

BUSINESS Bible

30 YEARS IN THE MAKING. 11 TRIED AND TESTED BUSINESS PLANS

TOP OF THE GAME

MAN WHO LEFT SCHOOL AT 16 NOW EARNS
£3K A WEEK DUE TO OBSESSIVE CLEANLINESS



PLUS EXCLUSIVE INTERVIEWS WITH JAMES BATTY

(AUTO FINESSE)



AND P.Louise *The Queen*



EXCLUSIVE BUSINESS TIPS FROM INDUSTRY GIANTS

FIND OUT HOW THEY PERFECTED THEIR CRAFT, DOMINATED THEIR GAME, AND LEARN FROM THEM.

IT'S ONLY ME, UBV.

First and foremost, thank you for buying my third guide. As always, this is designed to help and guide the aspiring valeted and detailer, in an ever-evolving industry that is dominated by me.

This time it's different, much more than a 'how-to' guide. As the name suggests, consider this your business bible.

I'll be honest, I'm not a multi-millionaire. I don't own a yacht or a Ferrari.

It's also well known that I am not one to take a day off or a holiday, so who am I to be telling you how to run a business?

Who am I to even be writing a guide on this sort of stuff?

Well, let me tell you what to expect and why it is worth reading on...

This guide won't feel like a guide to start. It'll feel like an emotional roller coaster, as I take you deep into my past.

I'll be 100 percent honest, and completely upfront, about who I am, what I've been through and why it gives me the right to feel I have the confidence to help you.

Again, I don't have millions in the bank, and I don't own a supercar... but I am that middle link you need.

In my contact lists, I have millionaire friends, business beasts and multi income monsters.

What's the saying? "Whether you hang around with five idiots or five millionaires, you'll be the 6th" Choose wisely.

Well, I'm now your link being on the right side of that equation.

Everyone is searching for their success story. Everyone is reading about and researching millionaires. Where are the stories about the girls and guys on their way up?

That's why this business guide is what you need.

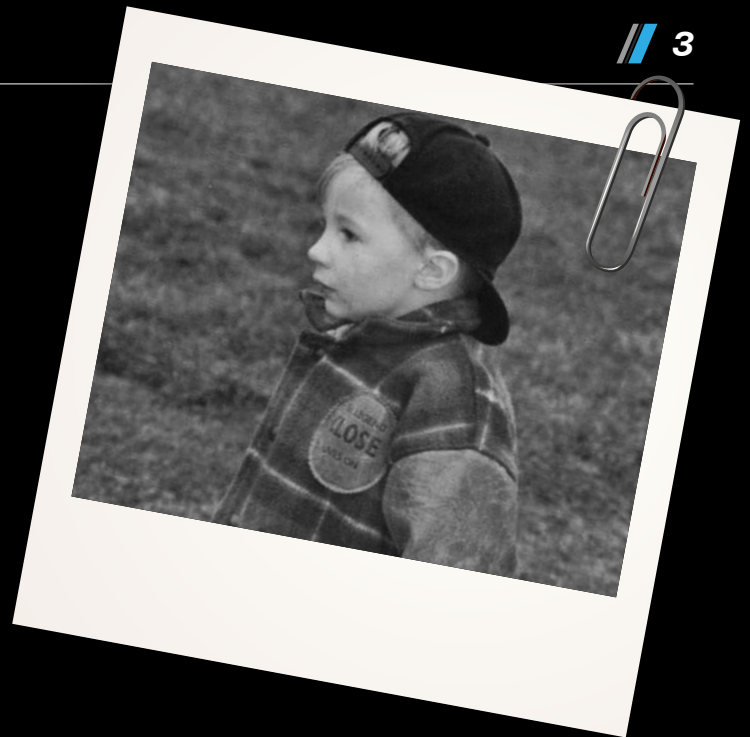
I represent the missing link! I'm here to help the people who have become lost or demotivated in this journey of life!

I'll be a millionaire, I'm not too far off! That isn't a brag or a boast, and if you think it is, this guide isn't for you... because by the end of it, I can promise you'll be feeling like this too.

You'll be at least one step closer to the winners' circle.

LONELY

but loved



Let's start from the beginning. I'll take you back down memory lane and introduce you to Liam Michael Maguire.

Young, innocent and (sometimes) happy little lad who had the sheer misfortune of encountering everything life could have chucked at him.

I won't go into too much detail on the sob story, just enough skimming over, so you grasp it. Standard start, Mum and Dad have a kid young... Dad leaves Mum for a stupid blonde. Mum is alone, young, and finds it hard to cope, has to work all the hours' god sends for peanuts, just to support her little boy, keep a roof over his head, while at the same time coping with the pressures of life.

Yep, that's UBV's upbringing.

I was very smart and questioning from a young age... I'd never seen my Dad, I knew I had one, I just didn't know who or where he was.

I'd see other kids in school being picked up by their Dad. On a Sunday I'd notice how my next-door neighbour Paul, a good honest and hardworking man, would take his kids out. Every Sunday without fail. Daniel, the oldest boy, was roughly my age. Natasha, who was a year younger than me (my first crush lol), and Georgia who was a newborn baby. I really didn't get why I didn't have a Dad to take me out on Sundays too.

It was absolutely shit, I couldn't play football with Daniel, that flashy sod was in a water park or at Alton Towers living it up like Ja Rule in the mid-2000s. While mini UBV over here was kicking a ball at a wall, on his own. Sundays were shit, I was that bored I'd have walked to church if my mum would have let me.

Of an evening, I would go upstairs to my mums' front bedroom and look out of the window, down the road, praying my Dad would come and take me out for the day. **(Remember this bit, you'll understand why at the end).**

As your reading this, you'll be quickly learning that I was an overthinking kid. Let's skip a few chapters (of my life, not this guide).

It's hard to admit and isn't something I've talked much about, but I was the youngest ever kid in the Merseyside area (at the time) age 4, who had attempted an act of suicide.

Not something I'm proud of.

I didn't know what I was doing. I don't know, or remember if I wanted to live or die, I just remember not enjoying feeling left out and like I didn't have it fair compared to everyone else.

YOU GOT THAT BIT? OH STOP CRYING, IT GETS BETTER!

just not yet

So, you remember my Dad, right? Lovely fella LMAO. I promise all of this has a meaning.

So young UBV had accepted he was different, most of the time as a kid, I didn't say too much. In school, I was the class clown to an extent, but it was just to bring happiness to my own little life. Taking nothing too serious. And boy, not taking school seriously didn't half bite me on the arse!

I left school with sod all results. Well, I tell a lie; my woodwork teacher blagged me a C, and that's only because he used to drink with my cousin Steven. Absolute scouser he was, caught me selling cigs once and actually bought one and smoked it with me (laws were different then I think).

I was that shit in school, I wasn't even allowed to the prom! Not like I had a bloody date anyway! Hard to believe I know! Unfortunately, my manly good looks didn't blossom until I shaved my hair, grew a beard and bought a transit custom.

So I left school, with no money, and my mum still working her arse off doing what she could...

WHAT WAS I TO DO...

When I left school, all my friends were chasing girls and falling in love. Applying for jobs and had nice mummy and daddy money to get them going.

I saw a job as a jail sentence (*remember this line also*).

I couldn't think of anything worse than sitting behind a desk, with some posh *so and so* telling me when I can and can't have my dinner. I became quickly attracted to the high life!

In my area, the older lads were out there, killing life! And there were kids, not much older than me, smashing about in new shape Subaru Imprezas' with wads of £50 notes, girls all over them, hitting the clubs every weekend.

That's the life I wanted, and I wanted it now!



15 years ago, back when people weren't as weird, you could actually have real-life conversations and go into places and ask for a job! Madness, I know right.

I loved cars! So, I started my humble journey playing the 'get the bus' game. Yes, I know I said I loved cars, but I could only afford a fake bus pass, ok? Damn it.

It was a shit game that involved using my fake bus pass getting on any bus and seeing where I ended up. When on my travels, I would look for work, as I knew I weren't ready to be a gang member, in a new shape Subaru with wads of £50s, *just yet!*

I stumbled across a car body shop and was greeted by a lovely woman called Jean. I told her my name, my age and that I loved anything with bodywork and an engine, and long story short, I'd love a job because I don't have any money (yes I was that blunt as a kid).

I think she felt sorry for me because the day after I was in work as their trainee valet...

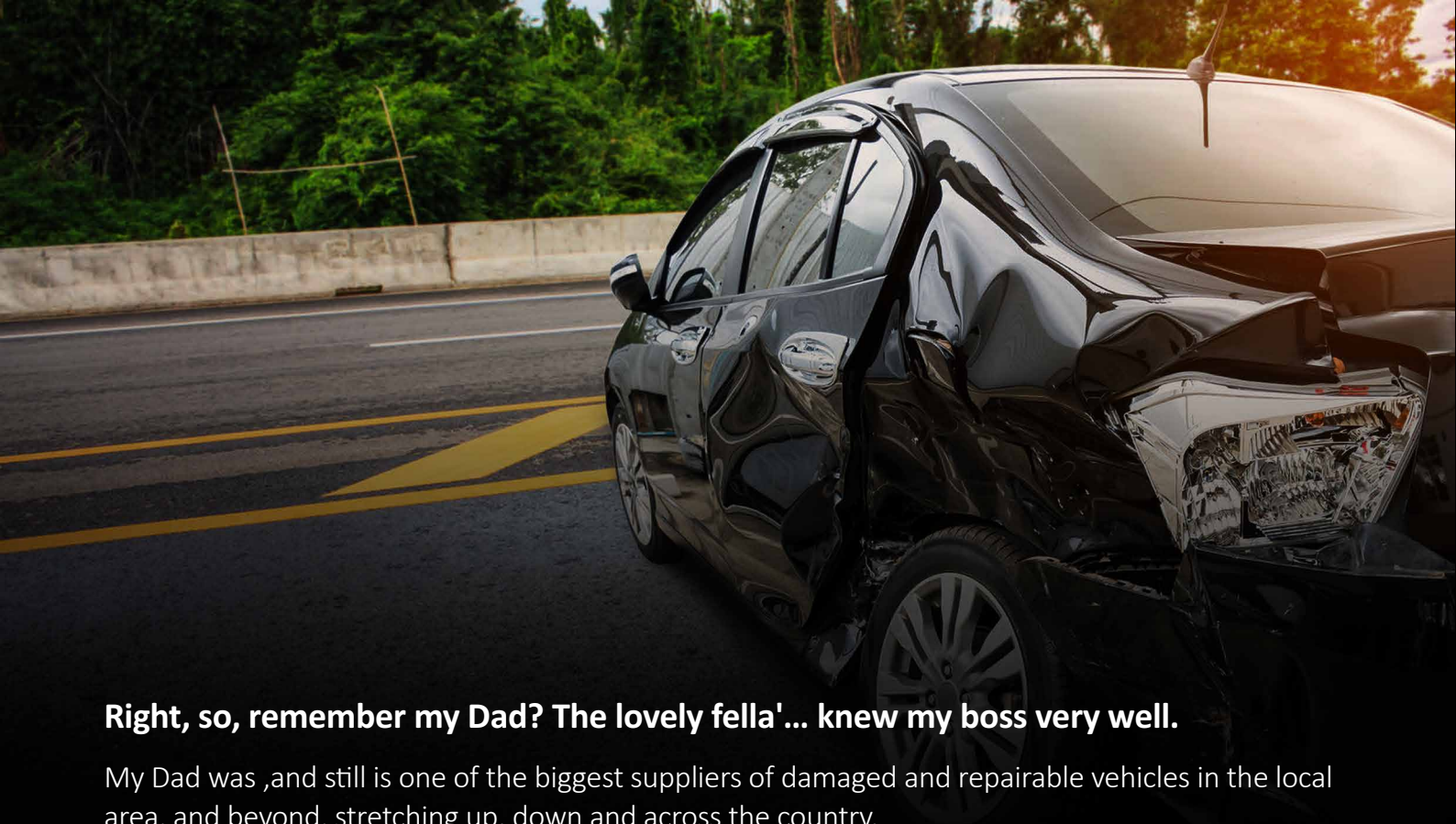
LET'S SKIP A FEW MORE BORING CHAPTERS...

