

HOW TO START A SMALL OFFICE CLEANING BUSINESS

HOW TO START A SMALL OFFICE CLEANING BUSINESS IS A QUESTION THAT MANY ASPIRING ENTREPRENEURS ASK AS THEY LOOK FOR LUCRATIVE OPPORTUNITIES IN THE SERVICE INDUSTRY. OFFICE CLEANING IS A FIELD THAT IS ALWAYS IN DEMAND, AS BUSINESSES REQUIRE CLEAN AND SANITARY ENVIRONMENTS TO OPERATE EFFECTIVELY. THIS ARTICLE WILL GUIDE YOU THROUGH THE ESSENTIAL STEPS TO ESTABLISH A SUCCESSFUL SMALL OFFICE CLEANING BUSINESS, COVERING EVERYTHING FROM MARKET RESEARCH TO MARKETING STRATEGIES. WE WILL DELVE INTO THE NECESSARY EQUIPMENT AND SUPPLIES, STAFFING CONSIDERATIONS, PRICING STRATEGIES, AND CUSTOMER SERVICE BEST PRACTICES THAT WILL HELP YOU STAND OUT IN THIS COMPETITIVE MARKET.

TO STREAMLINE YOUR UNDERSTANDING, HERE IS THE TABLE OF CONTENTS FOR THE ARTICLE:

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UNDERSTANDING THE OFFICE CLEANING MARKET

BEFORE LAUNCHING YOUR SMALL OFFICE CLEANING BUSINESS, IT IS CRUCIAL TO UNDERSTAND THE MARKET LANDSCAPE. THE DEMAND FOR OFFICE CLEANING SERVICES HAS REMAINED ROBUST, DRIVEN BY THE NECESSITY FOR CLEANLINESS AND HYGIENE IN WORKPLACES. MARKET RESEARCH WILL ENABLE YOU TO IDENTIFY POTENTIAL CLIENTS, UNDERSTAND THEIR NEEDS, AND ANALYZE YOUR COMPETITION.

IDENTIFYING YOUR TARGET MARKET

YOUR TARGET MARKET PRIMARILY CONSISTS OF SMALL TO MEDIUM-SIZED BUSINESSES, INCLUDING OFFICES, RETAIL STORES, AND MEDICAL FACILITIES. EACH SECTOR HAS DISTINCT CLEANING NEEDS. FOR INSTANCE, MEDICAL FACILITIES MAY REQUIRE SPECIALIZED CLEANING PROTOCOLS, WHILE GENERAL OFFICE SPACES MIGHT FOCUS MORE ON ROUTINE CLEANING AND MAINTENANCE. CONDUCT SURVEYS OR INTERVIEWS WITH POTENTIAL CLIENTS TO GATHER INSIGHTS INTO THEIR CLEANING REQUIREMENTS AND PREFERENCES.

ANALYZING THE COMPETITION

RESEARCHING YOUR COMPETITORS WILL HELP YOU UNDERSTAND THE SERVICES THEY OFFER, THEIR PRICING STRATEGIES, AND THEIR CUSTOMER SERVICE PRACTICES. THIS ANALYSIS ALLOWS YOU TO IDENTIFY GAPS IN THE MARKET THAT YOUR BUSINESS CAN FILL. CONSIDER VISITING COMPETITOR WEBSITES AND READING CUSTOMER REVIEWS TO GAIN A COMPREHENSIVE UNDERSTANDING OF THEIR STRENGTHS AND WEAKNESSES.

CREATING A BUSINESS PLAN

A WELL-CRAFTED BUSINESS PLAN SERVES AS THE FOUNDATION OF YOUR OFFICE CLEANING BUSINESS. IT OUTLINES YOUR BUSINESS GOALS, STRATEGIES, AND THE PATH YOU WILL TAKE TO ACHIEVE SUCCESS. A SOLID PLAN NOT ONLY GUIDES YOUR OPERATIONS BUT CAN ALSO ATTRACT INVESTORS OR LENDERS.

DEFINING YOUR SERVICES

CLEARLY DEFINE THE RANGE OF SERVICES YOU PLAN TO OFFER. COMMON SERVICES IN THE OFFICE CLEANING SECTOR INCLUDE:

- DAILY OR WEEKLY CLEANING
- CARPET AND UPHOLSTERY CLEANING
- WINDOW WASHING
- RESTROOM SANITATION
- POST-CONSTRUCTION CLEANUP

BY SPECIFYING YOUR SERVICES, YOU CAN BETTER TARGET YOUR MARKETING EFFORTS AND SET CLEAR EXPECTATIONS FOR YOUR CLIENTS.

