The biggest disappointment is that it is only US based currently. What do you need to have this in place to have this work in the UK?

Josh: Well, I feel as a company we have to continue to grow and stabilize here in the States before we go too “wide” and spread ourselves too thin. There are a lot of things to consider when rolling out to another country.

We need high level print partners, the ability to build a validated list of all deliverable addresses from that Nations postal service, we need payment and addressing changes in our system and other things.

We will be coming to Canada, the UK and possibly Australia in the future so stay tuned.

WCM: Where is Radius Bomb at now?

Josh: My goal for Radius Bomb as a business is to hit the \$10,000,000 mark in revenue. We are still adjusting, testing and tweaking our go forward business model and looking for other opportunities to serve others and grow the business.

We flew through the \$1,000,000 mark after releasing Radius bomb and now the sky is the limit.

WCM: What are you working on for the future?

Josh: We are going to be building some super high-level business building courses that will be available exclusively to Send Jim customers.

I will be traveling the world interviewing the most successful service business owners I can find and delivering those teaching's back to our community.

I am also considering rolling out a \$100,000 small business makeover contest for next year where a team of high-level CEOs fly to a given location and completely overhaul all of the systems, branding, finances, etc of the winner. Everything would be documented and I believe it will change someone's life.



16

Tim Huber

WINDOW CLEANING MAGAZINE CHECKS OUT
YOU TUBE CHANNELS FOR INFLUENCERS WE THINK
OUR READERS WILL BENEFIT FROM.



WCM: Hey You Tuber, who are you and where do you live and work?

TH: My name is Tim Huber, I am 42 years old, and I operate out of Newark, Ohio, around 30 miles east of Columbus, Ohio.

WCM: What is your business setup and how many years have you been in the trade?

TH: My wife and I run a residential window cleaning company in Central Ohio called Sure Shine Window Cleaning Solutions. I started training in window cleaning back in February of 1991 at the age of 15.

I also run Outlaw Window Cleaner with my Partner Josh Shoaff. Josh is a 3rd generation window cleaner based about 2 hours north of me. As of right now we are an apparel company with plans of growing into other areas in 2018.

WCM: What business goals have you set yourself?

TH: For the window cleaning business, more growth. I am going to start training crews, and get away from contracting in this year. I plan on taking more of a management role within the company and spend less time in the trucks, and more time focusing on building a presence in commercial work.
The future of our Outlaw Window Cleaner website is still being molded. There is so much potential with it.
At the moment we sell awesome looking merchandise on t-shirts, mugs etc with the Outlaw Window Cleaner logo. We even have Window Cleaning Magazine versions.
We have gotten a great response from the community on our designs and what it represents.



WCM: You started your You Tube channel a little over a year ago. Why?

TH: I started the channel for marketing reasons, for my window cleaning company. Once we started Outlaw, it was a way to get our branding out into our industry.

WCM: Have your videos changed in how they look now Vs when you started out?

TH: My videos have changed drastically. I set out to have a place for my advertisement and a place to showcase what I do on a daily business.

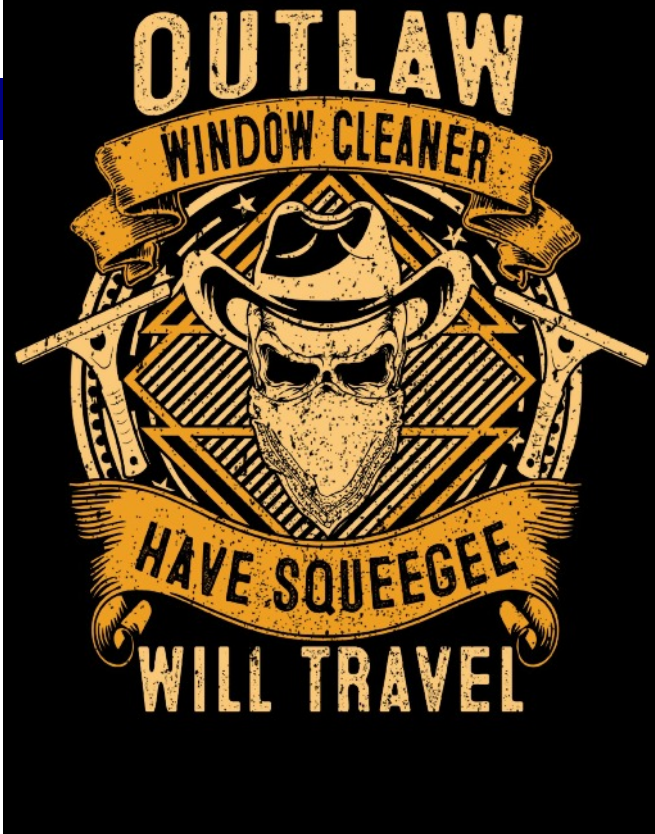
But I see an outlet now to where we can offer mentorship and help anyone struggling with hurdles in their business.

WCM: So now you make Top Tip style videos, and offer advice. What do you hear asked the most?

TH: It used too be marketing advice, a lot of Angie's List and Groupon questions, but now more on Facebook marketing.

WCM: You have made videos on using Facebook to gain more customers. Talk us through that?

TH: Facebook has been a marketing dream for the last year. It gives you a cheap outlet to gain access to a lot of people.



With proper tags on Facebook you can narrow down your ad to the right people and target those you want to see it.

I am just sharing info to try and help alleviate a lot of the trial and error we went through on our ads, and what has worked. We focus most of our marketing online, and our goal is to push people to our web store to purchase a window cleaning or gutter cleaning package.

With a simple photo (when we use videos we have 2/3rd's less ad clicks), sharing to our local selling wall groups, and spending \$20 on our first boost. We saw our web store grow from very little sales, up now to about 25% of our overall sales.

They're a lot of new companies and gurus popping up and charging to handle your Facebook ads. If I can help a fellow window cleaner, and maybe take that bill of their plate, so they can put that money back into their company, it's a good day.

I will be having a new Facebook video coming out soon focusing from building the ad, to focusing on building sales on a web store.

WCM: You have characters within your videos, sometimes. Where did 'Bob' come from?

TH: I like to laugh, and make people laugh. I had a few goof videos I had done previous.

It was a thread in a Facebook group that started Bob. I drove out and bought a mullet wig and started putting the first Bob video together.

WCM: My favorite Bob video is "How to make WinderX" – totally hilarious. Will we see more of Bob?

TH: Thanks man! How to make WinderX was one of the funniest videos to make. Bob will be back soon!

WCM: Where did you dig deep for the Bob character? Someone you know? Can you say, lol?



TH: I have this cousin who is a "Jack of all trade, and a master at none." He acts like an expert at everything and will try to sell you anything. Toss in a little bit of this guy I know on Facebook called Ben, and you have Bob Bucket, lol.

WCM: The title thumbnails in your YouTube videos have really become professional looking. How are you making them?

TH: I started finding a cool snapshot in the videos, and started editing them at www.picmonkey.com. It's around \$8 a month but really helped with thumbnails.

WCM: What cameras do you rock?

TH: Right now, I use a simple Canon Power Shot ELPH 170 point and shoot. Going to upgrade to a 1080p Canon here in the next month.

From time to time I use a knock off go pro for the shots I don't want to ruin my main camera with, and also use my phone when I do not have enough battery for the camera.

WCM: What are the best camera angles you really like to shoot?

TH: I love it when I can include my surroundings in the foreground/background. The sky, leaves, plants, etc.

WCM: Do you have your eye on any camera rigs or sliders, maybe a dolly trolley?

TH: I have been wanting to get one. If money was no object, I would love to get a FREEFLY MOVI M5 3-Axis Motorized Gimbal Stabilizer! But for my first rig probably go entry level.

WCM: How do you set out planning a video?

TH: Lately there has been no planning. Just what happens in our day. I have several videos I have planned out for the future thou.

WCM: Which one of your videos do you like the best and why?



TH: Hands down the first Bob Bucket video. I love doing the fun videos, because if it made the edit, it made me laugh.

WCM: How do you plan to use your You Tube channel in the future?

TH: I'd like to see it morph into an educational, fun channel. A channel where you can learn, but not just a channel you watch someone clean windows after you just cleaned windows all day. Huckleberry University is our next series. Hoping to have a start on the videos in this month. Work with other window cleaners and pick their brains for a day or two.

WCM: Tell us about the name Outlaw Window Cleaner. How and why did you come up with that?

TH: That is a rough one. Had one of my closest friends always in my ear about creating a company together. He would handle sales, and I manage the routes. We had decided on the name Outlaw Window Cleaning. He kept saying Outlaw will take over the window cleaning world. He was so adamant I had bought him a tattoo for his birthday, and he got Outlaw across his back. He died shortly after, from a prolonged kidney disorder.

I changed my window cleaning company name to Outlaw Window Cleaning the following year, and focused on commercial storefronts. When we decided to become a residential window cleaning company in 2013, we switched back to Sure Shine.

Shawn Davis was a true Outlaw. He was a hustler, and a grinder, and worked hard up till his dying day. I wanted to bottle that spirit into something in the window cleaning world.

That even though you are dying, doesn't mean you give up the hustle attitude. I redesigned the logo, and sent it off to Josh, and he said he wanted in. Now we are given the task of building a brand inside our niche group, to help carry on the



visions, and help me always remember a dear friend.

WCM: Do you have a funny film related fail or blooper you did that really sticks in your mind?

