

BUSINESS IN A BOX

Client Launch Kit

Scripts, checklists, and the real numbers for starting an asset light laundry side hustle. Written by someone who has done this, for someone who is thinking about doing it.

● 7 Day Launch Timeline

● Talk Tracks & Copy

● Ops Playbook



What this actually is

You pick up dirty laundry from porches in the morning. A local laundromat washes, dries, and folds it. You bring it back the next day. Families book on your Foldie page, get texts, and pay you. You do not buy machines and you do not rent a shop.

Foldie is the booking page, the reminder texts, the bag tags, SKIP, and Stripe. You bring the neighborhood. That is the whole split.

Why startup stays cheap

The shop already owns the washers. You need bags, tags, a way to print labels, and a little money set aside for the first week of wholesale processing. Door hangers and flyers are nice. They are not required.

What you buy	Need it?	What it usually costs
Canvas laundry bags	Yes	\$8 to \$12 each. Start at Walmart. Stick to canvas.
Clear luggage tag holders	Yes	Amazon link shows up after you sign up. Cheap pack.
Printed bag tags	Yes	Print at home. A UPS store or FedEx office works, but going every time gets old.
Door hangers	No	\$40 to \$60 if you want them. Skip them if you are talking to people you already know.
Flyers	No	\$30 to \$50 at home or a local print shop.

What 25 bags a month actually pays

Charge about **\$2.50 a pound**. A typical bag is about **25 pounds**, so the family pays about \$62.50 a bag.

If the laundromat charges you **\$1.75 to \$2.00 a pound**, you keep about \$12.50 to \$18.75 a bag. Twenty five bags in a month is about **\$312 to \$470 in your pocket**.

Your goal is **\$1.50 a pound or less** at the shop. Then a 25 pound bag leaves you about \$25. Twenty five bags is about \$625 a month. That is before your time in the car. It is also before you grow past 25 bags.

Want to wash it yourself?

You can. Foldie still runs the bookings, texts, and payments. We would rather you partner with a laundromat. That is how you keep your mornings and grow past a handful of bags. If you are starting tiny, or you already have machines, you can run it that way and switch later.

Who this is for

Stay at home parents

Pickups after drop off. Back before pickup. The work fits a school day.

Neighborhood connectors

You already know people. PTA, sideline, group chat. That is your first five families.

Retirees & organizers

Stay moving, help busy families, keep the hours you want.

2 7 DAY LAUNCH TIMELINE

Your first week, explained

Days 1 to 3 are setup. Days 4 to 7 are momentum. Do not skip the people you already know.

Day 1	Set up Foldie and your partner laundromat
Day 2	Claim your custom link and name your business
Day 3	Snap local photos and get print pieces ready
Day 4	Coming Soon warm outreach
Day 5	We are Live announcement and optional hanger drop
Day 6	Secure your first 5 founding families
Day 7	First pickups and first reviews

Day 1

Set up Foldie and your partner laundromat

Do this on a laptop. Create your account, then walk into a local shop with the laundromat pitch in Talk Tracks. Lock wholesale wash, dry, and fold pricing plus drop off and pickup windows. Washing it yourself? Fine for now. Still set up Foldie today.

Day 2

Claim your custom link and name your business

Pick a local name. Finish your Foldie profile. Claim your booking page: [hifoldie.com/\[YOUR-SLUG\]](https://hifoldie.com/[YOUR-SLUG]).

Day 3

Snap local photos and get print pieces ready

Take 4 or 5 phone photos from the shot list in Getting Set Up. Drop them into flyers, hangers, and price cards. Print at home if you can.

Day 4

Coming Soon warm outreach

Text and email 15 to 20 friends, neighbors, and sports parents. Post a Coming Soon note on your own social. Warm people first. Strangers later.

Day 5

We are Live announcement and optional hanger drop

Post the launch Nextdoor and the We are Live captions. Hang 25 to 50 door hangers only if you bought them. They help. They are not the whole plan.

Day 6

Secure your first 5 founding families

Follow up with anyone who replied. Drop their welcome bags using the bag kit script in Operations.

Day 7

Partner Client Launch Kit

First pickups and first reviews

Morning porch pickups, drop at the shop (or wash it), return clean folded baas the next morning, send the review text.

Computer first, then your phone

Name, Stripe, and download templates on a laptop. Adding the site to your phone comes after that.