SETTING FINANCIAL PROJECTIONS

INCLUDE DETAILED FINANCIAL PROJECTIONS IN YOUR BUSINESS PLAN, COVERING STARTUP COSTS, OPERATING EXPENSES, AND REVENUE FORECASTS. THIS WILL HELP YOU UNDERSTAND THE FINANCIAL VIABILITY OF YOUR BUSINESS AND PREPARE FOR POTENTIAL CHALLENGES. MAKE SURE TO CONSIDER COSTS SUCH AS SUPPLIES, EQUIPMENT, INSURANCE, AND MARKETING.

LEGAL AND FINANCIAL CONSIDERATIONS

ESTABLISHING A SMALL OFFICE CLEANING BUSINESS INVOLVES SEVERAL LEGAL AND FINANCIAL STEPS THAT ENSURE YOUR OPERATIONS ARE COMPLIANT AND SECURE.

CHOOSING A BUSINESS STRUCTURE

DECIDE ON A BUSINESS STRUCTURE, SUCH AS SOLE PROPRIETORSHIP, PARTNERSHIP, LLC, OR CORPORATION. EACH STRUCTURE HAS ITS ADVANTAGES AND DISADVANTAGES REGARDING LIABILITY, TAXATION, AND ADMINISTRATIVE REQUIREMENTS. CONSULTING WITH A LEGAL EXPERT OR BUSINESS ADVISOR CAN HELP YOU MAKE AN INFORMED DECISION.

OBTAINING LICENSES AND PERMITS

CHECK LOCAL REGULATIONS TO DETERMINE WHAT LICENSES AND PERMITS ARE REQUIRED TO OPERATE A CLEANING BUSINESS IN YOUR AREA. THIS MAY INCLUDE A BUSINESS LICENSE, INSURANCE, AND POSSIBLY A CLEANING SERVICE BOND. COMPLIANCE WITH REGULATIONS IS ESSENTIAL TO AVOID FINES AND ENSURE THE LEGITIMACY OF YOUR BUSINESS.

ESSENTIAL EQUIPMENT AND SUPPLIES

HAVING THE RIGHT EQUIPMENT AND SUPPLIES IS VITAL FOR DELIVERING HIGH-QUALITY CLEANING SERVICES. THE SPECIFIC ITEMS YOU NEED MAY VARY BASED ON THE SERVICES YOU OFFER, BUT SOME ESSENTIALS INCLUDE:

- VACUUM CLEANERS
- MOPS AND BROOMS
- CLEANING SOLUTIONS AND DISINFECTANTS
- MICROFIBER CLOTHS
- TRASH BAGS AND BINS

INVESTING IN HIGH-QUALITY EQUIPMENT CAN IMPROVE EFFICIENCY AND EFFECTIVENESS, THEREBY ENHANCING CUSTOMER SATISFACTION.

STAFFING YOUR CLEANING BUSINESS

AS YOUR BUSINESS GROWS, YOU MAY NEED TO HIRE ADDITIONAL STAFF TO MEET DEMAND. SELECTING THE RIGHT EMPLOYEES IS CRUCIAL FOR MAINTAINING QUALITY SERVICE.

HIRING CONSIDERATIONS

WHEN HIRING, LOOK FOR INDIVIDUALS WHO ARE RELIABLE, DETAIL-ORIENTED, AND POSSESS A STRONG WORK ETHIC. CONDUCT THOROUGH BACKGROUND CHECKS AND PROVIDE COMPREHENSIVE TRAINING TO ENSURE EMPLOYEES UNDERSTAND CLEANING PROTOCOLS AND CUSTOMER SERVICE EXPECTATIONS.

CREATING A POSITIVE WORK ENVIRONMENT

FOSTERING A POSITIVE WORK ENVIRONMENT CAN INCREASE EMPLOYEE SATISFACTION AND RETENTION. CONSIDER OFFERING INCENTIVES, TRAINING OPPORTUNITIES, AND A SUPPORTIVE ATMOSPHERE TO MOTIVATE YOUR TEAM.

MARKETING STRATEGIES FOR YOUR BUSINESS

EFFECTIVE MARKETING IS ESSENTIAL FOR ATTRACTING CLIENTS TO YOUR SMALL OFFICE CLEANING BUSINESS. UTILIZE A COMBINATION OF ONLINE AND OFFLINE STRATEGIES TO REACH YOUR TARGET AUDIENCE.