TH: Lol, in the video 'How to make WinderXI', I didn't realize the solution would come shooting out of the bottle like it did. That last part of the video was all spontaneous.

WCM: Have you watched the Window Cleaning Magazine You Tube channel?

TH: Absolutely! Window Wars USA is one of my all-time favorite videos! Really excited for US vs. UK!

WCM: We love you and your channel.

Readers, if you want to check out Tim's Outlaw Window Cleaner channel follow this link <https://www.youtube.com/c/OutlawWindowCleaner>.





cold call 19

problems & fixes

DJ 'Coach' Carroll



My approach to business—sales, marketing, accounting, all of it—is to think and behave more like a machine by putting systems and practices in place to reduce your dependence on thoughts and emotions so you can rely on process to make progress instead. I believe that anyone who gets tripped up and slowed down by their business does so because emotions start gunking up the works. Your job is to grease the wheels and get that stuff out of there.

Here are the three emotions that should raise a red flag for you, and how to deal with them.

Problem Emotion #1: Self-doubt

During one of my first cold calls, the man on the other end interrupted my long-winded, aimless pitch and said, “Listen man, what are you selling?” I had never had anyone ask me that, and it stopped me cold. I knew what I was selling—my lawn care services—but I didn’t actually know what I wanted from him—a sale? An appointment? I froze, and then did the thing I had never done before or since—I hung up. Click. I said to myself, maybe I don’t know what I’m doing. Maybe I shouldn’t call strangers. I was wrong—and I proved it: EasyPro’s ten biggest projects came from cold calling. If I hadn’t pushed passed that doubt, I would be broke.

Engaging in self-doubt is like stepping into wet concrete. It’s hard to get out of it, but you have to try. Because the longer you stay in it, the more likely you will remain stuck. You start to think limiting thoughts and pass on opportunities.

Self doubt does your competitors’ job for them. It also starts the excuse machine: I do not need to make this many calls; I will just email them; I will follow up next week. It’s a long, slow death. You don’t need me to tell you this is a bad thing, and yet, even though you know it, it has a way of sinking its teeth into you and the longer it does, the harder it is to fight it off.

THE FIX: Pull the plug.

Just because those thoughts come up doesn’t mean you have to listen to them. Yank the plug on them instead of doing what most people do, which is shunt more energy toward those thoughts to “see” if they’re real. The more attention you pay to them, the more real they become. Of course I experience self-doubt—I’m not denying that. But I do not let it run my day. Right after I have a bad sales attempt or someone hangs up on me or whatever, the first thing I do isn’t lick my wounds, but immediately pick up the phone again and make my next call. The only thing that dispels doubt is action.

Problem Emotion #2: Excitement

If you’ve ever been to literally any sales conference, you know they practically pump this stuff into the room. Sales people need motivation. And sure, being excited is fun, it’s great, and it’s motivating—but it can also sap your sales if you let it dictate when you sell. Why? Because as soon as you feel excitement, you take your foot off the gas. The temptation is to stay with the feeling rather than push past it.

Disagree if you want, but I’ve seen it happen. You land a sale or close a client and end up spending more time talking about it and reveling in it than making your next call. Maybe you take the afternoon off, let other work slide. Allowing excitement to rule you is a recipe for uneven sales cycles, because the next time your excitement drops, guess what? You feel worse and start to feel self-doubt (see how that works?). What you do not want is extreme peaks and valleys—great for movies, bad for business.

THE FIX: Re calibrate your excitement gauge.

I am not saying you shouldn’t feel excited or even thrilled when great things happen. But don’t let the party go on too long. And also make sure that excitement is earned—I see so many entrepreneurs whose markers for excitement are all wrong. They get excited about having made 25 calls. Save that excitement for when you close one. Don’t get too over the moon when you receive ten interested emails; those sales aren’t real until you’ve got the checks to back them up.

Problem Emotion #3: Contentment

This is tough because it's what everyone wants: To feel good, comfortable, and confident. I don't begrudge you that, but I don't want you to run your business by it. When you are fine as is and feel like things are "good enough," growth slows, sales funnel shrinks, and profits level out. Trust me, this is the entrepreneur's worst enemy, because it deceives you into thinking that if things are fine, they will always be fine, and that isn't necessarily the case.

THE FIX: Shift out of autopilot.

To keep yourself from getting a little too comfy, you have to envision a better version of where you are, a more powerful goal to reach for. So you hit some goals this year and did better than expected? Great. Time to make new ones. Time to risk and reach for more. It's not that you need to be nasty or miserable at all times, but you and your business are best served by never settling. People tell me all the time, "DJ, you're just never going to be happy. You always want more." And that's not true—I am happy. I'm happiest when I'm striving for something worth achieving. I'm just never satisfied. And you shouldn't be, either.

DJ "Coach" Carroll is a serial entrepreneur and the creator of Sales Excellence University. He lives in Louisville, KY.



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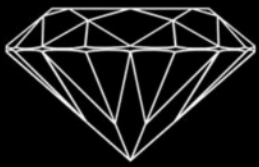
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why choose rope access?

22

by nick blodans



Rope access, for those who don't already know is the method of working at height that will eventually supersede relics like the bosun's chair, and suspended scaffolding in the high rise window cleaning industry. Rope access is the better way to work at height. Period.

Any time one of your buildings involve working at height, you should be considering rope access as an alternative to other working from height methods. Rope access excels in all circumstances and is going to be the safest and most affordable solution to complete the work.

Sky High Window Services Ltd. is the only certified rope access window cleaning company operating in Toronto. We use rope access methods when working on high rise structures because it is a more effective technique that delivers better results and helps protect lives. Our rope access workers are equipped with advanced equipment and knowledge for those especially "tricky" jobs.

The industrial rope access trade association (IRATA) is the primary certifying body involved in rope access. This UK based group was created to ensure that these systems follow the highest standard of safety in the world when it comes to working at height, and also making sure to implement rescue for every job in the event of an unexpected accident. This is why IRATA has an unparalleled safety record.

Why haven't I heard of Rope Access?

If you haven't heard of rope access or IRATA in the window cleaning industry, don't worry, it's a fairly new concept.

Rope Access ordinarily is heavy stand-alone remote industrial work. Window Cleaning is typically dealing with engineered anchors with specific roof/maintenance guidelines that coincide with that particular regions construction regulations and legislation. Rope Access is a lone wolf when it comes to following its own rules, but they are the best. Here are some examples of where they do use rope access:

- Industrial rope access
- Bridge Maintenance
- Wind power Maintenance
- Telecommunications maintenance
- Nuclear
- Oil and gas
- Silos, smoke stacks and farm equipment
- Rescue Training / general IRATA/SPRAT Training
- Army, Fire, SWAT

Why choose Rope Access?

More and more buildings we maintain are permitted rope access rather than traditional techniques such as swing-stage because its proven to be safer, more cost effective, and allows for more technical/advanced maneuvers without the negative affects on the body or the surrounding environment. Rope access doesn't cause damage, it requires less man-power, it is less invasive/intrusive/disruptive and it's all rigged for easy rescue, making it the safest way to accomplish work at height.

Rope access can replace about 25% of the scaffolding sector - which is a \$1.3 billion (Union) and \$900 million dollar



(non-Union) market in Canada.

As a property manager or developer this can often save between 50-80% of the cost and cut the working time in half by using rope access'

Why isn't everyone using Rope Access?

IRATA has very strict rules when it comes to rope access and they follow the international code of practice (ICOP) Everyone from an entry level 1, to a level 3 supervisor, to a trainer and evaluator have to follow these governing rules or jeopardize their membership. It's also an investment - not many companies are willing to change previous methods that work. To get from a L1 to a L3 rope access supervisor can take years and years and thousands of dollars.

What about the equipment?

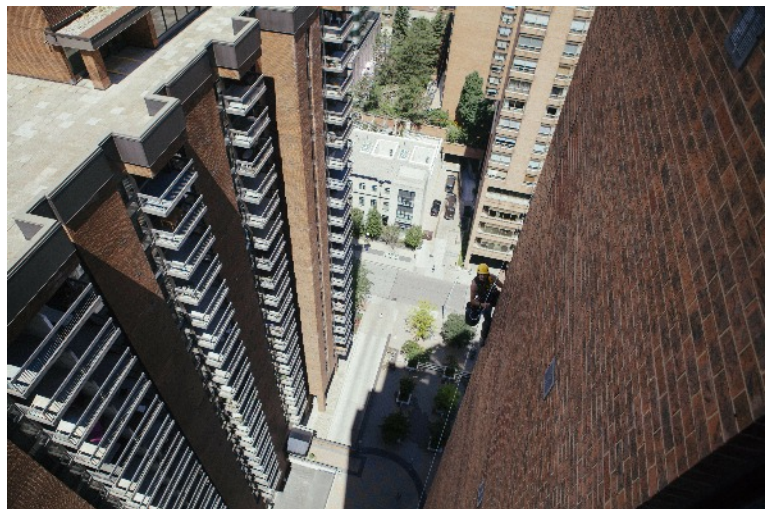
The equipment is the best part. Once all the logistics are taken care of and it's finally time to work, you will need a good kit. No other system can you simply ascend, descend, jump rope to rope, through knots, and rescue on the same rope with the right tools. With rope access these are fundamental principles learned on day one. Everything is made with the intention of making the job safer, easier and with the ability to rescue.