Desktop

Open **hifoldie.com**, click Login, and finish setup in a full browser. Stripe and your local name are much easier on a real screen.

iPhone

Open **hifoldie.com/[YOUR-SLUG]** in Safari. Tap Share (the square with the up arrow). Tap Add to Home Screen.

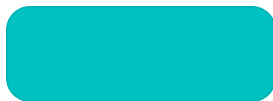
Android (Chrome)

Open **hifoldie.com/[YOUR-SLUG]**. Tap the 3 dots in the top right. Tap Add to Home Screen or Install App.

Bags, tags, and printing

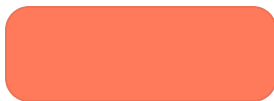
- Buy canvas bags at Walmart to start. \$8 to \$12 each. Stay with canvas, not thin nylon.
- After you sign up, Foldie gives you an Amazon link for clear luggage tag holders.
- Print bag labels at home and slip them into the tag holders. A UPS store or FedEx office can print them too. Going there every time is a pain. Home printer wins.
- When a family books, print their label and put it in the tag on their bag before you drop the kit.

Colors for anything you make



Ocean Teal

#00C2C2 · headlines, buttons



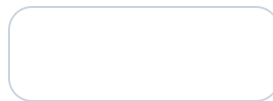
Sunset Coral

#FF7A5A · badges, save
callouts



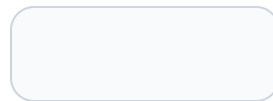
Deep Sea Navy

#0F172A · body text



White Foam

#FFFFFF · cards



Sand Dollar

#F8FAFC · backgrounds

Keep layouts bright with room to breathe. One job per piece. Local name plus **hifoldie.com/[SLUG]** at the top and bottom. Real porch photos beat stock. Skip purple AI gradients, black backgrounds, and crowded paragraphs on a small flyer.

Five photos on your phone

Portrait mode. Bright daylight. These go on hangers, posts, and your page.



1. Porch drop

Cinched bag by a front door or welcome mat.



2. Drawer ready stack

Close up of folded shirts on wood.



3 to 5. Open bag, you, towels

The reveal, your smile with a bag, a plush towel stack.

Name it like a neighbor, not a franchise

Foldie is the software. You are the local name people trust. Keep it easy to say, spell, and type.

Simple structure

[Neighborhood / Landmark / Town] + [Foldie / Laundry Co.]

Examples that work

Foldie Miramar Beach

Coosa Valley Foldie

The Seagrove Laundry Co.

Foldie Oak Mountain

Do

- Use a name people already say for your streets or town.
- Keep it short enough to text without thinking.

Do not

- Sound like a factory. Apex Industrial Wash Systems is a no.
- Use team names, copyrighted words, or a whole city if you only cover two subdivisions.

Webfront taglines

Pick one for [hifoldie.com/\[YOUR-SLUG\]](https://hifoldie.com/[YOUR-SLUG])

1. **Time:** “The laundry pile is infinite. Your weekend isn’t.”
2. **Local:** “Your neighborhood’s favorite porch pickup laundry service.”
3. **Fresh:** “Bring the fresh breeze back into your laundry room.”
4. **Plain:** “Porch pickup. Next day return. Zero folding required.”

Instagram bio

Porch pickup laundry in [NEIGHBORHOOD]
Next day return | Sorted by family member
No subscriptions. Skip anytime.
Book your porch pickup:
[hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

Facebook About

Welcome to [BUSINESS NAME]! We are a local porch pickup laundry service powered by Foldie, serving busy families in [NEIGHBORHOOD / TOWN]. Leave your laundry bag on your front porch by [PICKUP TIME], and we return it 24 to 48 hours later: washed, dried, folded, and sorted by bag. No weekly subscriptions. Book at [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]).

Nextdoor profile

Hi neighbors! I'm [YOUR NAME], long time resident of [NEIGHBORHOOD] and founder of [BUSINESS NAME]. We help busy local parents get their weekends back by taking laundry off their hands. Safe porch pickup, quick turnaround, crisp and folded. Message me or tap [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]).

Brand reminder

Pair your local name with Foldie: “[BUSINESS NAME], powered by Foldie.” Your page lives at [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]).

Foldie Client Launch Kit

Section 4 • Naming

What to say out loud

School drop off, a ball game, or a driveway chat.

