



## **Cynthia Both, Action Cleaning**

Hello, my name is Cynthia Both, owner of Action Cleaning. I am a single mother with 2 kids. I started my business 13 years ago. I felt that anything in the service industry would pretty much work and cleaning happened to have the least start up costs. So I went for it.

I took on my first client the summer of 1995. I still clean for her husband; sadly, she passed away a couple years ago. Their job takes one full day a week and includes 2 houses, one a family member's cottage and their cottage. Before long I was getting busier and busier just from word of mouth referrals. It didn't take long before my hard work started to pay off. One month after I started my new cleaning business I had enough clients to quit my regular job and just work for myself.

Now I have a crew of women who work with me. We travel to Glen Arbor and Leland two days a week, Traverse City two days a week and Fife Lake one day. I always leave openings for the many construction cleanup jobs that I also do. I strive to be the best in my field and have numerous satisfied customers. My work speaks for itself. My crew's reputation proves we are reliable, dependable and extremely fast. My name is Action Cleaning for a reason!

I enjoy working for myself. There is nobody to set my hours except me and, of course, my clients. The drive to succeed keeps me going to this day. I really have a bunch of wonderful people that I work for. I have made some wonderful connections and friendships through this job which keeps me going everyday.

The advice that I would give to anyone who wanted to start their own business is, GO FOR IT!!!! Believe in yourself, do the best job that you can. I also believe it is valuable to find and join groups that are directed toward your business area as well as groups of woman in business; networking. Word of mouth is the most valuable marketing tool there is. You meet wonderful caring people who want you to succeed. And they do help. Word of mouth is everything. It gets around fast in our little towns!

I would like to also thank Marigold for giving me this honor of saluting me for Women in Business. It really means a lot to me.