For starters, here's what you will need.

- Multi-purpose Harness with chest integrated ascender (petzl croll)
- Minimum of two Kern mantle ropes
- Two decent devices (one used for rig-to-rescue method)
- Back- up devices
- Carabineers, shock absorbers, lanyards, slings, pulleys, rescue kits, walkies and other equipment varying to the specific job

So now I am ready to work?

To operate a successful rope access job a work plan, job hazard analysis and rescue plan must be developed, practiced and maintained. Two people must be working together at all times (or else a rescue can't be possible) and an L3 has to approve all of the rigging and stand by for rescue. When everything is in place and the system has a 100% redundancy there is no clearer choice. There is no method safer than rope access when your life is on the line. Pun intended.



Window Cleaning magazine

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a look into the field, and into the past



by
Carrie
Guenther



As a window-cleaning technician, working in peoples' homes and businesses, how many women have you worked with? I will admit it's not something I ever thought much about, myself. The previous owner of my window cleaning business is a woman, so when I started out – working for her - I never knew how uncommon it is to have women in the industry, because I never had any context in which to see my role.

After acquiring the business, within a span of three years, I gained some perspective and started to feel somewhat rare. The gender imbalance was immediately evident as soon as I joined the Facebook forums. In my travels and writing pursuits, I have met and worked with window cleaners from Minnesota, Wisconsin, Arizona, Colorado, Maui, and all over England. Only twice have I actually worked with another woman. I attended a convention in Washington D.C. a few summers ago, and the imbalance of the sexes there was, again, quite clear to me. It was like *dub step* shows in Minneapolis: *so many dudes*. I connected personally with just one woman, some of whose insights I mention in this article.

No dress code exists for me at work, just tee shirts and cargo pants. I don't even have a uniform, but I always try to do two things before I leave the house: tie on a colorful head scarf, and slap on some lipstick. Maybe it's vanity, or maybe it's simply identity, but I want to look feminine.

When I zoom past other work trucks on the highway, we check each other out. Some of it's just flirty fun, but I am genuinely curious and fascinated by the labor trades. I swoon over roofing teams. I examine road crews. I marvel at landscaping companies. And of course, I scrutinize other window cleaning operations, and I never see women in those trucks. It's cool, feeling unique, but it's also lonely and a little depressing that more ladies aren't doing this work.

In some ways, being a woman in a "man's trade" has advantages. Women inspire trust. We are - due to all kinds of societal programming - less threatening to have in one's personal space than men. To put it bluntly, all kinds of horrible events in the world have gone down, for the most part, because some men planned it and some other men carried it out. Its history. It's our reality. To women, this is obvious, and we're tired of it. Female homeowners, if given the choice, like having other women working in their homes. It gives them a sense of connection, and safety.

Of course there are also disadvantages, which I will write more about in Part 2, in the next issue of WCM.

This first part of my exploration of women in window cleaning focuses on societal expectations of working women in general: How did we become who we are? Who are our role models? Women working in the window

"I STILL REMEMBER MY FIRST EXPERIENCE IN AN ONLINE WINDOW CLEANING FORUM"

cleaning today are changing and improving upon gender stereotypes. We may not have set out to do so, but women in male-dominated industries are redefining the norm, and in writing about this topic, I realized we need to be willing to take credit for that accomplishment. I have also taken a closer look at how far women have come in the work force, how it has affected working families, and how that history has affected our path today.

Of course, as usual, my most persistent question is: how do we find happiness in our work, and in our lives in general? I will include a few bits of philosophy and cultural de-programming in my musings, just to keep us all on our toes and our minds open.

Our parents are our earliest role models. My mom was often single, always working or at school, and had high standards for working well. I got my work ethic partly from her, and partly from some of my employers at various jobs growing up, but at 14 years old I was already working for myself, cleaning houses. I knew I loved cleaning, working alone, and working for myself.

Besides parents and employers, part of what forms all of us is the stories we grew up reading and hearing. I was born in 1975, so books, movies and vinyl records were my story sources. When I think about the role models in stories I grew up with, four specific women come to mind: Laura Ingalls (of Minnesota), Anne Shirley (of Canada), Alice (in Wonderland), and Dorothy (in Oz). *None of them were princesses.* Princess-Culture nauseates me. It focuses on being virtuous and beautiful in the hope that some dude will rescue you from your wretched life. Thank Goddess that little girls nowadays have Moana. The five heroines I mention here were all independent, smart, and fearless. None of them – in my mind - needed rescuing.

I still remember my first experience in an online window-cleaning forum. I had been a member of the group for just a few weeks, and noticed the first comment that had been posted by another woman. It referred to working on high ladders. A male window cleaner had reacted to her with what sounded like shock, and had commented: *"Weren't you scared?"*

What? Did he want her to be scared? Did it make him feel "less manly" if she wasn't? Because I'm pretty sure I have felt that vibe from men throughout my life. Like, why aren't you more scared of stuff girls should fear, so that I can feel properly masculine in comparison?

I did not post any reaction. But I remember my first *this-just-got-real* moment about male-domination of the window cleaning industry. *My industry.* My mind spat: *Is this guy serious? Does he assume that part of being a woman is being afraid of things like dirt, heights and spiders? Are these the kind of people who think women should stay at home, or at least stay behind a desk?*

But what was my problem, *really*? My problem was my own ego. I am sure his comment was said innocently enough, yet I resented the fact that this man-human did not seem to realize that there were female-humans out here in the world like me, and I felt undervalued and unrecognized. I was reluctant to comment on anything because it was clear I may not be seen as equally competent, or not taken seriously.

Growing up, I loved to climb, to get dirty, to pick up bugs, to be outside for hours, even after dark, and often ... to be alone. As any good fairy tale will have you know, girls *should not* walk in the woods alone. It's dangerous, and leads to all kinds of catastrophes.

"Sugar and spice, and everything nice, that's what little girls are made of." That's what little girls *should* be, right?

Let's just agree that we all need to stop *shoulding* on ourselves. Please. And while we're at it, let's stop shoulding on other people, too. Can we please just say this out loud? *"I will stop shoulding on myself and on other people."*

Shoulding is the crappiest result of societal programming, and we all need to un-learn it. Shoulding makes everyone suffer, because it tells people they need to be some way other than how they actually *are*, and that's hard on everyone, no matter who you are.

But ... back to the women.

In the beginning, there were ladies who raised babies and kept the family home functioning, welcoming and pleasant. This was, and still is, one of the most important and sacred jobs in the universe. It literally builds our future. It creates a safe, nurturing place to raise children, and a welcoming space that supports and rejuvenates the family earner.

But it's unpaid work; "women's work." It's work that is socially expected of almost all of us, and yet it's done for free. Our reward is supposed to be the continuation of our bloodlines, and the love we get in return for our care giving. We are biologically designed to make babies, and to birth something into the world requires a safe nest. It's been our job to establish and maintain that nest. We got pretty good at it. So it's no surprise when the guys in charge wanted us to stay at home. That way, they could stay focused on the business of earning, and financially supporting the family.

As female window cleaners, our reasons for being here are all over the board. Some of us have been in a window-cleaning family since birth. Some picked the job at random out of the classifieds. I inherited my business from a best friend. A few of us got into it because it's seasonal work, and we wanted to pursue our hobbies off-season, like traveling the world, snow sports, mountain biking and hiking.



Some of us are single and child-free, pursuing our true dreams and adventures. Some of us have met our life-partners, who were already in this business. Others have left our life-partners here. Still others have found our partners in our hired employees, and the rest is history.

Like every career, and male-dominated careers in particular, many women in window cleaning fell in love with the work first, and then had to choose between their career and child rearing later, as biology stubbornly determines. Some of us worked until our sixth, seventh, even eighth month of pregnancy. Others relied on employees, partners and extended families to make it through pregnancies. Some fear that having children would end our careers.

I have genuine respect for each and every path. Like Alice in Wonderland, to survive and get back home, a strong woman needs to be able to adapt to whatever happens, whom ever she encounters, and wherever she is. If you must sneak out of a tea party of crazy people, question a disappearing cat, or sidestep a murderous queen, then you must do so with a steady voice and your head held high. Even if it's the second day of your monthly and your gut is a wreck and you're hemorrhaging blood.

I've had customers like those crazies, those cats, and those queens. It's so true. You must be physically able, confident and unshakable, and those qualities are not reserved for men only.

When women started working outside the home, it was a ripple effect and many layers of our world were affected. Two books really opened my eyes when it comes to how "new" it is, relatively speaking, to have women in the work force at all. One was *The Victorian House: Domestic Life from Childbirth to Deathbed*, written in 2003. The other is *The Second Shift*, which was first published in 1989.

The Victorian House is about daily life in Victorian England. Every detail, from bathroom functions to clothing to menstruation to eating to sex to cleaning to exercising to working to childbearing to schooling to praying to sleeping to dying... is covered. The chapters that most intrigued me were about how the ways in which Victorians viewed and protected their women as the sacred childbearing vessels they are. This concept, of course, is echoed across many cultures in myriad ways, but it's interesting that during the birth of the industrial

age, wombs were protected the most fiercely. Even in working-class families, health and school guidelines about physical activity for girls and women were severely limited and focused on preserving the delicate, life-producing womb as the utmost priority. And with good reason, of course.