We had something we called 'The Check List'. Which was basically a written guide on how to valet a car from start to finish, what to use and how to gain the right results... (you guessed it, I'm also going to do a guide called the checklist).

I picked this up fast. A year in and had I totally changed the game.

I changed the company structure and how things were done. I was promoted to manager of the valeting bay at a very young age. This put me in charge of the work done by people who were double my age and experience! Madness to live it at the time, even more so to look back at it.





Right, so, remember my Dad? The lovely fella'... knew my boss very well.

My Dad was ,and still is one of the biggest suppliers of damaged and repairable vehicles in the local area, and beyond, stretching up, down and across the country.

This is how I finally got to know my Dad. I sound like I'm slating him don't I. I sound like I blame him for everything that happened to me...

The truth is I don't, once again me and him no longer talk, but I respect him and sort of thank him. In the years that followed, he taught me how to go from a clueless boy, into a real man.

A killer I would say. He helped shift my emotions and took me from 'end it all' to 'take it all'.

I'LL DIVE INTO THIS AT THE END OF THE GUIDE, AND HELP YOU SHIFT THAT MINDSET.

Now, you are maybe thinking, **real men don't leave their kids**. Listen, two people, aged 19, with no money; having a son is high pressure – I'd imagine.

It didn't work, and they did what was best for them at the time. It ruined my life and made me into a complete oddball, but at the same time, it made me who I am today.

As you grow older, you sort of get relationships, don't you?

It isn't always one person's fault. I mean, I don't forgive, or forget...

But I suppose I accept. I don't cry at the cards I was dealt anymore, I just play them to my advantage.

SO YEAH, I'M INTO CARS, I'VE GOT A JOB AND LIFE'S GREAT

or is it?

REMEMBER THE GANG MEMBER STATUS

Now, I was 19 years of age and 5 years deep into my employment as valeting bay manager.

You've probably heard me talk about how my old boss set me up with a van and started my career as a mobile valeter and detailer?

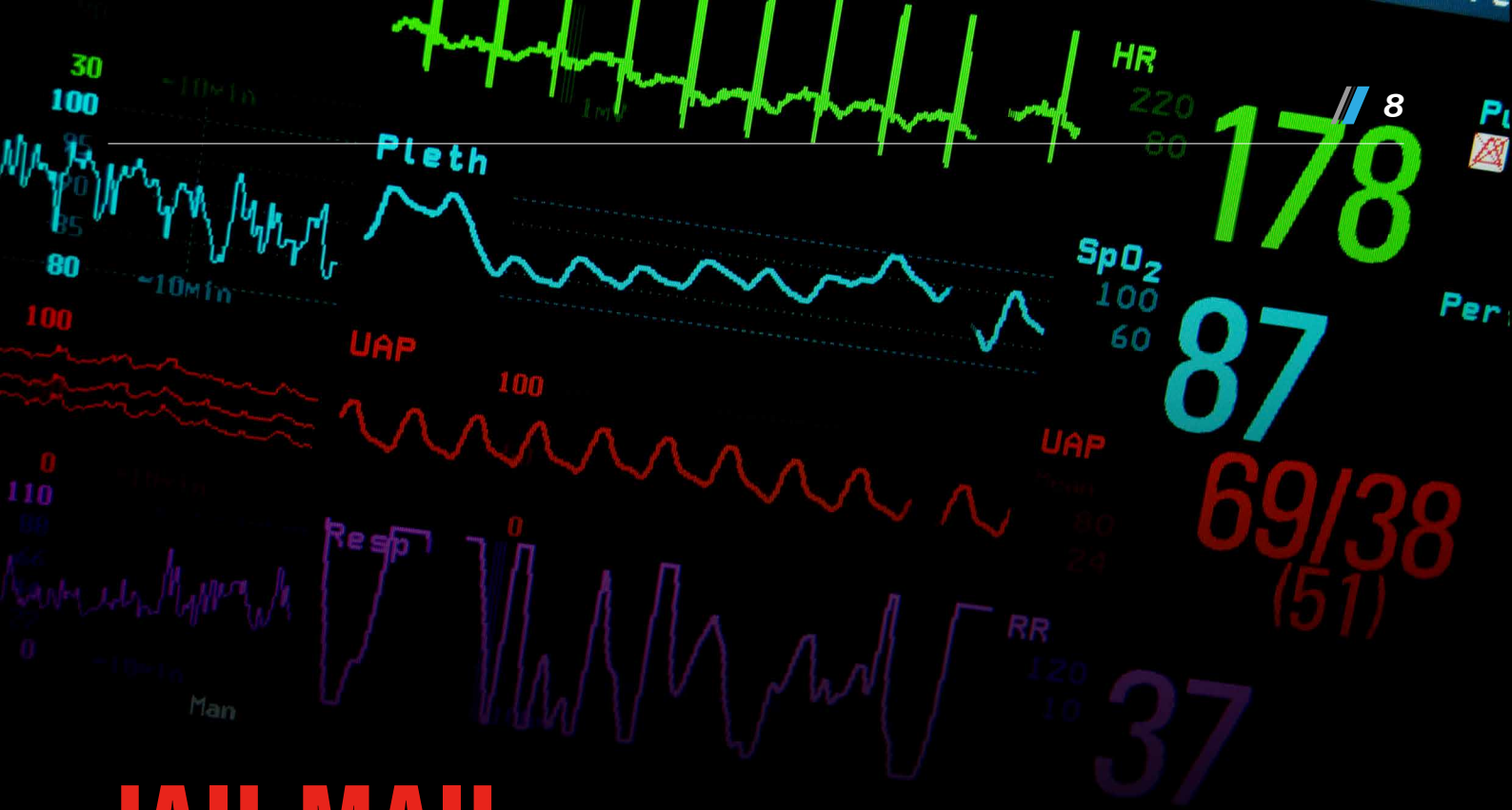
I wasn't lying, that happened. Just a few years later, after I'd learnt some essential lessons.

Now, I'll be blunt, remember the new shape Subarus and the wads of £50s, that lifestyle is what I aspired to live.

But let's be honest, for me to teach you ethical and legal success... I can't sugarcoat anything.

FOR ME TO EDUCATE YOU ON HOW TO DO THINGS THE RIGHT WAY, I FIRST NEED TO TELL YOU HOW IT ALL WENT WRONG FOR ME.





JAIL MAIL

You might be asking what I'm talking about, what I was up to. You're probably guessing drug dealer, bank robber? None of the above.

It was very different. I was accused of kidnapping a drug dealer and taking large sums of money from him. Shocking I know.

I could sit here and act the big man, say yeah '*I was into all that*'.

Truth be told, I aspired to be about that life, so much so, that I was eventually dragged into it. It was a classic case of hanging with the wrong crowd.

I spent a year of my life on remand in Walton jail in Liverpool, for a crime I didn't commit, or take any part in.

On my 23rd birthday after returning from a visit with my mum, I was stabbed in the back, literally.

A handmade knife.

I'd had to sit and listen to my poor mum cry to me for an hour, then to top my pleasant afternoon off, I had a blade implanted in my back, just a few millimetres from my spine, and then asked to hand over my weed!

I don't even smoke! Never mind weed!

After wasting a year of my life living in hell, I was finally released free of charge to restart my life. For some strange reason, the alleged drug dealer witness went missing to Spain and didn't want to give evidence any longer.

I can't comment on the case or what happened. All I can tell you is that I lived that life. I bare the battle scars, and I had my jail number tattooed on my arm as a memory to never slip again.

A0376DA was my name for a year.

Just to be clear, I have no criminal record. I was acquitted from all charges.

Every single high-profile client of mine knows this about me.

This guide will hopefully explain in more detail, how and why this became part of my story.

NOW FOR THE LESSON AND THE AMUSING BIT.

It's all fake

So, the lads I wanted to be like? The Subarus, the girls, the money. I learnt as I got older, it's all fake! Dodgy finance agreements in someone's nans' name. The money was owed to someone else.

And let's be honest, you begin to realise that girls look like they stink!

I'm sat in a cell with this type of lad, they're on the phone crying to family, all for the aimless pursuit of money. I was fine. I may have been in jail, but I had real savings and was coping financially. Turned out I was more wealthy than them all along, I just didn't know it.

The funny part was, I had worked from age 14 up until 19, head down, bothering no one, and living for my goals. I had more money than these clowns.

I was 19 years of age, pushing a 2-year-old BMW 335i at the time that I'd paid cash for. I owed no one in the world a penny, and it was all through good, honest work!

I'd wasted years of my life aspiring to live what was no more than an illusion of success.

NOW, LET'S GET BACK TO BUSINESS!

Just before I headed off for my holiday to Hotel HMP, my boss made me redundant. This had nothing to do with the spot of trouble I was in, the work had just dried up

Although I'm sure he was relieved a little later on!

Nevertheless, when I came out of jail, he helped me out massively, lending me a van, saying; "pay me when you make it back lad!"

I was in at the deep end now though, I owed my boss money for a van, and I had no actual experience as a mobile valeter.

I'd done plenty of it inside a nice, cosy studio, but never out the back of a van.

I couldn't have started at a worse time either! Cheap £5 car washes started popping up overnight, right around about the same time your boy UBV decided to be a businessman. Shit, I know!

FRESH OUT OF JAIL...

MY MUM STILL ANGRY THAT I HAD HER HOUSE RAIDED, AND I HAD A SODDING HOLE IN MY BACK!

SO I GUESS THE ONLY WAY WAS UP, RIGHT?

As I had no experience in running a business, I decided to first find a job with another mobile valeter, to see how things ticked.

If you remember, I had a skill for blagging my way into a job.

This is where the real lessons started coming, and I'm going to share them with you.

You're going to want to read this section properly, at least, if you're going to make money.

Fake it till you make it:

This is the art of pretending and believing you do something really well until you can actually do it really well.

You'll hear this a lot, with good reason.

Of course, I got myself a job.

With my ambition and obsessive mind, I quickly dominated the mobile game. I became that good at it, the customers wanted me. *"I want the young lad to do it".*

Male egos and tensions snowballed. My boss, at the time, wasn't a man who liked to feel beaten. Long story short he tried to beat me up with a jet wash extension and left me to walk home alone, from Stockton Heath, Warrington.

I lived in the Whiston/Huyton area at the time, staying with friends. If you're unaware how far that is to walk... It's really fucking far! 8 hours of walking later I arrived home.

I remember crying really hard, sat in the van I owed money for. Once again, not a penny to my name.



WANNA' KNOW A SECRET?

YOU MAY RECALL THAT I STALLED THE RELEASE OF THIS GUIDE?

I said on Instagram it was because I wanted to get it right and tweak it, that wasn't true...

I wrote this guide over a year ago. Of course, when I learned new lessons along the way, they were added, but the real reason for the holdback was to honour the memory of the time I hit rock bottom.

10 years to the day of this guide, I suffered a complete mental blackout.

I got that emotionally stressed about my past, my upbringing and the life I wanted, and I just didn't feel good enough. I actually got in a car like everything was normal, drove to a local landmark, a bridge... and I jumped off.

At 4 years of age, I felt that I didn't want to be alive, not understanding the situation that caused me all the pain. And 10 years ago to this date, that pain disappeared, for a moment, but so did all my other senses.

All I remember is the police, being wet and wondering why I was still alive. When they played me the camera footage back it was like watching a possessed person in a horror movie. I remember being shocked and ashamed of myself.