30 SECOND PITCH

“Hey! Quick question. How is your laundry pile looking this week? I just started a neighborhood laundry pickup called [BUSINESS NAME]. If you ever get behind on clothes or towels, you leave your bag on the porch in the morning. I bring it back the next day washed, folded, and already sorted by kid so you can dump it straight into drawers. No weekly plan. Use it when life gets busy. I’m taking on first families this week if you want in.”

WHAT IS FOLDIE, FOR FAMILIES

“Foldie is porch pickup laundry. Leave your bag on the porch in the morning. We pick it up, have it washed, dried, and folded, and put it back the next day. You pay per pickup. Once a month, every week, or just when it piles up. See Pricing & FAQ if they ask about plans.”

When they push back

1. Price. “That feels like a luxury. Is it expensive?”

“I get it. Count the hours of washing, drying, folding, and chasing kids to put clothes away. Add water, power, and detergent. Most families get 3 to 5 hours of weekend back. You only pay when you book. Heavy towel week, back from a trip, whatever.”

2. Trust. “Is it weird having someone else wash my clothes?”

“Clothes stay in your own tagged bag the whole time. They get their own machine cycle at a local shop. Nothing gets mixed with another house.”

3. Habit. “I already do my own laundry.”

“Most of our families still do a load or two at home. They send us the stuff that stalls the week. Sheets, bath towels, the sports pile after a tournament.”

4. Schedule. “What if I’m not home?”

“You don’t need to be. Leave the bag out by [PICKUP TIME, e.g. 8:00 AM]. You get a text when I grab it and a photo when it’s back.”

5. Damage. “What if something gets ruined?”

“We wash on a gentle cold cycle and take it easy on the dryer. If something is delicate, drop a note in the bag or in your order notes.”

The two pitches that get you running

LAUNDROMAT OWNER

“Hey [OWNER NAME]! I live right up the street in [NEIGHBORHOOD]. I’m starting a local laundry pickup for families around here, and I’m looking for a solid shop to handle wash, dry, and fold. I’d bring in tagged bags during your slow morning hours when machines are sitting empty. I’d love to drop a few trial bags this week and see if we can lock a wholesale rate by the pound or by the bag.”

NEIGHBOR HELPER

“Hey [NAME]! I’m launching a laundry pickup called [BUSINESS NAME] and thought of you. I need help with morning porch pickups and next day drop offs in [NEIGHBORHOOD]. If you’re already out for school drop off, pickups take about 45 minutes between 8:30 AM and 9:30 AM. You pick the mornings you can do. Stay close to home. Extra money on a flexible schedule. Is that something you’d want to try?”

Your money, then theirs

How you should think about it

Families can pay by the bag or by the pound. You pick what you offer. Think in pounds for your own math. Charge about **\$2.50 a pound**. A typical bag is about 25 pounds.

The laundromat will likely bill you **\$1.75 to \$2.00 a pound** when you are new. Push toward **\$1.50 or less** once they see you show up every week with tagged bags. You pay that shop yourself on the schedule you agree with them.

Families pay you through Stripe on your Foldie page. Stripe takes its card fee. Foldie's 1% platform fee comes out through Stripe Connect. If you wash at home, you skip the wholesale bill and spend the hours. Foldie still handles booking, texts, and getting you paid.

No weekly plan. They pay per pickup. Need to skip? They reply SKIP to the night before text. Say that once. If it comes up again, point them here.

By the bag (easy to explain)

"One bag, one price: \$[PRICE_PER_BAG]. Fill your Foldie bag with clothes, towels, or linens. If it cinches shut, it's covered."

By the pound

"\$[PRICE_PER_LB] a pound with a [MINIMUM_LBS] pound minimum. We weigh at pickup and the receipt shows the exact total."

Answers families ask most

Q: How do I get my Foldie bag?

A: In the app you can order your first Foldie bag. If it is not there yet for pickup one, put dirty clothes in any clean plastic bag. We return the clean load in your reusable bag for next time.

Q: Do I have to sign up for a weekly plan?

A: No. Pay per pickup. Need to skip a week? Reply SKIP to the evening text.

Q: How does porch pickup work?

A: Place your cinched bag on the porch by [PICKUP TIME, e.g. 8:00 AM] on your pickup morning. You get a text when we grab it and a photo when it is back the next day.

Q: What detergent do you use?

A: Family safe detergents. They can pick Fragrance Free / Sensitive Skin in account preferences on [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]).

Q: What happens if it is raining?