But here's the thing. When our countries became industrialized and warring, and women began to have the *option* or even the *obligation* to work, what happened to us? Suddenly, there was this sticky, guilty tradeoff that started. Men had never really had to deal with it. As a man, you earned money and your wife ran the household and nurtured the kids. But when women went to work, the result was challenging for every single person in the household.

The problem with saddling women with all the child rearing and housework is clear by simply looking into the eyes of women in the Western world who are "empty-nesters" (in her '50s, kids have moved out), or older: if a culture tells a woman that her top priority and passion in life should be her husband and children, when they lose either or both of those things, (either figuratively, or literally) their sense of purpose disappears, and they suffer.

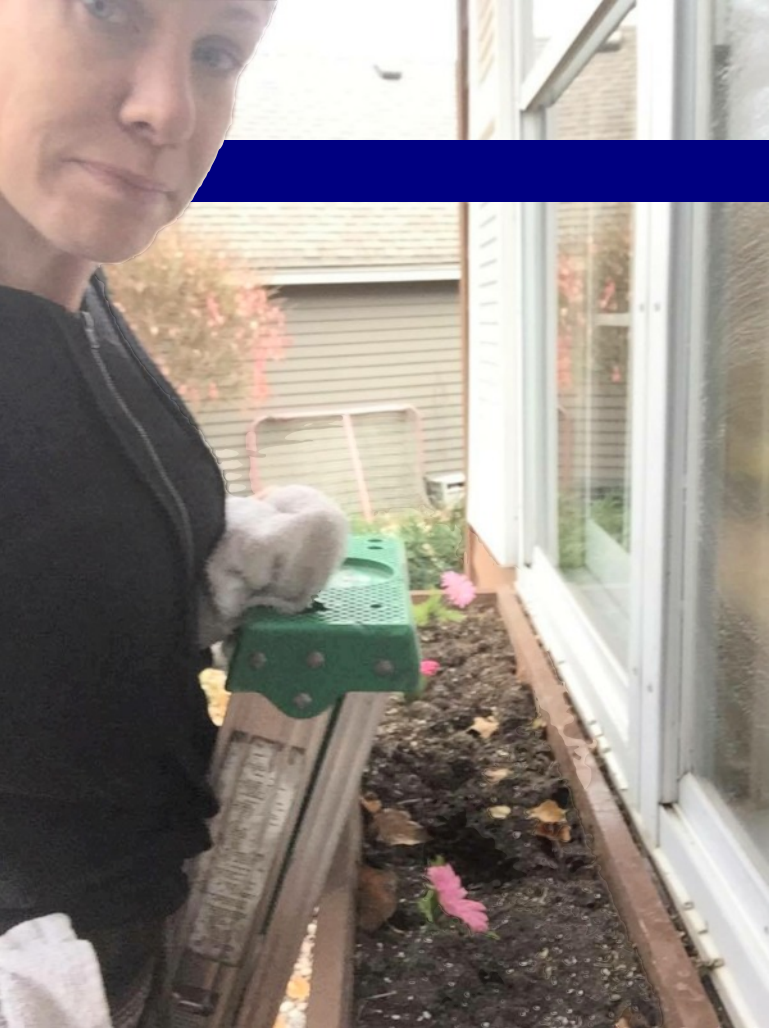
I started noticing this about other women when I was in my mid-thirties and my consciousness had finally grown large enough to notice and care about other people, even though I had not yet married nor mothered any children. Some of you may have noticed it, and the afflictions it leads to, in your own female parents, friends and relatives.

The good news for us, of course, is that our power in the world is finally on the upswing. The story of the average Western working man is very different. Their traditional, sole-earning power is diminishing, and the role of being an involved, rough-and-tumble dad, down on the ground, playing with their children, and (gasp!) helping with housework, is relatively new.

Moving on to the era when it became more common for women to work *outside* the home, *The Second Shift* was released in 1989, but the book is still considered "revolutionary" to this day. It's the first in-depth look about "women's work," "men's work," and the balance that affects the functioning of any household.

The Second Shift examines, sociologically speaking, the imbalance that "women's work" causes in modern relationships. It's a study of what many working women in partnerships – and especially couples with children – and single dads – already know: That if you add up the energy and time that running a household takes, it ends up being a second job that you do for zero pay.

Essentially, many women – who are also partners and



mothers – work a nine-to-five job, and then come home to work another four to six hour job before she goes to bed. For free.

This is expected of us by society because before women were common in the work force, raising healthy families was our shared purpose. Keeping the household running well so that our partners could flourish in their careers, and so our children would be healthy and well brought up, was our responsibility to the human race.

In my family, part of being born a girl was being trained, from as early as I can remember, how to pick up messes and clean. As much I love writing, I also – oddly, perhaps - love cleaning. Cleaning is like tomato juice: you either like it or you don't like it. No one is really "on the fence" about tomato juice ... unless you add vodka.

My suspicion is, however, that lots of people who dislike cleaning were never taught how to do it effectively or efficiently. When I was little, my busy mom was so consistently happy with me whenever I cleaned that I tested my skills out on other people. Without fail, it made everyone happy when I cleaned for them. I was rewarded with all kinds of praise from those fascinating adults! I'm grateful I was trained well in cleaning, and that I enjoy it. It will always be a marketable skill, because a lot of folks hate it.

Melody came from a working class family on the east coast, and her parents wanted her to go to school - in part - because they never finished university. When she became a window cleaner as a way to fund and allow her dreams of traveling the world, she felt they were disappointed in her. Her hometown in Western

Massachusetts was focused on education. At first, she was embarrassed to be a blue-collar worker, but says, "I now jokingly refer to myself as one of the 'blue-collar-elite,' and I take a lot of pride in being a successful business owner."

She also said something in her responses to my questions that I've never really considered before, but which seems very true: *Women have a harder time taking credit for their accomplishments than men do.* Again, tradition has trained us to downplay our talents, to be humble and quiet, and to do what is needed without complaint, or reward. Our traditional job, raising children, is fairly thankless. Kids take their moms for granted as a rule. Please show me a young child who says, "You know, mom, I see how hard you work to keep my world going, and I really don't know how you do it. I am so grateful for your efforts." Does that even exist?

And so here we are, women in window cleaning. Our clients appreciate us, and our work is usually enjoyable, and – from what I've seen - we all need to take credit for our accomplishments a little bit more than we already do.

In the next issue of Window Cleaning Magazine, find out more about women in the industry through our shared stories and experiences.

(If you are a female window cleaning technician, or if you know of any, I invite you to contact me at Carrie Guenther on Facebook, or at carrie_gilmer@yahoo.com to contribute to my next article in WCM.)



a new generation 'BOAB'

The humble 'bucket on a belt' (BOAB) has been the window cleaner's trusty sidekick for decades. Designed originally to hold small amounts of window cleaners' solution, they usually have up to three additional outer slots for inserting squeegee channels.

The BOAB has changed very little over decades and comes with its pros and cons. Most window cleaners cannot work without them and to be honest, they serve as a great handy holster. Nearly always made in hard plastic many may empathize with receiving the odd hard knock on the kneecap or ended up with wet trousers when trying to pour out excess solution.

Very few attempts have been made at producing a soft BOAB. The Original Soft Bob and Wagtails Hip Dipper have made attempts at using plastic/vinyl materials but, compared to the plastic moulded options, they lack the durability of hard plastic.

And there is a problem with most plastic BOAB's. While the plastic holder itself usually goes on forever, the pins holding the nylon loop or clip tend to rust and erode from the BOAB.

That is ... until a man called Richie Blue designed the sexiest, most professional, durable, high quality soft BOAB on the planet - introducing GUNSLINGER.

No way is this a flimsy piece of plastic sitting on your hip looking out of place. This is a professional, functional piece of kit that is made to hug your leg.

Richie, from San Diego, California, is preparing to launch his amazing new tool holster 'GUNSLINGER' (with TIP-TECH) - many of you may have heard rumors of it under its' prototype code-name 'TIPJAR'.



"..GUNSLINGER WILL BE SHOWCASED AT THE IWCA CONVENTION & TRADE SHOW THIS FEB.."

So what is GUNSLINGER, and what are the cool features?

The exterior is made of washable industrial grade nylon and will be custom made in a multitude of colour combinations. Inside is a tough vinyl lining that can be cleaned - so your GUNSLINGER stays looking as good as new.

The most unique feature is the patent-pending 'TIPPER'. Instead of tipping the entire BOAB, as you would do with a plastic BOAB (often wetting your leg), when too much liquid builds up within GUNSLINGER, you simply unbuckle the bottom half and open it. The bottom half hinges out and excess solution drains away from the operators' leg!

Who is Richie Blue?

We think he is the next in a long list of entrepreneurial window cleaners who believe the status quo product designs are not the best possible, and are prepared to back their ideas. Some of the best selling products on the market come from guys that were once window cleaners, guys like Perry Tait of Reach-iT, Alex Gardiner of Gardiner Pole Systems, Bob Hatt the guy behind the Moerman Liquidator or Wagtails' Willie and his brother Peter Erken, to name a few.

Running his window cleaning business, Richie is on the tools just like any other window cleaner, but Richie spent every other minute of his spare time working on his ideas.



He is somewhat of a serial inventor, super passionate about what he does - and what you can tell from your first look at GUNSLINGER, Richie likes to take his time and research everything properly.

To get the design right, Richie tried over 100 different modifications, along with hundreds of hours spent on the phone talking to engineers. He's collected hundreds of dollars worth of materials he may never use ".... just in case, one day, I might have use for it." as Richie says.