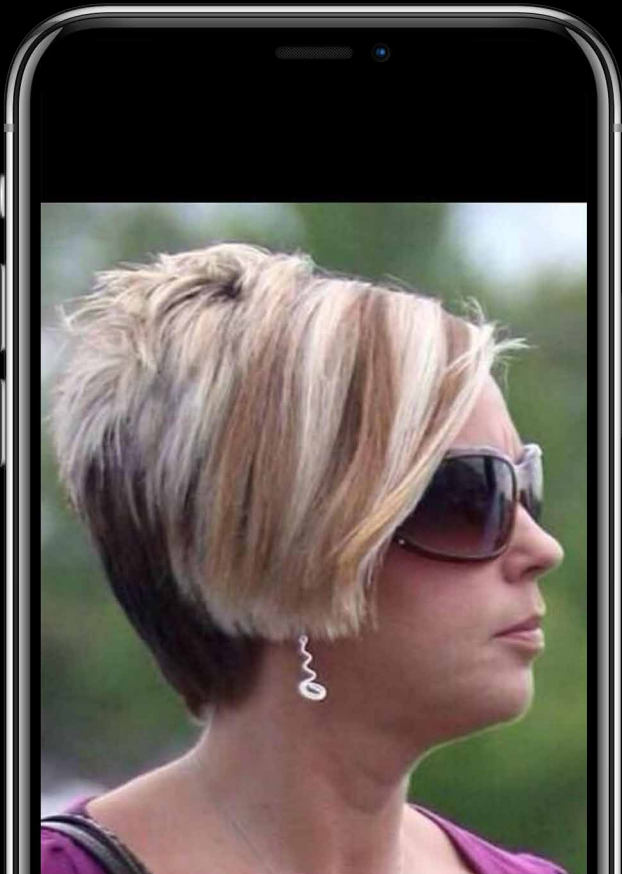
I don't believe in many things. Well, I didn't. Now I feel that our life is not our own. I believe everything happens for a reason. The worst days are here to test us....

OH MY GOD, HOW BORING WAS ALL THAT?

soz not soz

Bloody hell, UBV has sold us a business guide but is talking about this emotional shit! I've probably got so many women called Karen, asking for the manager.

Unfortunately, I am the boss, sorry, Karen.



The point is, I'm going to show you how I put that story behind, and how I gained legal, and honest, business success. In many ways, I turned my pain into progress.

I am not saying you need to have a dark past to have a bright future, but I am here to say that there can be light at the tunnel, and who knows, maybe that light is me.

Remember this, I'm no smarter than you guys, I'm no better than you... But I was forced to make it. I was forged in the fire, forced to level up. And now, I feel like I'm the perfect middle man to take your business to success.

Let's begin, shall we...

MONEY MAKES MONEY, BUT HOW DO YOU MAKE MONEY WHEN YOU HAVE NONE? LET ME TELL YOU.

BUSINESS PLAN 1

DON'T ASK, YOU DON'T GET

Look around you. Look at your friends, family, girlfriend, girlfriends family, neighbour, school friends...

All these people around you must like you, *at least a bit*, or they wouldn't be talking to you.

This is the starting point in learning and adapting your business, using the oldest (but best) method there is... **word of mouth!**

The people close to you trust you, and value you. So ask them to vouch for you!

The word of mouth business plan costs nothing! It's free of charge, and in return, it eliminates fake friends from your winners' circle.

If your friend knows you're trying, and struggling to get work, and you merely ask of them to help you... are they a friend? Or are they a waste of energy. Ask yourself that question, as only you can answer it.

When I first started, I looked around and made a list of everyone I knew. And I mean everyone literally! The fella in the local café, the chippy, even the old chap who walked his dog past my house every day.

'Hi I'm Liam, and I'm a professional car valeter.'

I met everyone with a firm handshake, good manners and engaged eye contact.

I made sure every single person remembered me as person... I was an experience!

This business plan is simple, works and can be continuously implemented, I still rely on this for myself. The word of mouth business plan is a fundamental building block to gaining golden clientele!

I started from word of mouth, John from the local chippy saying I was good. Fast forward to today and you'll see me posted up by the UK's biggest car care brand, as the go-to guy.

I'm partying with huge names like P.Louise and Luke Williams of P.Louise fashion. These massive names and well-respected brands vouch for me, that's 'word of mouth'.

Remember people. If you ask someone for something... the worst thing they can say is no!

You ask that gorgeous girl on a date, and she says no? Ok, no problem, there will be other girls.

You asked someone for work, and they said no? Big wow, there's enough work out there for everyone. Don't get disheartened at the first hurdle.

If you don't ask, well... you don't get, do you?

**But remember the people in the early days, they got you to where you are!
Don't forget them, as you never know when you'll need them again.**



BUSINESS PLAN 2

FAKE IT TIL' YOU MAKE IT

Yeah, you've heard me say this one, right?
As I mentioned earlier, **fake it til' you make it** is a time tested concept.

As you know, I started working for someone else, but I was out at the weekend, chasing my own goals.

I knew I couldn't work for someone else forever. I knew I had to do something to write my own destiny.

What's the harm, or shame in having a 9-5 job, Monday to Friday, but building your business at weekends? I mean, it works right?
Two days is better than no days.

People say to me, I'd love to where you are, prepping show cars and being paid big money.

What's funny, is that 10 years ago I was where

you are. Working my ass off at weekends to achieve a dream that wasn't even in sight... I did it, why can't you?

Implementing both **word of mouth** and **'faking it till you make it'** at weekends is the most dependable and cost-effective way to start up. You're earning a wage from a job you hate, right? But it's how you see things, perception!

See it like this, you need to do this job to earn enough money to invest in your dream job. I started off in the body shop as a valet for £180 a week. Now, I won't even do a "full valet" for that in most cases. I make that per car, minimum.

Dreams don't work unless you do. And hard work pays off eventually!

BUSINESS PLAN 3

GO DIGITAL



So you're ready, operating like a big boy (or girl) business builder...

Your getting work, and growing in reputation from the first two plans. You're gaining regulars now too.

How do you level up? How do you gain new clients without asking or begging friends and family?

See that thing in your hand? Yes, the phone dummy! Or that laptop you're on. That's not an electrical device designed for entertainment. That's not designed for you to scroll insta and like some random girls' picture, whether she's on a beach or drinking a Starbucks! And it's not even meant for chatting to some random lad with an Audi s3 and a crop coming down next week, who promises he'll take you to Amsterdam. Take my word, it is much more important than any of that.

The internet is a money-making machine, a playground for the inspired to find work... are you using it to its potential?

In our day and age, absolutely no one wants to talk face to face. Everyone is buried face down in their phone! So this is where you'll find them.

I want you to get in your car or van. Sod it, go for a walk?! Every single business you go past nowadays will have a website. On that website will be an email address. In the list of email addresses is a manager... someone in charge, someone who probably likes things for free!

Get yourself a fancy email. See how mine is; info@urbanvalets.co.uk

Looks a lot more professional than; karenlvzdave_4eva@gmail.com now doesn't it.

It doesn't cost a lot of money these days for a custom email or a basic website set up.

In fact, the person rewriting and designing this very guide for me can help you get one of these (@leeweaverdesign | hello@leeweaver.design)

Now you've got your fancy email, you can email Derek, the managing director of a fancy law firm, the one who drives an Aston Martin to work, and you don't look like an idiot with your blag Gmail.

You're a professional, you've invested hard and earned that fancy email address. Or so Derek thinks, sat at the other end of his computer or device. Remember, fake it til you make it!

My biggest and best rise in clientele in the early days of business came through a simple but effective sales tactic.

Find a business local. Email the person in charge. Offer a discounted rate or free valet to the person in charge in exchange for a day at there workplace to showcase your skills to the other workers.

Trust me, all the big bosses of companies want to feel important, so make them feel special.

Gain relationships with these people and then once again, use direct word of mouth to gain further rewards!

BUSINESS PLAN 4

BREAD AND BUTTER

what are you good at?

You're now rocking and rolling, work is coming in, and life's becoming nice!

In my case, no more jail cells. You don't owe your old boss, or your mate Dave any money for a van. It's time to make substantial money, and regular money!

What's the best product or service you sell?

For me; I was very good, fast and well known for my vintage "full valet".

Back then I'd charge £50!

I know right, madness to think isn't it!

All that work for peanuts. To be fair though it was nothing compared to the standard I achieve today. It probably wasn't even a good valet by today's standard, but people loved it! I'd do my little email thing, and I'd drop the price to £40 for local businesses.

This was my bread and butter. It barely cost me anything in products, just my time! And if I did 4 of these a day?

Let's work it out, I was on £200 a day
– worst case £160 a day.

Let's play quick maths: £200 x 6 = £1200.

Don't get me wrong, that wasn't every day or every week, not at all. I had smaller washes and valet's to do. But the point is, that was what I was trying to sell repeatedly, and the other packages were there in case, or as a follow-up.

I always had options for any budget! I mean, my first ever valet was a "mini valet", and I'd charge £12!

Shocking to think back. For £12 now I'd open my transit doors and let you see inside, that's it.

So have yourself a bread and butter business plan, get really good at what you like doing. Then implement all other business plans around this.



BUSINESS PLAN 5

GROW AND GLOW

I continuously see Instagram celebs, getting shit for free? My industry is full of valeters openly doing cars in return for posts and publicity.

I disagree with this, rarely does it bring in solid, regular work (if ever). Why? Glad you asked, let me tell you.

The problem you've got is, the celebs who post for you in return for a car wash, they are always posting shit for free! Their follower base is more than likely sick of them trying to sell them stuff.

You may get one or two sales, but it'll be hype sales! What's a hype sale? Someone just trying you out because someone else did! They won't repeat, and it'll give you a false idea of how your business will grow, going forward.

Want me to tell you who the best people to post for you are?

In my local area, makeup and beauty is a massive industry! All the girls and boys in it are killing it, and they'll spend money! So, I went for this sort of clientele. I've had more followers and actual sales from normal, local girls with like 10–15k followers on Instagram, than I have from any big celeb name.

These local names are tried and tested in your area! People believe in them and trust them. I often do work for a girl called [@gemmacambellmakeup](#). She's got 12k currently on Instagram. I bet I've had 2,000 plus followers from her and countless amounts of sales.

Gemma helped me from day one, before I even had 1000 followers... and how did I get to know her? I used business plan number 1. **You don't ask, you don't get.**

Just a friendly message, explaining who you are and what you can do for them. Of course, you need to be supportive. You can't just click 'message' and be cheeky. Follow these people, support them first and learn their trade as well as yours.

They'll be impressed and want to help you more if you've been there for the journey, liked their pictures and commented with supportive words on posts.

I find in my industry, the valeting and detailing industry, everyone seems to target 'car people'—the fancy car celebs. The big Lambo dealers etc. Not for me, and just so you know, you're doing it wrong.

These people in Lambo dealers have overheads. They can't be paying, and won't be paying you over the odds for a detail, when that comes off their car sale profit.

Valeting and detailing is a luxury, so make it one! I target the makeup and beauty industry, those lovely ladies and lads damn sure know how to make money, and they like nice things. What's better than their pride and joy Range Rover or Audi being brought back to showroom standard.

These people will pay for luxuries, your Instagram car dealer won't. It's that simple.

So, when you see people flashing fancy pics of supercars in dealers all for the gram? Think to yourself, I wonder if they even got paid for that job?

Fiesta or Ferrari, the money is what counts. Remember, we are a business, right? Not an Instagram page.

Now don't get me wrong, I like myself some **Lambo content**, I like the show cars displayed all over my page. I'll tell you how to attract those later. But my bread is buttered in other industries.

It goes both ways. Are you a hairdresser? Great, I have girls following me who want your services. Everyone wins off a good, local collab.

I collab with massive names from the Liverpool and Merseyside area regularly, and I adapt it, making sure it's a win-win situation.

For example, say I've got someone in with me doing a training course, I'll hit up one of my plugs "hey I need a demo car for a trainee, fancy a free detail done by myself".

Easy as that, done. I've kept my plug happy and made a wage on the training.

BUSINESS PLAN 6

CATCH A BIG FISH!

The Queen

P.LOUISE. NO NEED TO GO INTO WHO SHE IS, IS THERE?

The queen of makeup! And luckily for me, she's relatively local. I'd moved into the glow and grow business plan from earlier, I was mixing with these lovely makeup people and I was continually hearing "P.Louise, the queen".