BUILDING AN ONLINE PRESENCE

DEVELOP A PROFESSIONAL WEBSITE THAT OUTLINES YOUR SERVICES, PRICING, AND CONTACT INFORMATION. UTILIZE SOCIAL MEDIA PLATFORMS TO ENGAGE WITH POTENTIAL CUSTOMERS AND SHARE TESTIMONIALS OR BEFORE-AND-AFTER PHOTOS OF YOUR WORK.

NETWORKING AND LOCAL ADVERTISING

NETWORKING WITHIN YOUR COMMUNITY CAN LEAD TO VALUABLE REFERRALS. CONSIDER JOINING LOCAL BUSINESS GROUPS AND

ATTENDING NETWORKING EVENTS. ADDITIONALLY, INVEST IN LOCAL ADVERTISING, SUCH AS FLYERS, BUSINESS CARDS, OR ADS IN COMMUNITY NEWSLETTERS.

PROVIDING EXCELLENT CUSTOMER SERVICE

CUSTOMER SERVICE PLAYS A PIVOTAL ROLE IN THE SUCCESS OF YOUR CLEANING BUSINESS. SATISFIED CLIENTS ARE MORE LIKELY TO REFER YOUR SERVICES TO OTHERS AND BECOME REPEAT CUSTOMERS.

COMMUNICATING WITH CLIENTS

ESTABLISH CLEAR COMMUNICATION CHANNELS WITH YOUR CLIENTS. REGULARLY CHECK IN TO ENSURE THEY ARE SATISFIED WITH YOUR SERVICES AND ADDRESS ANY CONCERNS PROMPTLY. CONSIDER IMPLEMENTING A FEEDBACK SYSTEM TO CONTINUOUSLY IMPROVE YOUR OFFERINGS.

HANDLING COMPLAINTS PROFESSIONALLY

WHEN COMPLAINTS ARISE, HANDLE THEM WITH PROFESSIONALISM AND EMPATHY. A SWIFT AND EFFECTIVE RESOLUTION CAN TURN A NEGATIVE EXPERIENCE INTO A POSITIVE ONE, ENHANCING YOUR REPUTATION.

SCALING YOUR BUSINESS

ONCE YOUR CLEANING BUSINESS IS ESTABLISHED AND RUNNING SMOOTHLY, YOU MAY CONSIDER SCALING YOUR OPERATIONS. THIS COULD INVOLVE EXPANDING YOUR SERVICE AREA, ADDING NEW SERVICES, OR INCREASING YOUR STAFF.

EXPLORING NEW MARKETS

RESEARCH POTENTIAL NEW MARKETS OR SECTORS THAT COULD BENEFIT FROM YOUR SERVICES. FOR INSTANCE, CONSIDER OFFERING SPECIALIZED CLEANING FOR SCHOOLS OR HEALTHCARE FACILITIES, WHICH MAY REQUIRE DIFFERENT CLEANING PROTOCOLS.

INVESTING IN TECHNOLOGY

UTILIZING TECHNOLOGY, SUCH AS SCHEDULING SOFTWARE OR CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SYSTEMS, CAN HELP STREAMLINE OPERATIONS AND IMPROVE EFFICIENCY AS YOUR BUSINESS GROWS. THIS INVESTMENT CAN LEAD TO BETTER CLIENT MANAGEMENT AND OPERATIONAL EFFECTIVENESS.

CONCLUSION

STARTING A SMALL OFFICE CLEANING BUSINESS CAN BE A REWARDING VENTURE WITH SIGNIFICANT GROWTH POTENTIAL. BY UNDERSTANDING THE MARKET, CREATING A SOLID BUSINESS PLAN, ENSURING LEGAL COMPLIANCE, EQUIPPING YOURSELF WITH THE RIGHT TOOLS, AND PROVIDING EXCELLENT SERVICE, YOU CAN BUILD A SUCCESSFUL OPERATION. THE KEY LIES IN MAINTAINING HIGH STANDARDS, ADAPTING TO MARKET DEMANDS, AND CONTINUOUSLY STRIVING FOR IMPROVEMENT.

Q: WHAT ARE THE INITIAL COSTS OF STARTING A SMALL OFFICE CLEANING BUSINESS?