Why is GUNSLINGER so unique?

Without doubt, it's because Richie is so totally pedantic about quality, "I have to make sure each item comes off my production line perfectly", he says, "I am so passionate, I can wake at three am, have an idea and start to work on it. I can also work late through the night on my products, go to bed in the early hours only to wake again at five am and clean windows".

What next, Richie?

"No-one would ever comprehend that each GUNSLINGER takes four hours from start to finish to complete, and if, at any stage, there is an error, it makes the product an unusable reject... So, Richie explains "at most, I could make ten in a 40 hour week. I quickly realised I needed to find a factory"

... and so he went looking ...

A long story short (to be told another day), Richie has teamed up with Perry Tait from Reach-iT to manufacture and distribute GUNSLINGER globally. Most WCM readers would recall that Perry started with his son Harrison in 2011 from their lounge room in Shanghai, just like Richie is doing today in San Diego, and now, Reach-iT is a million dollar international manufacturing and direct distribution business.

"Perry & Harrison have proven their ability to manufacture and distribute 'game changer products'", says Richie.

GUNSLINGER will be launched and showcased at the Reach-iT booth at the IWCA National Convention & Trade Show on February 7-10 in Orlando, Florida.

And then?

Richie went on to say, "I am now preparing to train a new team in Perry's factory for mass production starting in March/April 2018. Once we have it all perfect, we will ramp up production as fast as possible. As Lee Burbidge (WCM Ed) and Perry are good friends, you can be certain that Window Cleaning Magazine will be the first to bring you breaking news on GUNSLINGER as they start to ship out."

surviving SPRAT 30

what to
expect
BY CHRIS JACKSON

Surviving SPRAT Level II
By Chris Jackson
Owner of The Window Viper Inc. Victoria & Nanaimo B.C. Canada



So, you are a window cleaner right? You own all the toys, and are a master of your craft. You might even own your very own company. You look at where you are and say to yourself “ Hey, I am a pro and I know it”.

That’s pretty much where I was at about three years ago when my phone rang and the woman on the other end was asking me if my outfit cleans high rise windows. My answer was “yes” and I agreed to come to a quote. (I was a one-man operation at the time and had zero rope experience. “How in the f@\$k am I going to pull this off?” I asked myself.

I made some calls to some buddies in rope access and soon I had enough licensed subcontractors and a nice juicy quote that was accepted. The leader of their crew was Andrew Clarke at Vera Industrial access in Victoria, we became good friends very quickly and as it turned out, he was a SPRAT instructor too.

The thought of getting my ticket was very appealing to me, and at the same time a bit terrifying.

Well, fast forward a year from that first high rise job and there I was taking the ferry to Vancouver for five strenuous days of training to get my Level 1 at the CRAS facility and

the instructor was going to be – yup – Andrew.

We actually shared a flat for the week, which was a huge advantage during the study for the written theory portion. SPRAT Level One training in the middle of August was grueling. Manually ascending rope, using hand and chest ascenders gave me tennis elbow in both elbows; by the third day I was taking painkillers and wearing tape on my arms to stop my muscles from ripping.

With each new manouever came a newfound confidence as I became more and more used to unlocking a triple lock gated carabiner with one hand. The one thing I didn’t see coming was the profuse sweating.

I’m not a sweater, and I work in hot weather without busting a drop – but holy crap does rope access training increase your stress levels to the roof. (No pun intended).

Assessment day comes and it only gets worse. You can't miss a beat. You only get two chances for a minor discrepancy (a small mistake) three is a fail. You get one major discrepancy (a big mistake) automatic fail. Boom. Done. Go home.

So, just to make it even more stressful, the assessor just



watches you do your manouvers like one of those clients who hover around and nit pick silently stalking you, making you so nervous even though you know what to do.

So I pass. I get my papers, and off I go with my new skills and can now call myself a real pro window cleaner... until I actually have to face my first drop, which is on a 22-story building.

Survival instinct screaming "Don't go there you will die.!" The voice of my training tells me "it's ok, ignore that instinct". A healthy sense of fear will keep you alive, but knowing when its safe to override that fear and turn it into exhilaration is key to enjoying the work at height, and making it home alive day after day. Over the next three years I gradually got more and more high rise work until this summer when I finally had logged the mandatory 500 hours needed to upgrade to SPRAT Level II.

Once again my instructor was Andrew from VERA, and the training was in his local facility here in Victoria. There were also two newbies going to get their Level 1, plus a fellow window cleaner, Fin Brook, of Brook Bros. Window Cleaning was there also, going for his Level 3.

I knew Fin from years back, he was in the same class as me when I did my Level 1. Small world. He and I were stoked to train together again and we were budded up for the fun filled week of sweat, blood, and tears.....

Day 1

Basically a review of all the basic Level 1 stuff, a warm up if you will. Very warm, middle of August, no air-conditioning, stuffy hot warehouse draped with ropes in every direction. So glad I wore long pants for Fin's sake. Unfortunately for me, Fin wore shorts and when practicing rescues, and you are the rescuee, you are connected to the rescuer, with your head and shoulders right between his sweaty hairy man legs. Thankfully he followed suit the next day and donned some long pants.

Day 2

Covering new ground with the instructor, building and rigging pulleys and haul systems that can move heavy objects or casualties up, through, over, or around anything. My mind working overtime, my hands blistering, and hot as hell, sweating bullets as per the norm at these training sessions.

Now things are getting tough. My Level 1 chip has been ripped off my shoulder, I realize I know nothing again and

this isn't going to be the piece of cake walk through I thought it would be.

Since I'm teamed up with Fin, I'm also gong through all of the Level 3 moves also. It's so much to absorb, the knowledge, and the sweat too. I need something to absorb the sweat but the Petzl Vertex helmet has no lining, just smooth rubber foam.

My eyes are stinging, my hands are raw, I hit the shower that evening and see that Im covered in bruises mostly in the groin. I also have to start wearing tape on my left elbow because all the climbing has brought back the same tennis elbow syndrome as it did in the Level 1 training.

Day 3 and 4

I'm playing the casualty in a multitude of rescue situations that Fin needs to know as a Level 3.

The toughest rescue a Level 2 needs to know is what's called a Pick Off. You have to actually lift the person up and out of the rope system using a makeshift foot loop and connect him to your body. There's a lot of gear and steps to remember and it always seems like no matter what, something goes wrong. Nothing major, but remember you only get two minor mistakes and on test day these little things cost you dearly...

We all pass the 40-question exam; I score 38 out of 40. I am feeling confident about tomorrow but I still need to drink some beers so I can sleep. I dream of nothing but ropes, mishaps, confusing tangles of subconscious thread.

Assessment Day 5

Nerves. Nerves. Holy effing nerves. I'm cool headed, but a SPRAT assessment gets my blood pressure peaking. We all feel the pressure. SPRAT is serious 'sh@t' and the assessor Greame Taylor takes time to make sure we know this. Breathing deep slow breathes; I try to force my heart back down into my chest where it belongs.

First thing we do is a verbal test where we all stand there and he gives us a piece of rope access equipment and we demonstrate our knowledge of the device. The words are there but they just don't come out my mouth the way they usually do.

We all fumble our way through and now the practical exam begins.

Away we all go to our ropes and he gives us all individual tasks, beginning with the basics of going up and down ropes, transferring, passing knots.

Fin and I get a warning each because the loops in our knots where too short. Damn this guy isn't giving us any slack. This little warning I think raised the heat by a few degrees. We know this guy is going to be on us like a fly on 'sh@t', we gotta have our game tight.

It is not even lunchtime yet. After lunch break 'sh@t' gets real. Greame is giving us more difficult tasks but I'm pacing



myself, trying to quiet my mind and focus on the details. I'm tasked to climb up and build an inverted pulley haul system and raise a 40 kg bag up to switch and then rig a lowering system.

At the same time, both Fin and myself are handed minor discrepancy for having our backup or safety device in the wrong position. The weight of this sets in and we take a 30-minute break to re group. We came dangerously close to a major and instant failure. Emotions can be your worst enemy when you need to focus. We only have one strike left and a lot more to do.

It's do or die time, so we suit back up into our gear and resume the assessment. Things go good from this point onwards but not without giving 110% effort. I redo the haul exercise properly, huge relief but I'm so high strung I'm not even stoked about it nor relieved.

Final task is a team effort and it's a doozy. We have 45 minutes to rescue a 120 kg dummy that is in a confined space. Double deviations, pulleys, cross hauls, transfer to tension lines and all the rigging. My fingers are now bleeding from the cuticles, and my thumbnail is coming off on one corner. (Note to self – gloves next time).

The dummy weighs a ton and gets stuck in the small opening at the top of the confined space. With every ounce of strength we manage though. As time ticks down we finally complete the final task. Soaked in sweat, fingers bleeding, and mentally exhausted. My assessor deems me worthy of SPRAT Level 2 status.

Every one else passes too. After a debrief, and de-kit, I look up and it's 8 pm. The assessment took eleven hours from start to finish. I'm too tired to even express how happy I am it's over.

With my temporary paperwork in hand I turn my back on LEVEL 1 and leave with the skills and certification to safely manage a rope access team. With the training gym behind me, the hour-long drive home seems like time just stands still.