I'm like, right, who is she? So I start to follow her, I google her, YouTube etc.... 4 hours deep into research I begin to idolise her myself! She is actually a queen, she came from nothing. Royal family and castle? Nah mate, but she's made her family royal, then built the fucking castle herself.

To elevate my status with these makeup industry professionals, who were already paying me mega-money and getting me mega work, I had to also be idolised by them too.

I had to know P.Louise! *It wasn't an if or a maybe*, I was going to make it happen. She was now my idol as she dominated the industry I was smashing my way into.

I also noticed from following her, she doesn't post for anyone! She isn't your average celeb, she will not do paid promotion or accept freebies. So how could I engage her?

I sent my email, professionally worded with who I am, mentioned all my fancy accredited statuses blah blah blah.

In this case, that approach just didn't work at all! I was messing with a whole different breed of person than I was used to. Remember, she's getting thousands of emails a day from sales or customer service. So it's highly unlikely she'll have even seen mine.

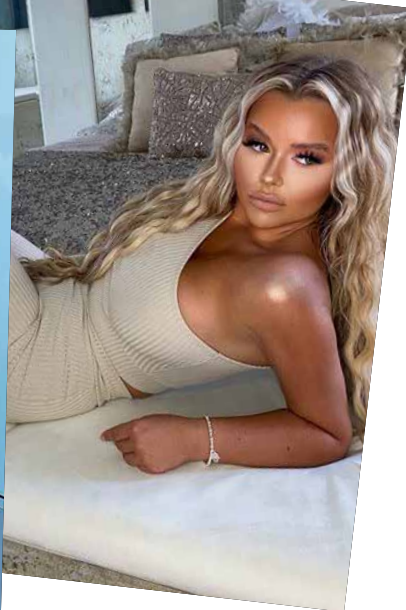
How I eventually got her attention was through Instagram interactions.

I started to follow and admire her brother, her friends... I felt like I knew them all! I'd tag Paige in my posts and comment on her stuff, and I skipped all the professional talk.

Remember, I'd learnt a lot about Paige now. She's a real one. I just dropped a dm **"Hey, let me sort your car please"**.

I remember driving my brand new Merc along the road and seeing my phone light up with a notification from **"PLOUISE1"**

I nearly wrote that Merc off in shock!



Then, of course, I kept it real. No bullshit, or fake sales tactics. I told her straight, I idolise you and I want to be a part of your winners' circle.

I think she maybe appreciated that I'd took the time to learn about her, and my confidence when I spoke to her oozed out.

I wasn't intimidated. I mean, I probably should have been! I'm talking to a future billionaire like I've known her forever. I didn't speak to her like shes P.Louise. I talked to her like she's Paige, my friend!

Now, and because of the above, I can officially say I've earned my seat at her table. I've been to her house, her mum's house.

I know, and have met, the full family.

I've been welcomed warmly into their lives. Can you imagine that for a feeling? Idolising someone, to be then sat in their kitchen, making jokes and eating food?

It's a nice feeling! *Even more of a nice feeling being trusted with her Lamborghini keys.*

See like I said above, some chase supercars just to post on Instagram. I've got clients who've become friends, who actually lend me their supercars and trust me in them! I earned that by being a real and honest person.

I can also say that Paige has never done a post for me in return for a car clean. She pays me well (*always more than she should actually*).

Now the industry I attached myself to idolises me too, because I sit at their queen's winner table.

Also, remember at the start of the guide, I went into business plan 1: you don't ask you don't get? Reaching out to your friends and family for help with added contacts and work?

Now imagine what it's like being able to phone Paige Louise Williams and ask for a plug?

I'll leave that there.

Pick an industry local to you and dominate!

BUSINESS PLAN 7

WHAT PAIGE TAUGHT ME

THROUGH IDOLISING PAIGE AND HER JOURNEY, I HAD LEARNED A LOT, BEFORE EVEN KNOWING HER!

I learnt a deal structure that changed my life when I implemented it into my industry.

Paige would create a deal in advance. So, imagine we are in January, for example. Paige wouldn't do a deal for here and now.

She wouldn't even the standard *for this weekend only!* She would launch an offer for in a months' time.

So, an exclusive February deal would be advertised! By creating an offer so far in advance, you give people the chance to save up and plan for it.

Remember, a deal this weekend's great, but what if no one has any money? Ok, so I really want to use this Urban Valets guy? But I haven't got the money right now.

If I know his deal is for February, but I can secure my slot now with a little 10 percent deposit, that's better, isn't it? I'm giving this person a chance to commit to it but at the same time get paid and prepare for it.

Then, of course, you can implement (once again); business plan 1, **word of mouth!**

Once they've booked your deal, ask them to refer a friend and receive another free add on?

For example, I dropped a deal;

Any single-stage enhancement booked, receives a free ceramic coating. Refer a friend? I'll ceramic coat your wheels too!

This deal went crazy, my industry bit hard on it! My single stage was priced, at the time, between £225– £325.

So I secured a solid month doing my favourite job, and building on that bread and butter business plan, but on a whole new level!

My bread and butter doubled! The deal went that crazy that I actually extended it for a month.

A done deal

BONUS ROUND

THE ART OF UPSELLING

“I’d like my interior doing too” a customer would say... *(My single stage is the wash, decontamination and paintwork polished, so, the interior isn’t included).*

My reply would always be; “if you add a deep clean on now, I’ll discount it as a deal, an add on.”

Deep cleans were priced at £110– £160 at the time, they’d always opt for this if I knocked a bit off.

So let’s run the numbers back.. my average wage per day was between £350–£450 for 8 to 9 hours work. I kept that up over two months, as I extended the deal due to demand. Go on, do the maths.

Alright for a car cleaner right?

Of course, I can’t do this without actually being good at my job, the work I did was second to none. But I had this issue of selling the higher paid jobs. This deal secured my place at that price bracket. It allowed me to post more of the offer, and eventually everyone wanted it, as it was plastered in their faces daily on Instagram.

I’d just took myself from being on decent wages, to almost unrealistic income, in the space of one deal.. thanks Paige!

Now you may be thinking about the products I used? Ceramic coatings do not come cheap!

Remember, you don’t ask you don’t get, and the power of the email. I was already applying ceramic coatings at this stage, and so I was in touch with a lot of suppliers.

I knew what products worked quickly and so were perfect for this offer I had created.

I sent emails, called suppliers... I was cheeky!

“If I buy 50 bottles, what can you do me them for?” It can’t hurt to ask, can it?

I eventually got a banging price! It worked out that each car was costing me £8 in coatings. If I’m averaging £350– £450 a day, I’m not arsed over £8, am I?

I knew if I worked hard, that deal would be achieved, and I’d get paid for my efforts.

A month in, I loved this deal... like I said, I extended it for another month to meet demand... I also loved this new wage, I didn’t want it to end!

If I achieved the set goal, to earn that amount per day, 3 times a week, then I’d be on serious wages. I’ve turned my simple bread and butter into my dream income.

If it was maintained for two months, surely it can be sustained going forward, as long as I can keep the work coming in, right?

It will become clear... I created the ultimate package based around this deal. I call it **“the full days work”** package.

The package is basically a bit of everything I do, good, hard, protection and a well cleaned and polished vehicle... I upsold this package heavily on my Instagram platform, and now it’s all I seem to do.

A photograph of two men in a workshop or garage. The man on the left is bald with a beard and tattoos on his arms, wearing a black t-shirt with a logo that says 'Detailing Academy'. He has his arms crossed and is looking towards the right. The man on the right is also bald with a beard, wearing a black t-shirt, and is looking towards the left. In the background, there are white vehicles, possibly cars or vans, and some equipment.

THE DOWNSIDE TURNED INTO AN UPSIDE

EXPANSION

I BECAME SO BUSY DOING THESE BIG PACKAGES, I STRUGGLED TO FIT IN THE MAINTENANCE CLEANS, TO KEEP ON TOP OF THE WORK I'D ALREADY DONE.

I NEEDED TO EMPLOY SOMEONE!

It isn't easy knowing when and how to do this... I struggled for a long time as I couldn't trust anyone. But I put the thought out there into the universe. And like clockwork, it all fitted into place.

I found the right person to take care of my follow up cleans.

So now, I'm only doing the big jobs I want to do. But remember! Some of these clients are your OG bread and butter.

So, don't just brush them off when you're too busy.

Make sure you attend to bread and butter clients personally!

If you need to work a Sunday to take care of them, then, unfortunately, you're having Sunday lunch in your van.

Now, how do I keep my maintenance clean guy in check and make sure he pulls his weight? It's so simple. As is all business if you do it right.

He's been trained by me, and he knows my ways and how to achieve the standard I expect.

BUT THIS ISN'T HIS OR HER BUSINESS? WHAT IF STANDARDS SLACK?

KEEP IT SIMPLE, YOU NEED A REWARD SYSTEM.

For Example

If he does well in the week, and all booked work is completed, the weekends are his, and so is the van. More often than not, I'll reward him with an opportunity to take on a nice easy job... two deep cleans in one place.

That can be a nice £300 bonus for him... per week!

Some people don't earn that a week, never mind a day!

I've made this possible by implementing all of the plans. I've been able to reward my team with the money and success, the same money and success I'm enjoying.

He's incentivised.



BUSINESS PLAN 8

KNOW YOUR WORTH.

and charge it!

Every business goes through that awkward period, knowing the time is right to charge more, but struggling to implement it.

You'll know when you are there. When you are sick of charging £20 for something and now want £40 for it. I've been there, and truth be told, when you up the fees, you will lose clients... but they will come back, trust me, and let me tell you how.

I started off as a valeter and then progressed into the role of detailer.

A valeter is someone who can just clean a car. A detailer, cleans a car in more detail (the clue is in the name), using safer methods and more extensive products.

I ended up realising I had a massive problem on my hands, I was doing detailer work for valeter money!

I'd been charging old Bob £30 for a mini-valet for over two years now, how was I meant to tell him I now wanted £60, for the same service he had been getting.

That's exactly the point though, he was getting more than he was paying for, and that's my fault.

Lack of experience and added ambition was causing me to chase perfection on every job.

It's simple to overcome this, communication is key. You need to tell Bob that your prices will change next tax year, and let Bob know about your situation as an aspiring and ambitious professional, naturally, you want to grow within your trade.

9 times out of 10. Bob will think, fuck this! And use someone else... but Bob will always come back, he'll try the fella down the road at the price he wants to pay, and he'll soon realise no one does it like you, and that you are worth that extra money!

Ok, so worst-case scenario. Bob doesn't come back! Realistically, are you that arsed? Remember, we are running a business to make money, not a book club for our friend Bob.

As a growing and ambitious business owner, you're attracting and demanding the work you want and the pay it deserves.

Let Bob spend his £30 with another company who probably aspires to be where you are.

Life is about levels, and you just levelled up real quick.



BUSINESS PLAN 9

DORA THE EXPLORER

As my workload grew, and I was dominating my industry, I had this goal to be the most booked valeter and detailer in the UK.

I wanted to have 6 months covered in advanced bookings. I knew I'd have a hard time achieving this ambition operating solely in Liverpool and Merseyside alone. So I needed to travel, and dominate the scene in other areas.

HOW COULD I MAKE THIS HAPPEN?

Ask your well-established contacts to reach out for you in other areas. Or, slide in someone's dm's yourself. Be your own plug if you have to be. Offer a little deal for getting you into another area.

Now, this can be a risky one at first! You won't be making the money you want to from the get-go. You'll need to speculate to accumulate on this one.

Eventually, you'll get that money and more.

You're going to an area where there's likely to be people like yourself, already set up, so you need to stand out. Get your plug to really work hard for you on social, reposts etc. A good competition helps typically, and some smart branding.

When you are trying to engage a new area, make sure your socials are poppin'!

Make damn sure that when new people, from other areas, are clicking your profile, they see your best content.

Once established in these new areas, you can drop deals like the ones I mentioned earlier..

"Hey, I'm in Essex from the 21st till the 26th".

