

From Laundry Room to Laundry Boss

How I built a pickup and delivery laundry business with a car, a laundromat, and a system that fits on sticky notes. Every price, policy, and route trick I use, written down.



By Rebekah

Founder of Straight Outta Laundry · Rio Rancho, New Mexico · A real playbook from a real route

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BEFORE WE START

This guide describes how I run my business and the numbers I charge. It is not a promise about what you will earn. Your market, costs, and results will be different. Nothing here is legal, tax, or financial advice; a one-hour conversation with a local accountant is part of the setup checklist for a reason.



*the product: washed, folded,
bagged, tagged, and back on the
doorstep*

Set up in a week

Everything below is doable in a week of evenings. Do it in this order.

- ☐ **Talk to your laundromat.** Your whole business runs on machines you do not own. Tell the owner what you are doing and confirm they are fine with your volume. Note their busiest hours and plan around them. Find a backup laundromat before you need one.
- ☐ **One hour with a local accountant.** Ask two questions: what taxes apply to services where you live (in New Mexico, for example, most services owe gross receipts tax), and when an LLC makes sense for you. You are taking possession of strangers' property every day; get a professional's answer, not the internet's.
- ☐ **Open a separate bank account.** All business money in, all business expenses out, nothing personal touching it. This one habit is the difference between a business you can prove and a hobby you can't.
- ☐ **Set up payments.** I take Apple Pay and Venmo pointed at the business account. Zero processing fees is a real edge in a margin business. Add card payments later if customers ask.
- ☐ **Get a business phone number.** Customers text it, and it transfers with the business if you ever sell. Do not use your personal number.
- ☐ **Buy your supply kit.** Detergent (include a free & clear option, allergy households will find you for it), dryer sheets, 13-gallon bags for returns, sticky notes, a marker, and door-hanger business cards.
- ☐ **Set your service area.** Pick the ZIP codes you can serve without long drives. Tight area, dense routes, better margins. Expanding later is easy; shrinking is embarrassing.
- ☐ **Write your policies before your first pickup.** Chapter 4 gives you mine. Decide yours now, when nobody is arguing with you about a comforter.

THE ONE THING PEOPLE SKIP

The accountant conversation. Nobody feels like doing it in week one. Do it anyway; it is one hour, and it protects everything the rest of this book builds.