Replaying the day in my mind like a silent film while the traffic lights reflect on the first drops of rain in over 50 days. I feel a sense of closure come over me. Finally the pain, the stress, and the pressure subside and I actually feel something else - Accomplished, I survived SPRAT Level 2. And have the scars to prove it, and the bruises too if you want to look at my groin :P



fan vs pencil Vs rinse bar

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Which is best?



"JOB DONE!"

By Wagga

Much has been said about the method by which the pure water with which many of us use to clean acres of glass, is directed toward its target and at times where it is not so welcome. But the arguments still abound as to which is best; fan jets, pencil jets or that which is catching on a bit more, the rinse bar?

Everyone wants a definitive answer to this but none is forthcoming as yet and many a window cleaner has got hot under the collar arguing for his or her favorite combination of water delivery system on the brush.

When I began to use water fed pole and pure water for the first time some years ago, I have to admit to being a bit overawed at the whole thing and in fact for a while I even went back to some more traditional methods. Once I got into the swing of things however, it all began to fall into place. The thing is though, I never gave the pencil jets on my system and second thought until much later. They did the job.

The thing is, they still do and many window cleaners will be able to do a great job on all those acres of glass leaving

it spot free and glittering. The point is, they work which is obvious so rather than asking the question which is best maybe we should be asking if there is any real advantage to using anything else?

So we order some fan jets because some of our buddies swear by them. They duly arrive, we fit them and we're off! Do they live up to expectation or do we hastily change back again? There are several factors at work here and it is not as simple as it sounds.

When I first tried fan jets, they were a complete failure. Why was this? Was it because I didn't know how to use them and I was getting pure water in all the places that I did not want it to go? Well actually no. It was as simple as not having enough flow behind them with the backpack I was using at the time. All that would happen was a pathetic sort of attempt at a spray pattern which was more like an inferior pencil jet that had a slight blockage so I reverted back to pencil jets.

The thing is, unless you have the equipment to supply the optimum flow consistently to fan jets, then they might only be working at part of their potential. Take my son Tristan for example. Once we had fitted out his new van with Flojet pumps which incidentally have a potential flow rate of 7ltrs





per min at 100psi, then we knew for sure that they would do the job.

First off he had pencil jets which were fine but when he fitted 100 degree fan jets the result was literally quite amazing. I have never seen a better rinse or spray pattern ever - the spray pattern reaching from one side of the window to the other in just one downward movement - but of course he has the equipment behind it to make it work to its maximum potential.

When I put the same brush onto my backpack system, even though it has a pump that can deliver 4ltrs per min at 100psi, it was obvious that it could not deliver the same results at all.

So, if your equipment can support fan jets *and* you learn how to use them without blasting out those pesky vents or spraying like some sort of softwashing exercise on the rest of the building, then go for it. They can be awesome to be sure!

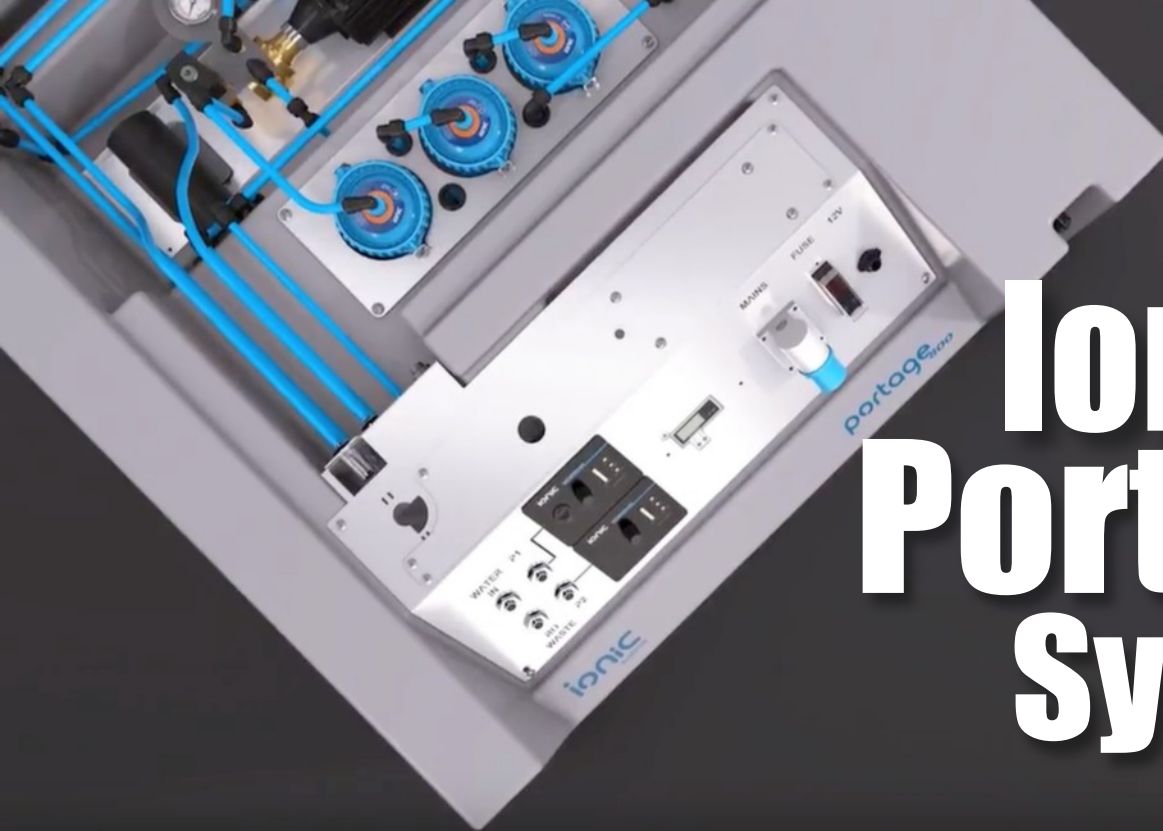
This brings me nicely on to the rinse bar. Most of us know by now just what a rinse bar is. This is something I would describe as an extension to the pencil jet but instead of just two of them or variants like having four, you now have multiple jets often mounted on the top edge of the brush. The main advantage to having a rinse bar is the fact that you can rinse *on* the glass (where the rinse bar is situated

on top of the brush and above the bristle line) instead of having to lift the brush off the glass to achieve a good rinse without the brush contaminating all the good work you have done. Alright, my ears are burning! I can hear all of you that you don't lift off with pencil jets. Some do and some don't but the *potential* for contamination is still there and it has happened to me.

The other advantage of a rinse bar is that it will act like a *blade* of water on the glass which makes rinsing much more efficient especially on hydrophobic glass. But yet again, there have been issues with low water delivery giving not much more than a feeble dribble at the brush head. Some rinse bars have so many jets that this can show up any inadequately powered system. With my backpack set on full, close to 4ltrs per min, I can use a rinse bar quite successfully but some trolley systems and backpacks will not have a 4ltr per min pump so again they could struggle.

The truth is, whatever you are using at the moment may be the best for you. Rather than disparage any type of jet configuration we should be thinking more on the lines of efficiency. To be more efficient is to use less labour, less stress and less time. So which of the three jet configurations do I think is the most efficient? I would go with the rinse bar especially if you are averse to rinsing on the glass. If you have always rinsed *off* the glass then at first it will take a leap of faith to rinse *on* the glass but once you get used to it especially when working at height, then your confidence will grow but be prepared to possibly have to upgrade your system and for a learning curve with new techniques. *Job Done.*





Ionic's Portage System

By Lee Burbidge



It is always a pleasure visiting the Ionic factory based in Swindon UK. On my latest visit I wanted to get up close and personal with the new Portage System released in the last quarter of 2017 and see with my own eyes the direction Ionic have chosen for this fresh new range of tank systems. For those readers new to the window cleaning industry, the founder of Ionic Systems, Craig Mawlam, is very much responsible for the water fed pole industry you know today. This cannot be changed and is set down in window cleaning history.

20 years has seen Ionic help shape an industry that was once prone to ladder accidents and fatalities. At a time accidents and deaths were so high that HSE were forced to act with new regulations, Ionic were perfecting their telescopic poles.

Within the window cleaning industry Ionic were instrumental in turning that problem into a much safer working environment with the use of water fed poles allowing window cleaners to work from the safety of the ground. Water fed pole window cleaning was a difficult task early on persuading window cleaners that pure water was something they can swap their ladders for. These days' window cleaners know the benefits of pure water window cleaning, with their customers even more informed.

Ionic developed the first composite poles in 1998 and in 2010 they won the Innovation Awards presented by the prestigious Cleaning Show with their third generation range of poles.

Along side all this of course came the research and development into pure water systems, something that has evolved over the years from the first hot water system launched in 2001, to the crash testing of the frame system back in 2003, to the Zero systems (PPB) in 2012.

You could argue that which ever branded system you choose today for your window cleaning business, the reality is its ancestry was seeded by Ionic Systems.

The Ionic manufacturing facility is huge at 24,000 sq. ft. Each area is sectioned with its individual functionality and the whole facility resembles more an automotive production line than a system-fitting depot.

Each different aspect of the system build worked on by skilled engineers and fitters at each stage.

As I arrived at Ionic Systems, sitting on a raised platform, sat a prototype model of the Portage - the very one used at the CMS Berlin event mid September 2017 - read about that event [HERE](#).

The Portage System is different to any previously built by Ionic.