A: INITIAL COSTS CAN VARY SIGNIFICANTLY BASED ON LOCATION AND SCOPE OF SERVICES, BUT TYPICALLY, YOU SHOULD

BUDGET FOR EQUIPMENT, SUPPLIES, INSURANCE, MARKETING, AND LEGAL FEES. ON AVERAGE, STARTUP COSTS CAN RANGE FROM \$2,000 TO \$10,000.

Q: HOW CAN I FIND CLIENTS FOR MY CLEANING BUSINESS?

A: NETWORKING, ONLINE MARKETING, LOCAL ADVERTISING, AND WORD-OF-MOUTH REFERRALS ARE EFFECTIVE WAYS TO ATTRACT CLIENTS. ESTABLISHING A STRONG ONLINE PRESENCE AND ENGAGING WITH LOCAL BUSINESSES CAN SIGNIFICANTLY ENHANCE YOUR VISIBILITY.

Q: DO I NEED TO HIRE EMPLOYEES TO START MY CLEANING BUSINESS?

A: WHILE YOU CAN START AS A SOLO OPERATOR, HIRING EMPLOYEES MAY BE NECESSARY AS YOUR BUSINESS GROWS. HAVING STAFF ALLOWS YOU TO TAKE ON MORE CLIENTS AND EXPAND YOUR SERVICE OFFERINGS.

Q: WHAT TYPES OF CLEANING SERVICES SHOULD I OFFER?

A: COMMON SERVICES INCLUDE GENERAL OFFICE CLEANING, CARPET CLEANING, WINDOW WASHING, AND SPECIALIZED SERVICES FOR MEDICAL OR RETAIL SPACES. TAILORING YOUR OFFERINGS BASED ON CLIENT NEEDS CAN ENHANCE YOUR APPEAL.

Q: HOW SHOULD I PRICE MY CLEANING SERVICES?

A: PRICING CAN DEPEND ON VARIOUS FACTORS, INCLUDING THE SIZE OF THE OFFICE, FREQUENCY OF CLEANING, AND SPECIFIC SERVICES PROVIDED. RESEARCH COMPETITORS TO DETERMINE MARKET RATES AND CONSIDER OFFERING PACKAGES OR DISCOUNTS FOR REGULAR CLIENTS.

Q: IS INSURANCE NECESSARY FOR A CLEANING BUSINESS?

A: YES, HAVING LIABILITY INSURANCE IS CRUCIAL TO PROTECT YOUR BUSINESS FROM POTENTIAL CLAIMS RELATED TO PROPERTY DAMAGE OR PERSONAL INJURY. IT ALSO ENHANCES YOUR CREDIBILITY WITH CLIENTS.

Q: HOW DO I HANDLE NEGATIVE FEEDBACK FROM CLIENTS?

A: ADDRESS NEGATIVE FEEDBACK PROMPTLY AND PROFESSIONALLY. LISTEN TO THE CLIENT'S CONCERNS, APOLOGIZE FOR ANY MISTAKES, AND OFFER SOLUTIONS TO RECTIFY THE SITUATION. THIS APPROACH CAN HELP PRESERVE YOUR BUSINESS RELATIONSHIP.

Q: CAN I OPERATE MY CLEANING BUSINESS FROM HOME?

A: YES, MANY CLEANING BUSINESSES START FROM HOME. THIS CAN HELP REDUCE OVERHEAD COSTS, BUT ENSURE YOU COMPLY WITH LOCAL ZONING LAWS AND BUSINESS REGULATIONS.

Q: WHAT ARE SOME EFFECTIVE MARKETING STRATEGIES FOR A CLEANING BUSINESS?

A: EFFECTIVE STRATEGIES INCLUDE CREATING A PROFESSIONAL WEBSITE, LEVERAGING SOCIAL MEDIA, NETWORKING WITHIN YOUR COMMUNITY, AND UTILIZING LOCAL ADVERTISING TO INCREASE VISIBILITY AND ATTRACT CLIENTS.