You're not in Essex on them dates, but you will be in about 35 minutes when your plug fills that slot for you, with a sweet deal, adding on a free ceramic coating or a deep clean.

You get it now?

When you are in these areas, it's a 24-hour job. If you really want to take over a new location, you must be out and about, and visibly so.

When I travel, I make sure I do things to create brand awareness, simple things like take the Vanborghini to rare places or local landmarks. Take pictures and be sure to hashtag that area, this is a great way to engage your socials, at a local level.

You'll get people clicking the hashtag and messaging, but remember the age-old golden rule on this one, fake it til you make it.

If someone from the new area messages you... even though you might be free tomorrow, you're not going to tell them that, are you? You're next free and in their area in 'X' many weeks, due to massive demand... get it?

Create the illusion that the service your selling is in high demand until eventually, it is.

Fake it til you make it, even when travelling, and you'll get yourself advance bookings.



BUSINESS PLAN 10

SEX SELLS, HONESTY TELLS

Like that, don't you

If you follow me on Instagram, you'll know I'm murder for sexual innuendos!

I can't help myself, I coined the phrase "*no clay, no lay*" and "*Friday flaps day*" you've probably seen them!

If you haven't seen them, you must be living on Mars, but I'll explain why I do this.

The industry I'm a part of, valeting and detailing, is so dull! Honestly, it even bores me sometimes.

Many in my industry use the poshest and weirdest (they might not even be real words, but who cares) terms known to man. And I'm like, why?

You're excluding those who don't understand. You're making it so damn complicated, losing engagement and in my opinion, burning money!

That's why I came in and just literally turned the industry around, spat on it, and shoved it in! See what I just did there?

When growing a business and trying to generate sales, Instagram is a fantastic platform.

You need to choose a target age range of followers. To do this, you simply go onto your settings, find the insights section, then click on "audience".

This tells you exactly how old your followers are, where they are from, and gender split. It even tells you what times are best to post, and which are your busiest days.

For me, my followers are mostly based in Liverpool and Manchester. Aged between 18-34 and it's around 60% female, 40% male.

So I'm talking to an age range that is receptive to outspoken influencer types, sex, fast cars and flashy things. So, give them what they want!

Let's have it right, no one follows me on Instagram because they give two fucks what I had for my tea or what fancy products I'm polishing the car with.

They want to see the results, and they want to be entertained! I already had the gift of a quirky personality due to my extremely troubled past, and the fact I had to man up real quick in the jail cells.

Don't be afraid to show people who you are! Honesty and personality sell best alongside a genuine skill.

I opened this guide telling you lot I went to jail, and I used to be a bit of a bad boy. Do I seem phased or bothered by this? Of course not!

Do you think it's a big secret either? Course not.

P.Louise knows I've been to jail. The smart 'so and so' spotted the tattoo on my arm straight away and asked about it.

James Batty, owner of Auto Finesse, I'd say knows more about me than I do myself.

He's been in my shoes and gone through all I'm going through. He was doing stuff I'm doing now, back before I knew what detailing was. He knows I've been to jail, he seen my worst temper and how different I can be. He doesn't treat me different! He respects that I'm real, and I'm myself.

If I can be honest and upfront about who and what I am to these two people, then I think you can be honest to anyone, especially yourself.

Never hide who you are.

Also, I take power away from the haters. Realistically, in the early days, I was ashamed of my past and the fact I'd been to jail. I always found the past had a way of finding me, though. And it was a tool people could use against you.

For example, the day before my accreditation day with Auto Finesse. Another detailer sent James a text message informing him of my past and the fact I'd been to jail. Luckily, James already knew. He just laughed it off and told that other detailer to get a life.

Paige got an old associate of mine messaging her telling her I'm this, I'm that, and yet again, the fact I've been to jail. She's a strong girl, she's not stupid. She sent that person on their way.

See the pattern now? If I'm honest with myself, you can't use anything about me, against me. You have no way to attack me or hurt me if I have already turned my flaws into flawlessness.



BUSINESS PLAN 11

LOYALTY IS ROYALTY

Team AF

Let's talk about brand attachment. As I dabbled into the beauty and makeup industry, I found many similarities to the valeting and detailing industry.

Everything revolves around a brand! Teaming up with a well-established brand is a significant move to make.

It isn't always easy, but nothing worth having comes easy.

As I grew and ended up on everyone's radar, I quickly found a lot of brands wanted to work with me and send me things.

Moreso as my followers grew!

Now let's remember, I'm from a criminal background. I know better than these posh detailers that swapping loyalties and jumping ship isn't a good thing in any world, so I didn't jump to any brand attachments until I was ready, and it was the right brand.

Auto Finesse... the mighty team AF. James Batty, his gorgeous wife Sian, Simon and the rest of the car care masterminds. These people, like it or not, are celebs in the detailing world.

They didn't just make it, they made it big and loud. From the early days, I'd hear mentions of Auto Finesse.

I'd seen their products used online, and seen the branding on cars at shows. I could go on all day about the growth and success of this team... but James Batty has written an exclusive interview, and you'll find it at the bottom of this guide, so I'll leave that story to him!

The point is, I knew if I went in and worked with one brand, the one I really wanted to work with, deep down, wouldn't want to work with me. If you go from one brand to another, you'll do it again.

To keep your creditability in your industry, you need to be assertive about what it is you want.

You can't be shouting about one thing one minute, then onto something else the next.

It's precisely the reason why all these z-list celebs don't stay relevant.

love island

LOVE ISLAND



Perfect example, Love Island. Everyone wants to work with them when they get out of the villa. They start on the Instagram sales and absolutely fill your feeds with shit for sale.

As it starts to drag out, they move onto all these internet competitions etc. Frankly, it becomes boring and cringey to me. But realistically, they need to milk that hype wave because in what, **6 months, a year**, another series comes out and they are old news.

Some are smart, of course and jump straight in with one brand.

That seems to keep them relevant for longer. Instead of selling the arse out of something, they make it last by keeping creditability!

**Slow money is better than no money.
And fast money doesn't last money.**

Creditability pays in the long run.

So, whether you're a hairdresser, valet, tattoo artist or barber... don't trade some quick success hype for a long-lasting relationship and income.

I've stuck with the Auto Finesse brand now for over a year. Because I've remained loyal to James, he gives me all the show work which ranges from £800-£1200 per day!

He often calls me up and gives me a lovely job that is easy but brings big wages.

As James is the headline sponsor at the majority of car shows, everyone knows him. If I need something, being his friend means it happens that same day.

Through James connections, I managed to source parts faster and cheaper than Lamborghini main dealers.

Do you get what I'm saying? Loyalty and credibility are my deadliest weapons



The Business Bible

SO, I'VE
SHARED
WITH YOU

11 BUSINESS PLANS

THE SAME
METHODS
THAT GOT
ME TO
EXACTLY
WHERE
I AM!

Now, let's go into some hacks!

WATCH HOW YOU TALK TO ME, UBV!

It's essential to teach people, from day one, how to talk to you. Be very careful about what you allow! When I started out, remember I was very used to money and nice things. At age 19, I was driving a £25,000 car and doing what I wanted.

None of these fancy businessmen clients impressed me or had me shook.

I'd learned the lesson of illusion remember. Just because a person appears to be rich, doesn't mean they are.

So, don't let no one talk down to you. The second they do, get it straight in line, but in the most respectful way possible.

Valeters and detailers who have trained with me often show me screenshots of problems they've had with a customer.

They'll be calling the customer names like "madam" and "sir". Using words like "boss" etc. Erm no, they are not my boss, and they are definitely not yours either!

You do work FOR them, but you do not work for them.

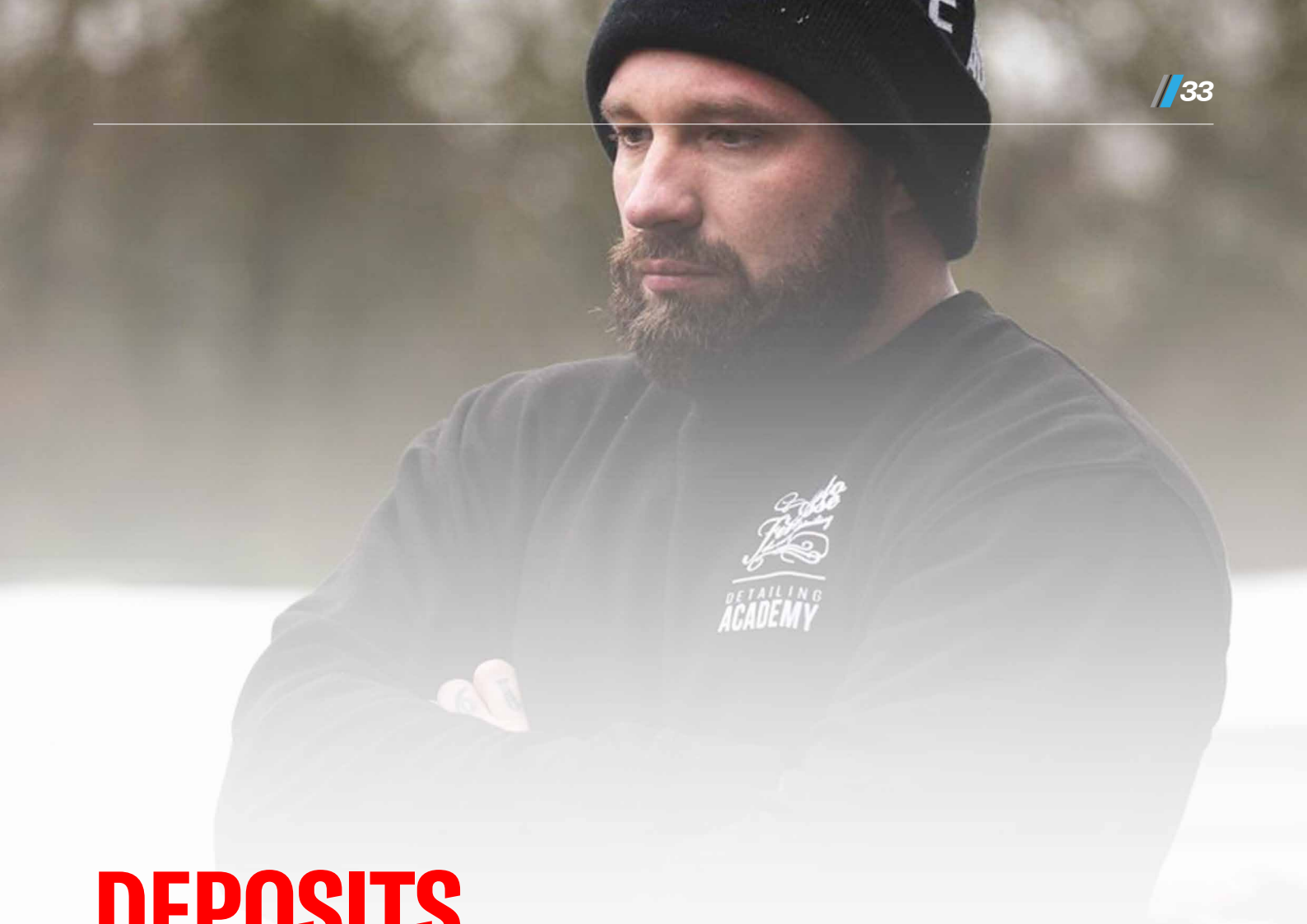
Get it? You are your own boss!

You need to start taking yourself seriously if you want anyone else to. If I had it my way, I'd be coming to work in a suit and tie!

Same goes with how you let people treat you. With the majority of my clients, it's payment on the day.

I see lads stressed over clients not paying invoices etc. Why would you allow a private client to have you working twice? Once to sort their vehicle, and then again to chase them over the invoice! It might look professional, but it's more work and headache that you've created for yourself.

I mean, don't get me wrong, as your business progresses, you'll learn which clients are alright to just say "sort that whenever". You'll know who the real ones are.