The first impression for me was how low-lying the tank footprint was and how it was single mould unit far from the welded tanks we are used to.

Single mould systems are more X-Line and GrippaTank's 'cup of tea' and to see Ionic reveal a build range without welded joints was a huge surprise.

So what are the features of the Portage System?

There are a few features that some window cleaners will find really desirable. For a start the fact that the tank is de-mountable will please those that have struggled with the lack of flexibility a fitted tank may create. Now a support vehicle can be used to either carry pedestrian barriers or scaffold towers or a water fed pole system.

Having experienced placing the tank into a truck with Craig Mawlam its easy to see how quick the process really is. The tanks are in 400, 600 and 800 litre sizes with the 600 and 800 having mounting points for optional multi-position stainless steel hose reels. The reels can be reached easily via the side door if installed into a van.

The Portage comes in different specs from delivery only with its quick fill cap, 12 v pumps and DI filtration right up to the full works of the RO/DI set up.

It also comes with configuration options such as PFS, ROMS and PDI. And now you are wondering what the hell these are? Right?

PFS stands for Periodic Flush System and takes the manual chore of flushing the RO membrane with a flush on start up for two minutes and then for two minutes for every hour of filling.

ROMS stands for Reverse Osmosis Maintenance System and basically baths the RO membrane in pure water between fills helping to dissolve any solids usually found in tap water helping to protect the membrane. On the next flush cycle prior to the next fill this suspended solution will be flushed right out of the RO.

PDI stands for Perpetual De-ionisation and is designed to extend the contact time with the DI resin.

So what about the famous Ionic safety aspect?

In a head on crash, tank momentum has to go somewhere. Unlike other Ionic Systems the Portage is purposely hinged allowing the energy to be directed away from the drivers cabin. Still using FMVSS-208 tested clamps on the Portage they are now concentrated at the front whereas other designs have had these positioned at the rear. This allows the forward energy to dissipate in the rear while allowing no forward motion into the drivers compartment.

The Portage in the USA

As we speak the very first Portage System as been delivered to the USA. It will be put on display at the IWCA Convention & Trade Show this February, we will have more on this development at the event.

For more information on the event search IWCA.org or from Ionic Systems it is <http://www.ionicsystems.com/uk/>





sales and marketing mastery



By Josh Latimer



Sales and marketing are the foundational cornerstones of all successful companies.

What is so interesting to me is the overall lack of understanding and fear that is attached to the idea of spending money on acquiring new customers.

I have had the privilege to personally do over 1,000 coaching calls with small home service companies over the past few years and this topic is one of the primary stumbling blocks for small companies looking to grow larger (without it taking decades).

Here is an insider tip: Be very careful who you take advice from.

I spend a lot of time online these days because my current software business requires it and I notice things that concern me.

The Internet, especially Facebook, is a hotbed for discussion but also can be a dangerous place for receiving advice.

The world has no shortage of opinions but it does have a shortage of quality advice given from competent people. Recently someone asked, "How much money should I spend on marketing?" in a Facebook group and I was shocked at most of the answers.

They ranged from "You should spend nothing, only rely on word of mouth" to "Spend 20% of gross revenues"

The interesting part to me was that there was no possible way to "vet" the people answering the original question.

Are they themselves successful?

How long have they been in business?

How profitable is their business?

How large is their business?

How intelligent are they with business finance and understanding numbers?

It is not that they were "wrong" for sharing their opinions because obviously they were all trying to help but these types of comment threads can steer people down the completely wrong path by mistake.

The original question asked cannot even be properly answered without first having more context as to what the person who originally asked the question **wants** out of their business in the first place and **when** they want it by.

If you do not have a razor sharp and clear destination in mind for your business then you will flounder as you move forward.

The advice I would give would be entirely dependent on discovering the answers to those two questions:

What do you want? When do you want it?

For the purposes of this article I am going to assume that you have a small business and actually want to grow FAST and I will assume that you don't want it to take 20 years to build a million plus dollar business.

Operating with this assumption I will now answer the original question of: "How much money should I spend on marketing?"



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My answer: "You spend as much as possible"
There are two primary resources available to you to grow your business and acquire new customers.

- 1: Time
- 2: Money

For new businesses typically they have an abundance of time but a lack of money.
For an established company they may have more cash but be short on time as they run their larger operation.

To get to the final destination of a seven figure business you have to acquire massive amounts of new clients.
For example: If your "average ticket/job size" is \$500 then you have to perform 3,000 services a year to do \$1,500,000 in total sales.

The only way to do this quickly is by properly investing your **time** and/or **money** into smart marketing and then converting those leads into sales.
I think where people get hung up is in not understanding the "Lifetime Value" of each client relationship you have.

When you understand this secret it changes everything.
ALL of the very large companies that I know have grown quickly have a deep understanding of their numbers and they bank on the "lifetime value" of their clients to grow their business quickly.

The \$500 cleaning job you schedule is not actually worth \$500, rather, it is probably worth closer to \$4,000 over the life of that relationship. (think of repeat services, up-sells, referrals, etc)
Many studies show that the lifetime value of a client relationship is 8-10 times the initial transaction amount.

What does this mean for you?

It means that you have to start thinking longer term and become more relationally minded rather than just being transactional minded.
Let me ask you a question... How much money would you give me to deliver you one brand new customer?

Would you give me \$50? Would you give me \$100? How about \$200?
Some of you are getting nervous reading those larger numbers but let me show you a powerful secret to help understand how to scale FAST.

A small company doing around \$150,000 can easily have profit margins of close to 50% of revenue.
This means that after paying their bills, fuel, labor, etc they should be clearing \$250 from that \$500 job.

What does this mean?

It means that if you can acquire a customer for anything less than \$250 you have essentially acquired them for FREE.
As your business grows your margins will shrink as you add a team around you and that is ok but while you are small you have a tremendous opportunity to scale up quickly because the margins are so large.

Other than fear one main reason so few people win with marketing is because they choke their business of cash by paying themselves far too much in personal income before the business is actually well established.

The common choice is that people continuously give themselves a raise as their revenue goes up.
Doing this will kill your ability to scale quickly.
I remember I still paid myself \$500 a week when my company was doing over \$50,000 a month. I think I gave myself a raise to \$750 a week once we crossed the \$100,000 per month mark.

Why did I do this?

Because it created a machine for me and my family that produced cash on demand without me being personally involved in the business almost at all.
I was able to sell my company for a great price and move to Costa Rica to pursue other interests all because I "purchased" my scale with cash rather than spending it on silly things.
I can't lie, it takes discipline and focus to do this and most people just won't have the willpower.
That is why most people have small businesses that are 100% reliant on them personally and are often stuck.

For me, the idea of having a business like that scares me to death.
What happens if you get hurt? What happens if you get sick? How will you survive and produce cash if you keep the business tiny with you doing everything yourself?

It is far more risky, in my opinion, to hold back cash on marketing just so you have a few more bucks in your pocket today.
If you can sacrifice today, for a little while, then tomorrow you can have a business that currently only about 5% of owners have, an automated machine.
The machine that you could one day create will be hungry and it will require customers to function. Lots of customers.

Remember, spending money to acquire clients is no big deal when you really understand the lifetime value of the relationship.

I hope this helps you and inspires you.

If you are interested in me personally teaching you how to build a crystal clear marketing and sales roadmap for your business for FREE please visit my website: MyMarketingCourse.com
Sincerely,
Joshua Latimer
Founder,
RadiusBomb.com
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setting for less loving the fail

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Building your turn-key business on less than perfection

By, AC Lockyer

In my now twenty-five years of being in the cleaning business I have realized that I am a consummate failure. The best victories I have ever achieved came from failures moments or days before. I have built several turn-key businesses in my lifetime. As a third-generation service business entrepreneur maybe it comes easy to me? In reality, often it does not. Every business I have built gets a little better than the last. Less stress, less waste, less obstacles. Maybe my failures and my age have mellowed me. Fact is I have learned that perfection in business is unobtainable and less is more when it comes to a predictable, reliable, profitable business model.

The entrepreneurial condition is about hope and tradition. A big part of the DREAM is to own your own business and have the freedoms it allows. However, many hopeful business owners are wantrapreneurs, wanting to be their own boss, wanting it our way, wanting to be in charge, wanting perfection in our businesses. We are egotistical, driven and we drive people crazy. All in the name of our freedom, time off, lifestyle and the ability to leave a legacy. The fact is as entrepreneurs we just want a better life.

Owning your own turn-key business is not always about not having to work hard. Building an asset, living like your semi-retired requires hiring and building a team. Growing your business to the point you have some freedom means **HIRING EMPLOYEES**. I know I said it **EMPLOYEES!** Scary, costly **EMPLOYEES**. It reminds me of a saying I use often... "This would be the greatest business in the world if it were not for employees and customers!"

But we cant live without them. Employees are the wheels to a wonderful turn-key business. Facts are you cant have your dream of that turn-key business without helping your employees achieve their dreams as well.

You may or may not know it but I am not the smartest guy on the planet. Really, I am not all that! In fact, I am pretty

average in a lot of ways. Interestingly enough I am still learning every day even though I am a third-generation service business entrepreneur and even after 25 years of business. Actually, proudly I pay monthly for business coaching at a premium and invite people into my life to criticize me. One of those important coaches is Howard Partridge. I am part of Howard Partridge's Inner Circle group and pay in excess of \$20,000 / year for that privilege. During one of Howard's Inner Circle conferences I hear several talks given by Mr. Brian Tracy, author of the book, Eat That Frog. Brian who is the author of over eighty business books sat on a chair unmovingly (he had a bad knee and was having surgery the next week) and commanded the room for eight hours smashing in one revelation after great point after analogy keeping ADHD me on the edge of my seat and engaged.

