



# Micro Cleaning Side-Hustle Guide



# Introduction

A micro cleaning business is one of the easiest and most profitable small service businesses you can start in South Africa with low capital and fast demand.

This guide will help you set up, price, market, and operate your micro cleaning service – whether you focus on residential units, student digs, offices, Airbnb turnover cleans, or small commercial spaces.



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# Overview

A micro cleaning business provides focused, small-scale cleaning services such as:

- Room cleaning
- Bathroom deep cleaning
- Kitchen sanitation
- Airbnb turnover cleans
- Small office refresh
- Student res-cleaning

Unlike large cleaning companies, micro cleaners operate lean: low overheads, simple equipment, fast service, and competitive pricing. The target is quick, repeatable jobs that produce consistent daily cash flow.



# Who This Guide Is For

This guide is ideal for:

- Beginners with low startup capital
- Side-hustlers needing flexible hours
- Students or stay-at-home parents
- Anyone wanting a local neighbourhood service
- People who prefer practical, hands-on work

If you can clean well, communicate professionally, and deliver consistent results – you can run this business.



# Benefits

- Low startup cost – under R1,000 to begin
- High demand in SA (Airbnb, res rooms, offices)
- Cashflow-friendly – many clients pay per job
- Repeat business from weekly or bi-weekly cleans
- Easy to scale with one assistant later

Extra benefit: You can start with items you already own.



# Step-By-Step Setup Guide

## Step 1: Pick Your Niche

- Choose one to begin:
- Airbnb turnovers
- Apartment/room cleaning
- Student accommodation
- Small office cleaning

## Step 2: Choose Your Service List

- Keep it simple:
- Standard clean
- Deep clean
- Bathroom/kitchen specialist clean

## Step 3: Buy Starter Supplies

- (See Tools section below)

## Step 4: Create a Simple Brand

- WhatsApp logo
- A name like “RapidClean PTA”
- Short service list
- Your pricing

## Step 5: Set Up Booking Process

- Use WhatsApp + Google Calendar.

## Step 6: Start Marketing Locally

- Flyers, Facebook groups, WhatsApp communities.

## Step 7: Deliver Top-Level Cleaning

- Consistency wins – clients return.



# Startup Costs

Item	Estimated Cost
Cleaning chemicals	R150–R300
Microfibre cloths	R60–R100
Mop + bucket	R100–R200
Gloves + scrubbing pads	R50–R80
Transport (Uber/local taxi)	R50–R150 per trip
Branding (optional)	R50–R150

- Total Startup: ± R400 – R900



# Tools & Materials Needed

- Microfibre cloths
- Mop + bucket
- Basic vacuum (optional)
- Gloves
- All-purpose cleaner
- Bleach or disinfectant
- Dishwashing liquid
- Glass cleaner
- Toilet brush
- Spray bottles

Nice-to-have: a portable caddy to organise products.



# How to Find Customers

## 1. Facebook Community Groups

Post before-and-after images and your price list.

## 2. WhatsApp Status + Town Groups

People book fast when they see real results.

## 3. Airbnb Hosts

Message hosts directly on Facebook or local forums.

## 4. Student Housing Managers

They need room cleaning after checkouts – consistent volume.

## 5. Flyers at:

- Residences
- Flats
- Laundromats
- Local shops



# Pricing Strategy

Simple starting prices:

- Room clean: R80–R150
- Bathroom deep clean: R120–R200
- Kitchen deep clean: R150–R250
- Full small apartment clean: R300–R450
- Airbnb turnover: R180–R350

Tips:

- Offer “combo discounts” for repeat clients.
- Charge extra for extremely dirty spaces.



# Daily Operations

A typical day:

1. Confirm bookings via WhatsApp
2. Pack your supplies
3. Arrive 5–10 minutes early
4. Do a quick walkthrough with the client
5. Clean following a simple system:
  - Top → down
  - Left → right
  - One room at a time
6. Take photos before leaving
7. Send proof + thank-you message
8. Ask for a review or referral



# Common Mistakes & Fixes

- Mistake: Underpricing jobs
- Fix: Start with standard minimums
  
- Mistake: Carrying too many products
- Fix: Keep it light + essential
  
- Mistake: Not confirming bookings
- Fix: Always send reminders
  
- Mistake: Taking on huge jobs as a beginner
- Fix: Focus on micro cleans only

## Legal /Safety /Notes

- Wear gloves and avoid mixing chemicals
- Keep receipts for tax purposes (SARS small business)
- If working in complexes, ask security to sign you in professionally
- Respect noise rules and building regulations
- Don't handle hazardous waste unless trained

# Products to Consider

Recommended from the approved list, no URLs.

- Cordless portable vacuum – helps with small apartments
- Strong microfiber cloth multi-pack – lasts longer
- All-purpose concentrated cleaning solution – saves money

## Final Checklist

- ✓ Choose your niche
- ✓ Build a simple brand
- ✓ Buy R400–R900 startup supplies
- ✓ Create a WhatsApp booking system
- ✓ Set beginner pricing
- ✓ Market on Facebook + WhatsApp
- ✓ Do consistent quality work
- ✓ Collect reviews weekly



# FREE VS PREMIUM

Feature	FREE GUIDE	PREMIUM GUIDE
1. Basic Overview	✓ Basic intro	✓ Deeper business breakdown
2. Step-By-Step Setup	✓ Starter steps	✓ Advanced systems & processes
3. Tools & Resources	✓ Essential tools only	✓ Full recommended toolkit
4. Scripts & Templates	✓ Basic scripts	✓ Expanded script pack
5. Pricing Guidance	✓ Simple markups	✓ Advanced pricing models
6. Financial Breakdown	✓ Basic startup costs	✓ Detailed profit model
7. SA Legal & Compliance Notes	✗ Not included	✓ Key legal requirements
8. Worksheets & Templates	✗ Not included	✓ Printable worksheets & templates
9. Marketing Funnel & Growth Strategy	✗ Not included	✓ Full marketing & growth roadmap
10. Scaling & Expansion Plan	✗ Not included	✓ Expansion roadmap & strategies