DEPOSITS

Nothing worse than having a nice, tasty well-paid job booked in... then they bloody cancel on the day! Or even worse, you drive all the way there for nothing!

Since adding the deposit scheme to my bookings, my income is thriving, and bookings are way in advance.

It was a worry at first, I felt awful! But at the end of the day, I was getting far too busy, and I genuinely didn't have time to be messed about.

As I'm used to being on the wrong side of the law, I thought it best I seek legal advice on the matter. I went to see my local solicitor, and he guided me on the correct ways to introduce legally binding terms and conditions, and a deposit scheme.

It didn't cost me a lot of money, a couple of hundred pounds if that, from what I remember.

State these terms and conditions clearly on your website. They have to be on a platform for anyone to view. So when you engage someone into booking via a dm, email or text, you have stated clearly *"please give my terms and conditions a read before booking"*.

Then, of course, go into deposits to secure that booking. I usually take 20% of the total as deposit, and rest on the day of the booking.

If someone doesn't want to pay a deposit, then why waste your time?
It's as simple as that for me now.

They are wasting your time and getting in the way of decent clients who want the service.

EYES ON THE PRIZE!

You'd be so surprised as a self-employed businessman or woman, the stupid things you spend money on and don't realise.

For example, I worked out one year I spent £3,600 on Starbucks and Costa coffee! Can you imagine my accountants face? He was displeased.

So, I recommend some basic tips to keep your eyes on the prize and your spending in check.

I have a simple saving and spending routine, I've lived by it, it has kept me in business and more importantly, thriving.

Firstly, I'm old fashioned... I'm always saving up, but I never know what for!

Every single week I make sure I'm putting some money away for god knows what! I always seem to know what it's for eventually.

Say for example if I make £2000 one week? I make damn sure I put at least £200 away and never touch it. That money is no longer mine. It has been put away, and it's gone! That's my rainy-day fund. It's in a separate savings account for when I need it most.

In the early days, when, for example, a van could break, or equipment, the savings are there to help you avoid going into debt.

Get a credit card!

I'm not a fan of credit or finance. I'm a stepping-stones man (again, old fashion). In this day and age, though, credit works wonder for your business. If you can prove you can spend and repay money, banks will love you.

I have a business credit card, and every single thing I do, to do with Urban Valets, goes on that. I work it out monthly so I can track my spending. So, for example, if I've been going way overboard with Starbucks, I know to cut it out next month.

Plus, it's so easy to monitor your online banking app, and even easier to just send your information over to your accountant.

Speaking of accountants...

I'm no expert at how the British taxing system works, but everyone asks me, so I'll share what I know.

I did my taxes myself for the first two years. After that, it all got a bit too much to do. So, I went to see a professional.

I pay less in tax now, and I can spend and earn more, simply because my accountant knows what I am and aren't entitled to. What I should be doing with my money and the right ways to upgrade my business.

Trust me on this one, they know best. In the long run, you'll be saving.

I'VE LOVED, AND I'VE LOST...

I'm talking Income

Let's be honest, relationships in this day and age are stressful. When running a business, you continuously need to be on your A-game, and never be caught slipping.

If your mind's working overtime due to a stressful relationship, then your work ethic and results are likely to drop too!

As I've always been successful, worked hard, and had nice things, in my early years, I always attracted the wrong kinds of girls. They saw me for the money, fancy cars and confidence.

I won't lie, I fucked up more times in business just by being with the wrong person. It wasn't their fault, it was mine for tolerating it. I can't blame anyone but myself.

You can't build with somebody who isn't willing to carry the bricks!

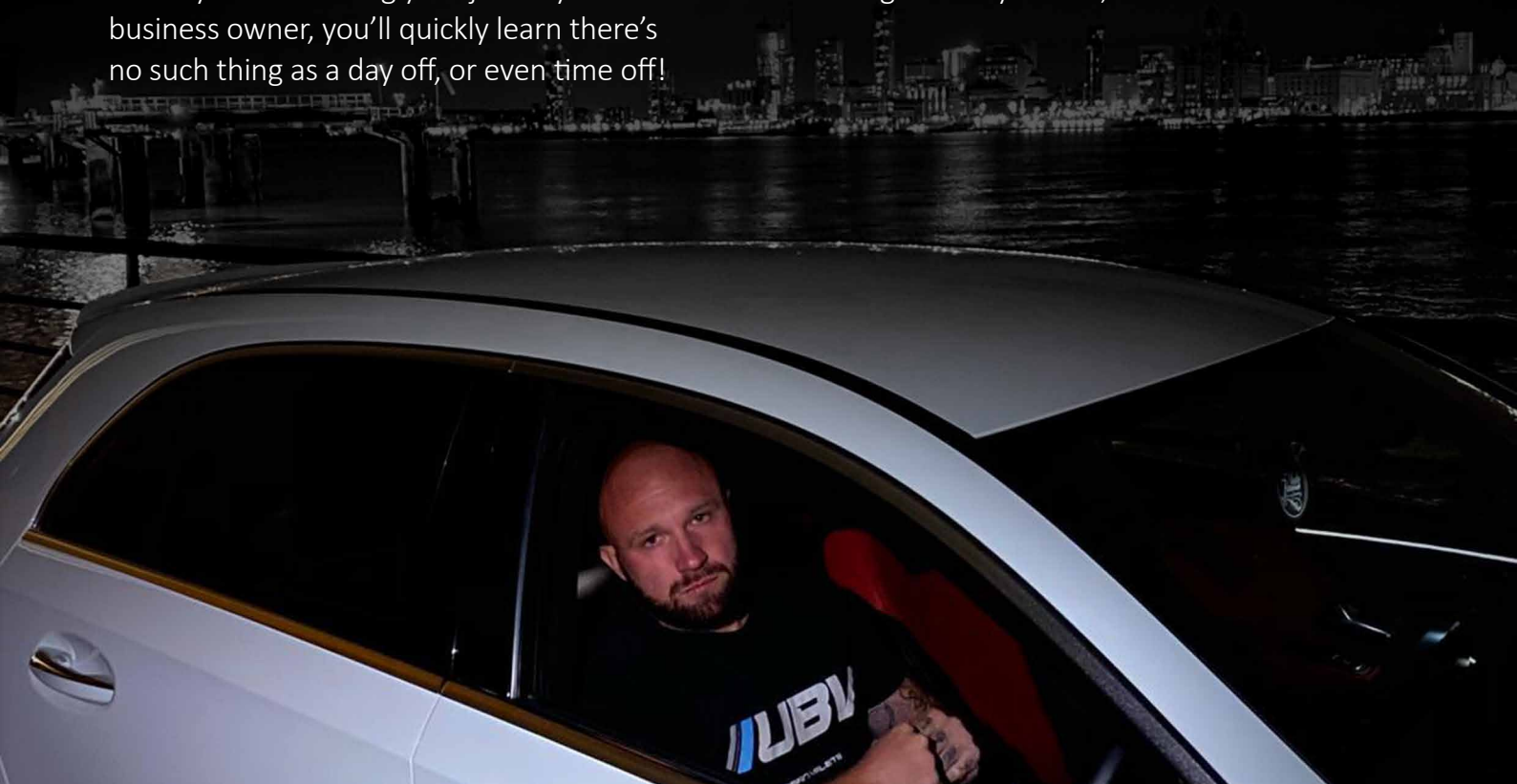
When you are starting your journey as a new business owner, you'll quickly learn there's no such thing as a day off, or even time off!

I've just done a full detail and ceramic coating today... and I'm here typing this. See what I'm saying. It's good to have balance and find time for yourself, but when you're fresh at it, and learning, you won't be balancing free time and work time equally.

So if you're with someone who's adding pressure to this, who's at you for working too hard...

Are they right for you?

You've heard of cock blocking? That's goal blocking. This is your life, live it!



WITH GREAT POWER COMES *Big Headaches*

So you've read all my business plans, you've avoided the issues, and you've got yourself a life partner who gets that you're doing this for your future... go you!

Money and success attract love, but it also attracts hate, jealousy and even criminal acts attempted on you.

When I started to grow on Instagram, I learnt first-hand how weird people can be! Some of the messages I would get were shocking, full-blown strangers making assumptions about you and your life while sat at home on their iPhone.

I'd get other detailers making fake profiles to say what they wanted to tell me, in safety, behind a screen.

At first, I would get so wound up, I'd voice note them back and telling them what a weird so *and so* they are! Literally though, you're giving them what they want—a response.

These days, my bookings are that busy that I don't even see the hate dms. But if I do, I just block them. Don't give them the satisfaction of a reply. Like mate, you went to all that effort to make a profile just to message me? How's that being blocked feel? Eventually, they will get bored





WINNERS FOCUS ON WINNING. LOSERS FOCUS ON WINNERS.

You'll get people replicating your moves, copying your business methods. At the end of the day, they can't make their next move until you make yours. So, they'll always be one step behind.

Leave them to it and take it as a compliment.

You may remember, earlier this year I was featured in every UK newspaper. I gained that exposure by executing what I said at the start, being a decent person.

I was doing a car for the head reporter at the Daily Mail. I'd been doing it for god knows how long, then one day, it's like, "Hey... want a feature?"

It was great, I gained thousands of followers, loads of local work... but; the hate and the stress came with that!

In the paper, they shared my income. I was literally getting phone calls from people demanding money from me—death threats on Instagram and really horrible messages.

I'll be honest, I've been through some shit as you know, but that newspaper feature opened my eyes to the world! I was getting as much hate as I was love. Jealous, horrible comments.

Comments about how I look, dress and talk. It had me understanding why celebs and social influencers often take their own lives. Luckily for me, I'd already been through all that stuff, I was strong and well adapted. I had my armour.

The point I'm making is, when you prepare for success, also be ready to accept war! But like I've said before; nothing worth having comes easy... so if you can handle the heat and take the pressure like I did, you'll eventually win.

Just block the hate and negativity out, don't dwell on it and crack on!



Daily Mirror
4 hrs · 🌐

Fair play. 🙌🙌🙌



⚡ DAILY MIRROR · 3-MIN READ

Man who left school at 16 now earns £3k a week due to obsession with cleanliness

WORK HARD ~~BE HUMBLE~~

Fuck Humble

I'm going to touch base on the commonly used phrase.

A phrase battered online, virtue signalling people love making this shout.

There's truth in it, sometimes you should be humble... but remember, if you're an ambitious business owner, then you'll be adapting yearly and growing at pace.

People mistake being humble as some sort of excuse for being unable to grow.

You have no obligation to be the person you were this time last year, you're allowed to grow and adapt.

You'll find you lose friends as you gain success, you outgrow people who haven't got the same vision as you.

And that's the first weapon they'll use against you, "*be humble*".

No, I want to be rich and help people.

Knowing you're doing better isn't the same as acting better.

CAN'T WE ALL GET ALONG?

Take a look on my website, every single package and product I sell is clearly worded. Why? In the early days, I caused myself so much headache with miscommunication

LET ME TELL YOU A SHORT STORY TO EXPLAIN.

THE DEVIL IS IN *The Detail*

So, a girl books in a black Audi a3 that was 6 years old at the time. It had loads of miles, stone chipped to death from motorway millage, and it was absolutely destroyed inside, with deep stains and ground-in dirt. Plus, plenty of paint swirling due to incorrect washing. The works.

I had explained my terms and conditions for her booking. But I got there, the car is on the main road (I usually won't operate on the main road due to insurance legislation). And of course, she had only booked a small in-and-out package, but the car needed a full days overhaul!

Regardless, it was a Friday, and it was my last job before a long weekend off. I was in a pleasant mood, and plus, she was a young girl who clearly thought the world of this car.

I thought, sod it... just get it done for her. She'll appreciate me and tell her friends!

Boy was I wrong. I moved the car to a small car park up the road and commenced work there, to avoid having to cancel her booking.

I did tell you she only booked in a small package, right? I ended up completing a full deep clean, full decontamination and protect for her. She had booked a small clean at just £60, and I gave her a £150+ clean just because I felt bad for her.