From that eight hours I took nearly 20 pages of notes. From that eight hours I left with one huge take away. Now I am a formula guy. I like mathematical equations that systemize business. Like isn't actually a strong enough word. However this formula that was about to be dropped upon me like a nuclear bomb was the Holy Grail of delegation. Here it is. Take your yearly wage and divide it by 2,000 hours. That is now your hourly wage.

Now delegate off ANYTHING you are doing as a business owner.

One, who can do it for less than your hourly wage.

Two, who can do it 70% as good as you.

Did you hear it? That was my head exploding. Firstly, I work way more than 2,000 hours. Secondly, why would I ever task anyone with important items I could be doing expecting only 70% from the employee? Then it started to soak in.

What soaked in may you ask? The fact that possibly my 100% effort and my employees 100% effort were two differing standards and two differing capabilities. Remember Brian Tracy said find someone who could do it 70% as good as YOU. It hit me I am not building a business for a bunch of AC clones, I am building a business with a bunch of individuals. Individuals that are just that



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individuals, wonderfully talented and flawed, capable and failing, brilliant and average. I needed to build a D+ business! 70% is a D+ on most grading scales. In my life I was told that a D+ isn't cutting it. That it was just a few points away from failure and was not a grade to be sought after. Honestly it was a lie.

Myself I graduated from high school with a 1.85 GPA (you had to have a 1.8 in Seminole County to graduate) That is a D. There is a saying out there that "All the 4.0 college graduates go to work for all of the college drop outs."

It all started to make sense I needed to embrace what was replicable and sustainable, building a product line and team around that so not to kill my business with perfection. (I could elaborate but that is a 10,000 word discussion all on its own.)

The key words replicable and sustainable are everything!

Stop doing anything else in your business. Having to continuously firm up employees, products and programs kill your business by, expending needed resources, fatiguing employees and disenchanting customers.

By having unrealistic expectations on your business you are wearing everyone out.

Now this doesn't mean that you produce junk. You just need to dial in what you do well and do more of what you do well. Obsessing on perfection will be your demise and steal your joy. Focus on these:

Not a perfect product but a good product.

Not awesome customer service but good customer service.

Not an exceptional value but rather a good value.

"90% of business is answering the phone and showing up."

Super soaps: an aid to water fed pole window cleaning?

By Henry Grover Jr.

Super Soaps are synthetic detergents similar to the ones that are used in ordinary dishsoaps that you buy at the local supermarket. The biggest difference is that they are capable of dramatically breaking down the surface tension of water at only .1 percent.

This is rather significant because when fed directly into the line of a water fed pole it will reduce the surface tension of the clean/rinse water so much that even hydrophobic surfaces will act as if they were hydrophylic. The water will then "drain" off the window without leaving the same degree of filming than that of a much heavier "soap".

The real trick to accomplishing this well is to reduce the concentration of the Super Soap solution as much as possible, working on a cool maybe even a humid day, and working on the cloudy side of the building or an overcast day. These are the conditions that allow for a near perfect or perfect drain.

I know so many of you out there are saying it just can't be done! Also what of the TDS (total dissolved solids) of the water? Well friends at one time this was only an idea. But I have done it. I even sent out about twenty bottles to window cleaners to experiment with including detailed instructions. Most had fantastic success.

“..A HIGH ‘TDS’ DID NOT LEAVE SPOTS..”

Those that did not were working in the bright sun at high temperatures. I discovered in my own experiments that TDS was no obstacle.

A high TDS did not leave spots. This is because no water drops formed. At all. The water sheeted perfectly covering the entire window. Then it drained down leaving a perfectly dry clean window. I even made absolutely sure the window was as hydrophobic as possible by coating it with a hydrophobic glass sealant. Plain water beaded very easy. No sheeting action at all could be noticed.

Next I applied high TDS water and my Super Soap. It sheeted over the entire window perfectly. No water drops at all! Then it drained perfectly leaving not a single water spot. So there you have it. High TDS and a very hydrophobic surface;...neither one was an obstacle.

The title of this article makes reference to Super Soaps as an aid. They are not the ultimate answer to the problem of hydrophobic glass. This is only because it is not possible to work with perfect conditions every time we take out our equipment. Realistically we need to be very careful on how much Super Soap we inject into the rinse. Too much will leave too much of a film. Which will become visible if the window dries too quickly. Too little will not reduce the surface tension of the rinse water enough so that it completely sheets over the surface of at times very hydrophobic glass.

To actually reach a higher percentage of success when applying this method it will likely be necessary to implement a couple of other spawning technologies.

The first is a chemistry that will seal the glass with a reactive coating that is itself hydrophylic; and do this at the same exact time that we are cleaning with the WFP. This has been done. Also we can use a microcrystalline superabrasive pad that will effectively remove most if not all of the hydrocarbon pollution necessary for making the window surface hydrophobic.

Window Cleaners have done this with brass wool. It takes a lot of scrubbing. But can be accomplished quite effectively. The key to perfecting this technology is in the superabrasive particle or metallic strand. Because as I have stated already glass surfaces are by nature hydrophylic;...not hydrophobic. Once that hydrocarbon film has been removed the glass returns to its true hydrophylic properties. Further depending on the atmospheric conditions it will stay that way for months. Once again this has been proven.

I am a participant in the development of this technology. Personally I see the best answer to hydrophobic glass in WFP work as being a synergetic blend of the three different technologies. Super Soaps (superwetting synthetic detergents), hydrophylic reactive coatings, and microlapping/cleaning scrub pads.

Now lets go into the Super Soaps. These are based on a carbon, silicon, and fluorine chemistry. When they are based on carbon they are called organic surfactants. Silicon backbones and crosslinking polymers are called silicone surfactants. Those based on a fluorine backbone are called fluorosurfactants.

Super Soaps are either nonionic, cationic, anionic, or amphoteric. Depending on the electrical properties of their polymers. They can be high, medium, or low sudsing. Have different surface tension reducing abilities (organics are the least effective, silicone are better, and fluorosurfactants are the most effective.)

Also some are much more expensive than others. The fluorosurfactants tend to be the most pricey with the organics the least. It is very important that we choose those that are the least sudsing. This is because when you clean the window you absolutely do not want the water to have suds. Because suds will leave soap lines.

As the rinse water drains it should have a horizontal "dry line". This line will slowly move down the window at a rate of about one inch per minute depending on the atmospheric humidity. But remember we want the highest humidity possible. I can even see cleaning in the rain. But you might have some customers questioning this. Of course they won't question the next day when the sun comes out and the glass looks totally perfect.

It is my guess that an anionic low sudsing silicone super wetting surfactant would be the Super Soap of choice. This is because I have discovered the organic ordinary (nonsuperwetting) surfactants sodium lauryl sulfate, and sodium laurethsulfate to be the most effective at cleaning windows without leaving a film. These two surfactants are anionics. So it would follow that the best Super Soap should also be anionic. This is because anionic surfactants have a negative electric charge. Also silicate/silica glass surfaces under water take on a negative charge due to dissociation of terminal silanol groups. Further like charges repel. Therefore the anionic surfactant molecules should not be attracted to the glass. At least this is my guess. They should be repelled.

A silicone superwetter will likely cost more but will be more effective as it will reduce the surface tension of the rinse water better than an organic superwetter. Just be concerned about finding one that is "low sudsing". Granted this information is rather technical. But it is important to the chemists who are employed by the manufacturers among us. I really am writing to these people at this point in the article. But you all will be the beta testers. You will determine which chems make it to the marketplace.

Now let's shift to cost. There are companies that will sell Super Soaps by the five gallon pail or the fifty five gallon drum. They usually cost about eighty to a hundred dollars per gallon. Now I have used Super Soaps at a much lower concentration than .1 percent per gallon of water. However that is the suggested concentration. Therefore when we do the math .1 percent of 80 dollars is .08 cents. .1 percent of 100 dollars is .10 cents. So we are looking at about .08 cents per gallon of solution. If we cut this in half we are only looking at .04 cents per gallon of cleaning solution. Dishsoaps usually cost around .05 cents. Now a WFP will put out about one gallon a minute. Doing the math again tells us if we are running the WFP nonstop it will cost about three dollars per hour. A six hour day would cost just under twenty dollars for soap. Definitely affordable. Even more so if it saves us enough time! The real problem here is creating a commercial product. If we want to make a 12 ounce bottle the cost will be .08 cents per ounce, around a dollar for the plastic bottle and label, and some cost for product liability and marketing not to mention the cost of having people fill the bottles. This comes to a manufacturing cost of about 2.20 dollars per bottle. To get the retail cost we must multiply by 4.5 to 6.



This brings us to about 13.25 per bottle. These numbers would definitely stop the marketing of such a product.

The only way it becomes possible is to go to a concentration of .01 percent. Which is ten percent of the suggested concentration. This might actually be the better concentration because it will leave less of a film. Also if the other two technologies for creating a hydrophilic glass surface will make it possible to use far less Super Soap.

The best way to inject the Super Soap into the feed line of the WFP is to mix a concentration first. Then feed this into your line at just the right rate.

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