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how to start a small office cleaning business: How to Start a Cleaning Business Maxwell Rotheray, Many people don't like to be called cleaners, but then many people don't get paid to scrub floors and wash carpets and clean windows. The commercial cleaning business can be profitable, flexible, and can grow quickly, making it a great home business preference, if you key into the right path. Professional Cleaning Business has the tendency of lower up-front costs than other businesses, and this is one of the few businesses you can begin working on immediately with little capital investment and start making profit. Formal training or certifications are not necessarily required for typical home and office cleaning. For those that have a high level of work ethic and customer demeanor, the cleaning business can be a lucrative and rewarding experience. The following are the reasons why you should try your hand in commercial cleaning business; i. Constant Market: Businesses need their offices cleaned whether in a good economy or bad one if it wants to keep a professional and clean environment. Commercial cleaning maintains a steady market with steady demand. ii. Simple Service Offering: Whether an entrepreneur decides to tap from an existing franchise model or build it from the scratch, what businesses need is fairly similar across the board such as emptying wastebaskets, cleaning bathrooms, dusting tables and chairs, washing toilets, and the typical sweeping and mopping. iii. Business Is Stable: Commercial cleaning is a continuing service business. This means that companies and other businesses need the service regularly, which brings in steady business for you as well as a secure, regular income. iv. Entry-Level Workforce: The good thing about it is that your employees don't need formal education or training, so you don't have to spend money on expensive training or recruiting costs. v. Overhead is low: Outside of cleaning supplies and other essentials, someone interested in a commercial cleaning franchise doesn't have to commit a lot of cash to buy cleaning equipment such as vehicles or inventory. This book is a complete guide for starting a cleaning business with unpopular strategies for maximizing profit with minimum cost. It also provides tips on determining the right location for a successful and flourishing business. More facts and strategies are explained in this book to help you start your own commercial cleaning business without sweat! Tags: home based business plan technique, how to start a house cleaning business, starting your own cleaning business, cleaning business for sale, how to start my own cleaning business, how to start a home cleaning business, start up business growth strategies, small business forecasting, start up business workbook, start up business ideas, cheap start up businesses, how to start a cleaning business from home, cleaning business insurance, business checklist

how to start a small office cleaning business: How To Start a House Cleaning Business ARX Reads, In this book, I share 3 tips on how you can start and grow your commercial cleaning business without getting stuck doing the cleaning. Doing a little bit of cleaning in your cleaning business isn't a bad thing, it becomes a problem when you get stuck in your office cleaning business.

how to start a small office cleaning business: How to Open & Operate a Financially Successful Cleaning Service Beth Morrow, 2008 Book & CD-ROM. A lot of people believe that they can set up and operate a cleaning business that will reap big profits with a few dollars and some cleaning supplies. The reality is most of these start-ups fail in a couple of months. As with any business, it takes hard work and time to develop a profitable cleaning business. However, armed with the detailed information in this new book, you can have your recession-proof cleaning business up and running quickly. You will learn how to build your client list quickly, properly bid on jobs,

organise your schedule, and maximise your time and profits. You will learn everything you need to know BEFORE starting your cleaning business. A cleaning service can be run part- or full-time and can easily be started in your own home. As such, these businesses are one of the fastest growing segments in the service economy. This new book will teach you all you need to know about starting your own cleaning business in the minimum amount of time. Here is the manual you need to cash in on this highly profitable segment of the service industry. This book is a comprehensive and detailed study of the business side of cleaning. This superb manual should be studied by anyone investigating the opportunities of opening a cleaning business and will arm you with everything you need, including sample business forms, contracts, worksheets and checklists for planning, opening, and running day-to-day operations, and dozens of other valuable, time-saving tools that no entrepreneur should be without. While providing detailed instructions and examples, the author leads you through finding a location that will bring success (if necessary), buying (and selling) a cleaning service, pricing formulas, sales planning, tracking competitors, bookkeeping, media planning, pricing, copy writing, hiring and firing employees, motivating workers, managing and training employees, accounting procedures, successful budgeting, and profit planning development, as well as thousands of great tips and useful guidelines. By reading this book, you will become knowledgeable about basic cost control systems, Web site plans and diagrams, software and equipment layout and planning, sales and marketing techniques, legal concerns, IRS reporting requirements, customer service, monthly profit and loss statements, tax preparation, public relations, general management skills, low and no cost ways to satisfy customers and build sales, and auditing. In addition, you will learn how to draw up a winning business plan (the Companion CD-ROM has the actual business plan that can be used in Microsoft Word), how to set up computer systems to save time and money, how to hire and keep a qualified professional staff, how to generate high profile public relations, and how to keep bringing clients back. The manual delivers literally hundreds of innovative ways to streamline your business. Learn new ways to make your operation run smoother and increase performance. Shut down waste, reduce costs, and increase profits. In addition owners will appreciate this valuable resource and use it as a reference in their daily activities and as a source for ready-to-use forms, Web sites, operating and cost cutting ideas, and mathematical formulas that can be easily applied. The Companion CD-ROM contains all the forms in the book, as well as a sample business plan you can adapt for your own use.