Anyway, on hand over, she didn't really seem blown away... I've just spent 5 hours on this car.

Going against all my own terms and conditions. Either way, I was paid my small fee, and I left.

I get a message about 10 minutes later...

"Do you want to tell me why my car still has swirls in the paint".

So, long story short... she'd seen me on my Instagram stories, knocking out massive swirl removal and correction jobs and just assumed I do that on every job.

Was she pretending to be thick to get money back, or get something for free? Maybe. Let's assume she wasn't. My fault, as a business owner was allowing her to put me in that situation...

Make every single thing you do crystal clear. Give no client a chance to wrong you, because if they can, it's your fault for allowing it.

I wish to god at that point I'd just hit her with my terms and conditions and had an early afternoon at home. You've heard the saying, **"nice guys finish last"**, right? These situations are precisely how that happens.

You need to remember that not everyone in this world has the same heart as you. And that some people simply are out to be horrible for no reason or to try it on.

Protect yourself and your business by spending that extra time to carefully map out each package or service.
Make it absolutely idiot proof!

HEARTBREAKER

The End for now

These days I'm heartless with it. I take absolutely no prisoners with the terms and conditions and the running of my business. I'm focused on the fact I've got goals that won't achieve themselves, and I can't let no arsey customer stop that.

I mean, I wish I still had a big heart, I wish I still had plenty of love in me.

The world and my life has turned me cold. To be honest, as I mentioned earlier, that's why I grew to respect my Dad. That man is the definition of business. He is entirely heartless when it comes to money, and he passed it all on to his oldest boy. I just didn't know I had it inside me until I met him, and he brought it out of me.

It's a weird one, I thank him for it because the attitude and mindset helped me to gain unreal success. But at the same time, I'm numb to emotion.

As some of you may know, I have a baby daughter. Me and my Dad fell out again because simply, he wasn't a good dad and he was an even worse grandad. I couldn't bare the thought of my daughter ever being upset when he didn't make an effort with her or have her sat looking out of a window waiting for him.

Like I've tried to educate you in this guide, sometimes things are best when you let it go. I'm on a winning spree now, and my daughter won't be poor like I was, she won't struggle or feel lonely, and that's because I learnt the hard way and nearly killed myself many times, so she won't have to.

That's my motivation, giving her the life I didn't have. You need to find your own inner motivation. Most millionaires give you these lists of goals etc. I get it! But for me, do you want to know my dream?

It used to always be to have more money than my Dad. To be bigger and better. I was nearly there... then I had my baby girl! Now my goal is to just be a better Dad to her than he was to me. Fuck the money! All the above will secure me the life I want.

Remember I told you at the start of the opening paragraph that I used to sit at my mums' window and look out, waiting? Well, I bought that house in the end. So now when I go out to that window... I actually enjoy the view, I don't feel pain, I turned that pain into a positive. When I look out that window now, I only see how far I've come.

I hope you've enjoyed this guide, designed for you to create your own winners' circle!

Remember, be a business and a brand. Wake up early, shower, look good and smell good!

Make sure people remember you. Let every time you meet someone feel like a great experience.

Get yourself in the gym and feel great! The better you think you look, the better you are as a person. Surround yourself with positive things and be sure you're always reaching for the next step.

I hope you've enjoyed learning about me as much as you have my business. It was tough for me to open up as much as I have in this guide.

I knew for you to understand how I did it, you'd need to understand me.

I came from nothing, and I had everything in my way stopping me. My persistent attitude and hunger for success never let me down.

If I can do it, so can you. Remember, you breathe the same air and bleed the same as me.

The end, for now.



A man with a beard and short hair, wearing a dark t-shirt with a logo, stands in a car detailing workshop. In the background, a white classic car is being detailed, and another car is partially visible. The workshop has a high ceiling with industrial lighting and equipment.

EXCLUSIVE INTERVIEW

JAMES BATTY

Auto Finesse

When I was asked to write this for "our kid Liam" (see what I did there), I wasn't really sure if I was the right person to be giving business advice, I don't know why but for whatever reason I don't see my self so much like a mentor or a teacher/preacher type.

See I built my business from the very bottom, now I'd love to say I left school with all these accolades and achievements to my name, but I didn't, the one thing I did have, was a bit of drive and some passion for cars.

I started off "valeting" in the simplest form of the profession really, "wash n' hoovers" were my bread and butter, and we aren't talking Aston Martins here, more G reg Astras, now I'm not telling you this to make you feel sorry for me, its more to point out the fact, I believe this is what really taught me the most, a lot of the things I learnt on these jobs I use right up until this day.

It wasn't till much later on down the road where I got to work on more prestigious vehicles, but its probably why when I did it didn't phase me, I was ready for it.

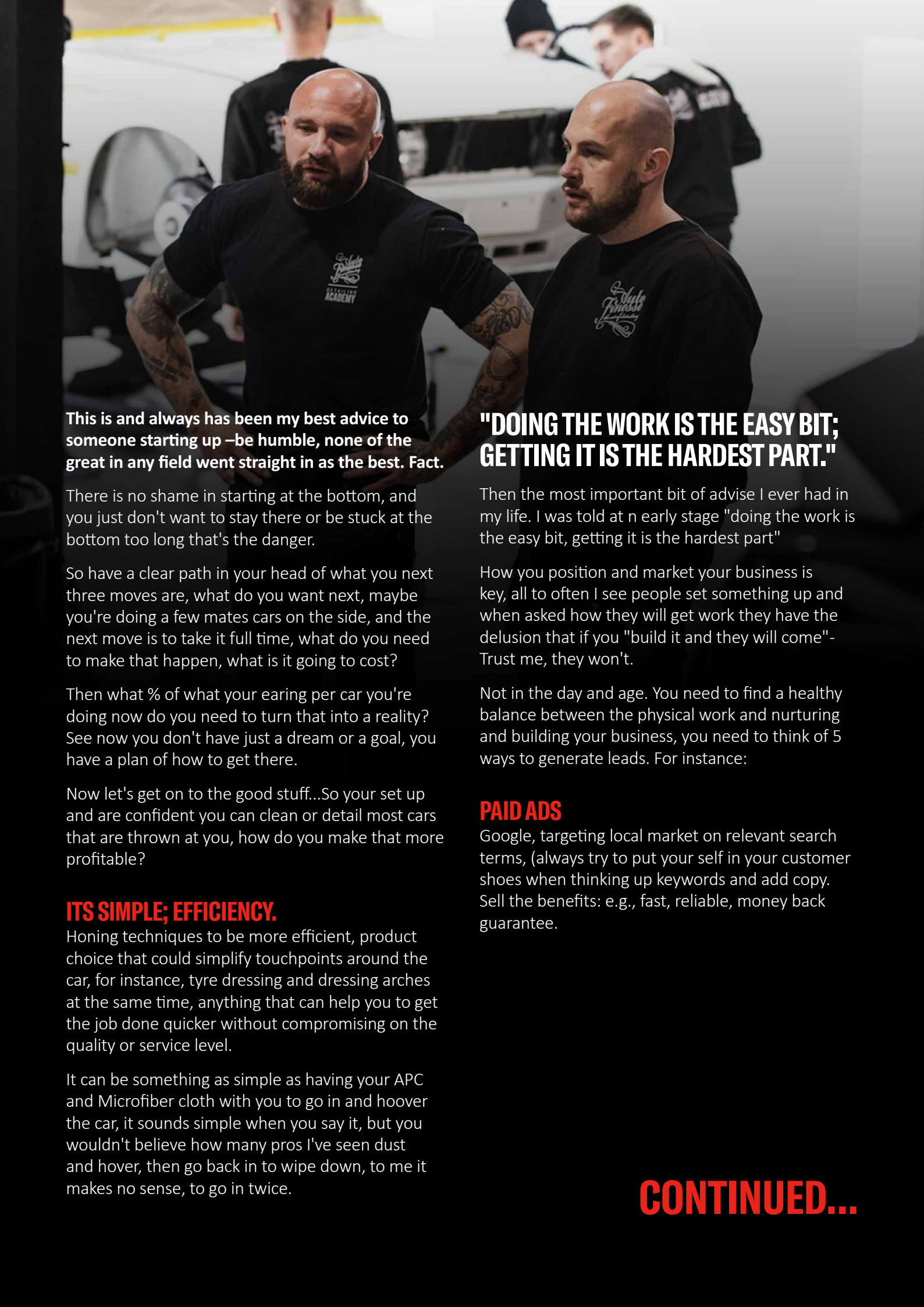
"Don't try to run before you can walk."

See back when I started Auto Finesse it was known as JB's (look I wasn't as good at branding and marketing back then ok, I was 17 so give me a break).

The term "Detailing" wasn't a thing, "Valeting" was all a bit posh, I was lucky enough to be around for the inception of detailing in the UK and built my skillset live on the road.

I'm not ashamed to admit I've never been on a single valeting or detailing training course in my life.

Because I learnt on mine, my brothers, my mothers and basically anyone who would let me loose on their cars around me, it was a great journey and one that I believe is essential to anyone starting out, to have a great understanding of the basics of cleaning a car, I'm not talking bucket and sponge here, but how to wash a car and dry it properly, is one of the most important things, and you should have this 100% first, it forms part if not most of all professional services you will offer and lays the foundations for the more advanced procedures to follow.



This is and always has been my best advice to someone starting up –be humble, none of the great in any field went straight in as the best. Fact.

There is no shame in starting at the bottom, and you just don't want to stay there or be stuck at the bottom too long that's the danger.

So have a clear path in your head of what you next three moves are, what do you want next, maybe you're doing a few mates cars on the side, and the next move is to take it full time, what do you need to make that happen, what is it going to cost?

Then what % of what your earning per car you're doing now do you need to turn that into a reality? See now you don't have just a dream or a goal, you have a plan of how to get there.

Now let's get on to the good stuff...So your set up and are confident you can clean or detail most cars that are thrown at you, how do you make that more profitable?

ITS SIMPLE; EFFICIENCY.

Honing techniques to be more efficient, product choice that could simplify touchpoints around the car, for instance, tyre dressing and dressing arches at the same time, anything that can help you to get the job done quicker without compromising on the quality or service level.

It can be something as simple as having your APC and Microfiber cloth with you to go in and Hoover the car, it sounds simple when you say it, but you wouldn't believe how many pros I've seen dust and Hoover, then go back in to wipe down, to me it makes no sense, to go in twice.

"DOING THE WORK IS THE EASY BIT; GETTING IT IS THE HARDEST PART."

Then the most important bit of advice I ever had in my life. I was told at an early stage "doing the work is the easy bit, getting it is the hardest part"

How you position and market your business is key, all too often I see people set something up and when asked how they will get work they have the delusion that if you "build it and they will come"- Trust me, they won't.

Not in the day and age. You need to find a healthy balance between the physical work and nurturing and building your business, you need to think of 5 ways to generate leads. For instance:

PAID ADS

Google, targeting local market on relevant search terms, (always try to put yourself in your customer's shoes when thinking up keywords and add copy. Sell the benefits: e.g., fast, reliable, money back guarantee.

CONTINUED...



SOCIAL MEDIA

Posting on social media is great, but rarely does it deliver the desired results unless you understand how to use it, social media is a brand builder, your customers are more likely to look at it to "quantify you" in the first instance than they are to see your snow foaming a car when mindlessly scrolling and think "hey I need some of that"

Build it as a portfolio, take some good images (with the owner's consent) post a little swipe across series before and after, and post it up same day.

Here's the trick: get your customer IG or Facebook add them and ask them if they would share it, you would be amazed how many customers are buzzed to help you out like this, now watch the difference in the impact your social media posts have.

REFERRAL SCHEME

Your existing customers get a little something for referring a friend.- the worst thing you can do he is giving away your time and services, for multiple reasons, but id always prefer to give a voucher (maybe team up with a local business to get a deal on gift cards to their business)

ATRADE CUSTOMER

Get in with a good local dealer, now this work won't make you rich but if you can come to an agreement that can be flexible around other higher-paying jobs its a great way to keep earning, especially in the colder months as many have indoor space.

