

FREE STARTER KIT · FOR HOME-SERVICE OWNERS

Get your business out of your head.

The 10 questions every crew asks · a fill-in-the-blank SOP template · the decision-rules cheat sheet · the 3-Day Test.

From Keisha Walker — founder of POSAI, owner of a real cleaning company that runs on this exact system.

START HERE

Why your phone never stops

I started my cleaning company in 2017 with nothing written down. Every price, every process, every judgment call lived in my head — so every question came to my phone, every new hire needed me personally, and the business stopped whenever I stopped. My husband and I were re-cleaning houses at night.

The fix wasn't working harder. It was writing things down ONCE so they answer themselves forever. This kit is the first hour of that work. Do it tonight, in front of the TV, on your phone or with a pen. One hour. It compounds forever.

THE 3-DAY TEST

Check every box that's true. If you can't check it, that answer lives only in your head:

- A brand-new hire could find what "done right" looks like for every job type — in writing.
- Someone besides you could quote a price for your 3 most common jobs.
- Your crew knows what to do when a client complains — without calling you.
- The discount rule (who gets one, how much, when) is written somewhere.
- If you were unreachable for 3 days, jobs would still be scheduled, done to standard, and closed out.

Scored 5/5? You don't need this kit — go enjoy your day off (you can actually take one). Anything less: the next three pages fix it.

The 10 questions every crew asks

These are the questions blowing up your phone. Answer each one below, once, in writing.
Congratulations — this page IS your operations manual, version one. (These came straight from my own crew's texts.)

1. Will the client be home during the job? What's our protocol either way?

2. What exactly is included in our main service? (And what's NOT included?)

3. How long should each job type take?

4. What supplies/equipment do we bring vs. what's provided?

5. What's the door/access protocol (codes, keys, lockboxes)?

6. How do I price the 3 most common jobs? (List real numbers.)

7. Can I give a discount? Who qualifies, and how much?

8. What do I do if the client says we missed something?

9. What happens if a job runs over the scheduled time?

10. Who do I contact if I'm running late or can't make it — and by when?

The fill-in-the-blank SOP

Pick ONE service you deliver most (deep clean, AC tune-up, mow-and-edge — whatever pays the bills). Fill this in. Then hand it to your next hire and watch training time collapse.

Service name:

Who this job is for / when we recommend it:

Price (or pricing formula):

Time it should take:

Supplies & equipment needed:

The steps, in order (be specific — "wipe baseboards" not "clean room"):

What "done right" looks like (the standard a stranger could check):

Most common mistake on this job & how to avoid it:

The decision-rules cheat sheet

Decisions you make over and over should be made ONCE, in writing. Fill in your rule for each. When your crew asks, the answer exists — same answer whether you're there or not.

Discounts — Who can get one, maximum amount, who approves:

Client complaint / "you missed a spot" — Our first response, who handles it, what we offer:

Job runs over — When we charge more, when we eat it, who decides:

No-show / late crew member — What happens, first offense and after:

Client wants something extra mid-job — Do we do it? At what price? Who approves?

Payment not received — When we pause service, what we say, next steps:

YOU DID THE FIRST HOUR

Want the other 99% done for you?

What you just did by hand for one service, POSAI does for your entire business — every service, every rule, every checklist, organized into a hub your team actually uses. Plus the part nobody else does: an **AI Twin trained on YOUR business** that your crew can ask anything, any hour, instead of calling you.

How it works (no sales calls — ever)

1. Watch the 3-minute video of my real company's system:
loom.com/share/a0eba0fbf4514f8fac75b3574f41b6ef
2. Buy on the site. 3. Answer a short form about your business. 4. Delivered in about a week.

Founding-client rates (limited)

Knowledge Sprint	Your whole business documented	\$750 (reg \$1,500)
Business Operating System	Everything + your own AI Twin	\$2,000 (reg \$3,500)
Keep It Current (add-on)	Monthly updates, rate locked for life	\$150/mo (reg \$300)

Prices are on the site with buy buttons — no mystery pricing, no pitch. **posai.it.com**

Questions? Email me — I answer fast, in writing: kwalker@posai.it.com. Your business shouldn't live in your head. — Keisha