how to start a small office cleaning business: Recession-Proof Income: Cleaning Up in the Commercial Office Cleaning Business Douglas Smith, 2020-09-21 As sure the sun will rise, the stock market will go up and down, housing prices will rise and fall, and jobs will come and go. Whether you are facing an uncertain economic future, affected by a downturn in the economy, or just seeking to supplement your existing income, Recession Proof Income—Cleaning Up in the Commercial Office Cleaning Business, is a must read for you. You may ask yourself, why should I read this book? What makes the commercial office cleaning business recession proof? And why should I consider starting an office cleaning business? The reasons are simple. (1) Human beings are messy; (2) wherever there are humans there will be dirt; (3) humans and dirt cannot healthfully coexist for extended periods of time; (4) despite the nature of dirt, not all humans will clean; and (5) some segments of the human population will always require assistance in meeting their cleaning needs. Coupled with real-world experience and practical examples, this book provides a step-by-step approach on how to quickly start reaping profits in the commercial office cleaning business. If you are unafraid of hard work and taking some moderate risk, the commercial office cleaning business can provide you with a steady stream of income in both good and bad economic times.

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need to become a squeaky-clean success. The experts at Entrepreneur share everything aspiring entrepreneurs need to know to start three of the most in-demand cleaning businesses: residential maid service, commercial janitorial service, and carpet/upholstery cleaning. Included are current statistics and trend forecasts, the ins and outs of finding customers, new ideas for hiring and training employees, up-to-date legal, tax, and insurance requirements, tips on avoiding common pitfalls, and surefire tips for growing a business. Other support includes answers to frequently asked questions and access to an appendix of additional resources and checklists to guide readers through each step of the startup process.

how to start a small office cleaning business: How to Start and Operate a Home-Based Janitorial Business Carla Anderson, 2007-06 If you've ever thought of launching your own janitorial business, let Carla Anderson show you how! This comprehensive guide contains all the tools and strategies necessary to successfully start and grow a lucrative home-based janitorial business. It covers commercial cleaning services to office complexes, industrial buildings, and warehouses. Learn the ins and outs of setting up the business, including how to obtain a business license, measure a building, sell your services, establish clients, submit a bid, create a contract, and more. You will also discover how to operate the company-obtain equipment and supplies, recruit employees, maintain clients, and even how to strip and wax a floor! Helpful informational tips are supplemented with handy forms you can duplicate, including: Company mission statement Employee handbook Employee timesheet Job cost breakdown Bidding form Cost estimate letter to submit to a client Cleaning services bonus program Report card for feedback With this guide at your side, you can soon experience the satisfaction of establishing and building a successful home-based janitorial business!

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how to start a small office cleaning business: Ambitious Like a Mother Lara Bazelon, 2022-04-19 In this captivating and radical look at "work-life balance," Lara Bazelon reframes our understanding of working women—and shows how prioritizing your career benefits mothers, kids, and society at large. In this singular cultural moment, mothers have unparalleled opportunities to succeed at work while continuing to face the same societal impediments that held back our mothers and grandmothers. We still encounter entrenched gender bias in the workplace and are expected to shoulder the lion's share of labor and burdens at home while being made to feel as if we're never doing enough. All the while we're told that the perfect work-life balance is possible, if only we try hard enough to achieve it. It's time to change the conversation—about work, life, and "balance." Work and life are inextricably, intimately intertwined. We need to celebrate what we do give our children—even and especially in moments of imbalance—rather than apologizing for what we don't. In this way, we can model for our children how we use our talents to help others and raise awareness about the issues closest to our hearts. We can embrace the personal fulfillment and financial independence that pursuing meaningful work can bring as a way of showing our children how to live happy, purpose-driven lives. Bazelon argues not only that we can but that we should. Being ambitious at work and being a good mother to our children are not at odds—these qualities mutually reinforce each other. Backed up by research and filled with personal stories from Bazelon's life, as well as that of her mother and the many other women she interviewed across the cultural and financial spectrum, *Ambitious Like a Mother* is an anthem, a beacon for all to recognize and celebrate the pioneering women who reject the false idols of the Selfless Mother and Work-Life Balance, and a call to embrace your own ambitions and model your multiplicities for your children.

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