FLYERING

Its an old skool trick but there's a reason the local take away keep sticking those flyers through your door. It works, and to be honest, it's probably now a bit of a door left half-open with everyone running to the internet.

You don't necessarily have to go door to door poking them through letterboxes, but leaving flyers in key local businesses, the tyre shop, the garage you use, even that trade customer you just got onboard above, it will bring you business, and print is cheap.

LAST BUT NOT LEAST

Remember every single job you do is your ticket to the next 2-5 or even 10. By doing that little bit extra - ill tell you something I used to do a lot actually, let us take a scenario, nice Aston Martin, light leather seats, there's some Jean Dye transfer on the seats. No biggie, but the car is in for a basic wash, vac and freshen up. Ok I could go talk to the guy selling him some form leather deep-clean treatment, but for the time it would take to go find the owner for that chat I could just sort it as a "favour"- but here's the key, let them know if you have done a little bit extra for them.

For 2 reasons, if you don't, they will come to expect it every time, but more importantly, that is what will lead them to recommend you to their friends.

A recommendation is the number 1 key here, because you are in control of it, and the more effort you put into getting recommendations directly relates to the return, not only that, your competition can't just come and outbid you on it, a good name and reputation with those that matter is the most important thing you can have in any business, in my opinion at least. Just don't have that in your mind as the only way of bringing in leads for your business.



www.autofinesse.com



P.Louise

It's your girl P.Louise

From being young I never knew what my destiny would be, but my goal was always to have 'made it'. I always knew that I wanted to inspire the generations and to make a real-difference.

I wanted everyone to know the name 'P.Louise'.

After countless side hustles and failed job roles, I decided to take the leap of faith and open up my very own safe haven which then became known as 'Plouise Makeup Academy'. After being let go from my current position at MAC, I knew it was time for me to spread my wings and build me and my brand for me and my future. Had it not been for divine timing and my destined fate of being let go from my job role, maybe I wouldn't be where I am now. Rule number 1 when it comes to business is to always trust in the timing, when it is finally your turn, I hope you understand why the wait was necessary.

Opening my makeup academy was not the grand opening I'd ever imagined, in fact, in the beginning it was more of a disaster. However fast forward 5 years and here we are.

Plouise has expanded to an empire over the years, branching out into other business ventures and taking over the industry one step at a time. It took time, dedication and resilience but all that in grasp, I know I will take over in given timing.

Being a top business owner myself, I have met various types of people working in both traditional and non traditional businesses. That itself inspires me and is a clear sign that no matter the situation you're in, there will always be better out there for you. There is always room for growth, no matter your current climate.

Sometimes you need to experience sleeping on the floor to appreciate sitting on the throne. Want to know how I built myself in the industry and how you can implement these techniques in yours?



Social Media

The biggest and best thing to bring awareness around your brand is social media. However, you can only utilise it to its full potential if you know how too. Marketing your brand and business on social media requires strategy, knowledge and creativity.

Although at the best of times social media may seem overwhelming, its importance can never be overstated.

Plus, the benefits of social media extend far beyond brand awareness and increasing sales and once you know how, social media can take your business and brand far.

If you do not already utilise the never ending benefits of social media, this is where you are already failing.

The first and biggest advantage of social media is that its free(mostly).

It's free to create social media profiles and post whatever content that's fitting for you and your brand providing they meet with the guidelines of the platform. If it is free, it's questionable as to why this is not taken full advantage of.

By opening a social media account for your brand and business to expand your platform is at no cost to yourself considering its free to do so.

Even if you don't think you can gain any further recognition for your brand via social media, you are wrong. You need to be open to the never-ending boundaries that the internet can offer.

There are various different social media platforms out there that can help you connect with your target audience to grow your brand in all the right places. However, the biggest challenge of this is finding the right platform to help you achieve that goal.

When it comes to social media marketing, be extra cautious when choosing the right platforms that you can build your brand with.

To help you get started, analyse both the strengths and weaknesses of each platform including Facebook Instagram etc.

Consider the demographics of the average user and configure how easy or difficult it will be to get your content on their feeds.

Decide which platform could most help you build and grow an active community of loyal customers. Make that your starting point, then continuously develop your brand by adding more social media platforms as you go.

You must figure which is more relevant to you and your brand as you will be able to aid in the growth.

If you are expanding over various socials(which is amazing to do!) creating a branding style for your brand and sticking to it will help market your brand perfectly.

You may or may not already have branding for your brand, if so, think about the colours and pantones your company uses for its branding and always use those across your socials.

Avoid using various different logos and colours over your platforms and instead, choose one and always use it.

Ensure your branding is consistent across all your social media sites, as well as your website if you have one. Consistency is a key and helps people more easily recognise your brand and increases brand awareness.

Once you become comfortable with social media and have learnt how to utilise it correctly for your brand. Now you can focus on your growth.

In order to become a boss on your socials you will need to have a plan, without direction and organisation your socials can become to get confusing (yes babe it is that deep!)

By devising yourself a plan and organising your content you will be sure to get the absolute most out of your socials. Although planning and organisation can take time, this will be extremely beneficial for you and your business in the long run.

If you have a social media in order to promote your business or service, devising a social media plan for your socials should be on your to-do list whether you're a business boss or you just want to increase your engagement and following.

A social media plan is the perfect step-by-step approach you need to take in order to develop a strategy as a whole. Each step needs to be broken down into parts to then allow you to build on this and put the plans into action.

Social Media can be used in virtually every aspect of your business or service. You can use it in marketing, sales, customer support, customer engagement and retention etc.

Here are some top tips on devising your plan:

Step 1, Audience: Get a feel for the audience you already have, you can do this by analysing your insights; try to get a gist of your follower demographic such as age, gender also analysing which of your posts do better with your audience. By doing this you can start to assess your followers' social activities including what they like to see

and what they don't, bear in mind this will be generalised as you can't do this for each follower individually for obvious reasons.

Step 2, Plan: Now it's time to start planning and the first thing to do which is essential for your social media plan is to define your business/page objective ie; what do you want social media to do for your business or service? If you are wanting your socials for gaining more interaction, followers etc or if you want more clients. This is something you will need to analyse as it's an imperative role in your Social Media Plan. Moreover, you need to configure how your business/brand/page etc strengths can be extended via social media ie; what can you do to push your business out there and utilise all social media has to offer?

Step 3, Strategy: This is the time you start to configure how you will maximise your page or business ie; Will it come from being super active? Doing giveaways, competitions etc? Or will you invest in this and branch out to ads? It's so important to have a 'game plan' strategy whereby you break every single thing down to gain the best results for your business.

Moreover during this step you need to look over your targets and decide whether your goals are realistic. For example; Do you have the time to post three times a day (if this is one of your plans)? Do you have the money to invest in ads? Do you have the content to post three times a day? Ensure to keep things like this in mind.

Step 4, Tools: You need to decide which socials you're going to focus on and what will be most successful for your business and brand. If you want to branch out to six different social media platforms, this is when it starts to get confusing so the first thing to do is to decide what social media platforms will work best for you; that way you can really focus on building these up first instead of spreading your time over various channels. Despite the relevance of social media for anything you need to use your time well as all social platforms are not created equal (they are not the same). So by using different platforms, your results will differ.

Moreover you need to decide how you will monitor the activity and measure success on these social platforms.

For example, insights on Instagram are an amazing way to analyse your page etc.

Like anything, you can't expect to get results overnight or instantaneously with social media marketing tips however, by using them effectively you will be sure to head in the right direction for maximum exposure etc.

Though you might have a clue on how to get there, having a plan for you to follow will make this process a lot more smooth sailing.

Levelling up your hustle:

The first step to becoming a top boss in the industry you're in, whether your self-employed or employed, is to always ensure you're stepping up your skill constantly.

We live in an extremely skilled economy where the skills you may have learnt 3 years ago could very well be outdated now.

You are not entitled to an amazing job-role on the irreplaceable sector just because you rub shoulders with the right people and tell them about your degree and training you did 10 years ago. In this day, experience is somewhat more valuable than degrees.

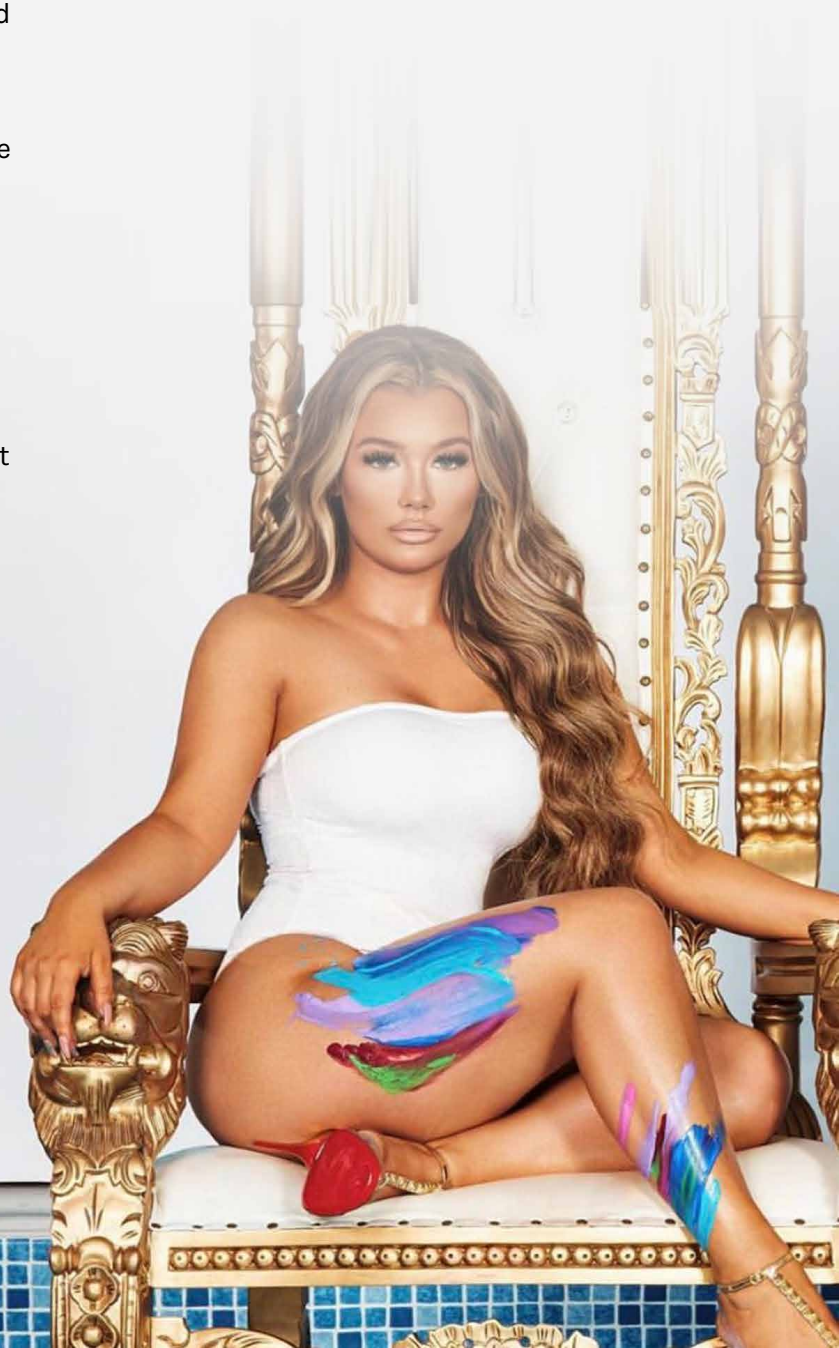
Take me for example, I left school with no qualifications yet here I am; A top business owner with multiple thriving businesses.

You should always endeavour to do more within your job role and sector, this means always learning!

There will never be any harm in bettering your trade. Whether this be watching videos, doing courses online/travelling to do courses, training with other creatives etc.

You need to take your education into your own hands, there is no limit to education.

PLOUISE



THE
END