



A PLAN FOR A PRESSURE WASHING CHANNEL

Your comments ask how to charge. Your links sell equipment.

You film real jobs and show solo operators what a driveway, a roof and a house wash should earn. Your recent videos pull 9,000 to 18,000 views on 38,000 subscribers. What they can buy through you today is someone else's equipment, through affiliate links. This plan is the first product that is yours, and what it could earn.

What I see

- Your pricing breakdowns pull about twice the comments of your job videos. The questions are about money, not machines.
- "I want to stay a one-truck operation" shows up under most of your business videos. They want better jobs, not more trucks.
- Your replies are doing unpaid coaching: bid sheets, house wash pricing, commercial accounts, slow-season cash.

What your audience keeps asking

- "What would you charge for a 2,400 square foot two-story house wash? I bid \$250 and got it, so I was too low."
- "How do you land commercial accounts without a sales guy?"
- "Do you do any kind of coaching or a course? I would pay for it."

The product I would build first

SIX-WEEK PROGRAM

The One-Truck Business

Within six weeks, a solo operator has a price sheet built to an hourly target and ten recurring accounts pitched, from bidding by gut to knowing what every job earns.

FOR	PRICE	LENGTH
Solo and one-truck operators	\$497	6 weeks, cohort

What is inside

- Week one: the price sheet, built from each buyer's own bids and job times.
- The bid: what to say on site, the written quote and the follow-up that closes it.
- Recurring work: storefronts, HOAs and property managers, pitched with your scripts.
- One live call a week, 45 minutes, so questions get answered once instead of one DM at a time.



The math, with the assumptions showing

SCENARIO	AUDIENCE	BUY RATE	SALES	GROSS
Conservative	38,000	0.1%	38	\$18,886
Expected	38,000	0.2%	76	\$37,772
Strong launch	38,000	0.35%	133	\$66,101

Assumptions: one 10-day launch window, price \$497, program buy rates from the low end of what teaching audiences convert at, then cut in half as a conservative allowance for YouTube. Sales rounded down. Refunds and platform fees come off before any split, and the split itself is agreed in writing. No paid ads assumed.

How the launch runs around what you already post

- 01** Two weeks out: three of your normal pricing videos, each ending with one line about The One-Truck Business. The waitlist link sits where your equipment links sit now.
- 02** One week out: one live session, 45 minutes, you pricing a viewer's real job on screen. This is the sales event.
- 03** Launch week: cart open ten days, three videos and daily community posts from a plan you approve in advance, two emails to the waitlist.
- 04** After: cart closes, the cohort finishes before spring season starts, and the next launch is already on the calendar.

How the partnership works

WHAT YOU PAY

Nothing upfront. No retainer, no build fee, no invoice for this plan.

WHAT YOU DO

Record the modules from outlines we build out of your videos, run the live pricing session and the weekly call, and post the launch videos on the dates we agree.

HOW I AM PAID

A share of what the product earns, agreed in writing before anything is built. It splits automatically at checkout.

WHAT I DO

The offer, the product build, the sales page, the emails, checkout and delivery, the launch, and what comes after.

If this is close, twenty minutes is enough to find out.

Reply to the message this came with, or book twenty minutes at marcusmartin.site/creators. If you read this and it is not for you, that is a fine answer too.

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