A: Ask them to tuck the bag under cover or slip a trash bag over it. Keep clear plastic bags in your trunk for wet drop offs.

Your first 10 families

The first ten come from people you can text, not from a billboard.

Step 1. The personal 5

Text 10 friends, neighbors, or PTA contacts using the SMS in the swipe file. Aim for 5 founding families on launch week.

Step 2. The Nextdoor drop

Post Nextdoor Variant 1 Monday 8:00 AM or Sunday 7:00 PM in your neighborhood group.

Step 3. Hanger walk (optional)

Walk 50 homes on the two streets around your founding families and hang door hangers if you printed them.

Step 4. First pickup done right

Flawless first pickup, a handwritten thank you, then the review text from the swipe file.

Bag kit drop

IF THEY ANSWER THE DOOR

"Hi [CLIENT_NAME]! I'm [YOUR NAME] with [BUSINESS NAME]. I just dropped off your clean laundry and your reusable Foldie bag. Everything inside is washed, folded, and sorted by bag. For next time, stuff dirty clothes in this bag and leave it outside by 8:00 AM on your pickup morning. Thanks for giving us a try!"

Pickup morning checklist

- ☐ **7:30 AM:** Check the Foldie app for orders and notes (fragrance free, gate codes).
- ☐ **8:00 to 9:30 AM:** Porch pickups. Check the cinch, tag, proof photo, pickup text.
- ☐ **9:45 AM:** Drop bags at the partner shop and confirm turnaround. Washing it yourself? Start the first loads.
- ☐ **Next day 8:00 to 9:30 AM:** Collect clean bags, porch drop, proof photo, return text plus review link.

SKIP

WHEN THEY ASK HOW SKIPPING WORKS

"The evening before pickup you get a text. If the baskets are empty or you're out of town, reply SKIP. You won't be charged, and your spot stays for the following week."

Waitlist (outside your area)

OUTSIDE YOUR ZIP / NEIGHBORHOOD

"Hi [NAME]! Thanks for reaching out to [BUSINESS NAME]. Right now mornings cover [NEIGHBORHOOD / ZIP CODE], so we aren't picking up on [THEIR STREET] yet. I added you to the waitlist. When we get 3 more families in your pocket of town, we'll open that street. Drop your email here to stay first in line: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])."

Keep it clear so you can sleep

Say what you do. Do not promise what a laundromat cannot do.

No contracts

They pay per pickup on [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]). See Pricing & FAQ.

Point to platform terms

Your page links to Foldie's Terms and Laundry Care Guidelines (garment care, what we will not wash, liability limits).

Carry your own insurance

Keep general liability and valid auto insurance on any vehicle you use. Foldie does not buy this for you.

Foldie is not your insurer

Foldie / Mahy Group LLC is not on the hook for wrecks, accidents, or claims from your (or a helper's) mistakes, and does not pay customer claims for you.

What not to promise

- **100% stain removal.** Say: "We treat items with care. Set in stains may need a dry cleaner."
- **Exact minute delivery.** Say: "Pickups happen in our morning window between 8:00 AM and 10:00 AM."
- **Dry cleaning, leather, wedding gowns.** Say: "We do everyday wash, dry, and fold. Clothes, linens, towels."
- **Unlimited replacement.** Point to platform care terms for wear and tear.

Website footer one liner

All laundry services provided by [BUSINESS NAME] are subject to standard garment care guidelines and terms at hifoldie.com/terms. Clothes are processed in gentle commercial cycles.

On you, not on Foldie

- **No profit promise.** Foldie gives you software, brand files, and this roadmap. It does not guarantee a dollar amount.
- **Losses.** Foldie is not responsible if a week costs more than it brings in.
- **Marketing is your job.** The model works when you actually talk to people on your streets.

Foldie suggestions from the field

- **Rain:** Keep clear garment bags or trash liners in the trunk.
- **Weight:** If a bag will not cinch shut, they book a second bag.
- **Texts:** Pick a daily window, like 8:00 AM to 6:00 PM, and stick to it. Protect your night.

Print this. Cross it off.

This is Launch Day. Most of this maps to Day 5 of the timeline.

1 to 2 days before

- ☐ Partner laundromat times and pricing locked in. Or your home wash plan is honest about hours.
- ☐ Foldie URL claimed ([hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])) and profile done.
- ☐ Stripe Connect linked so payouts can land.
- ☐ Flyers or hangers printed only if you chose them. Custom link and local photos on them.
- ☐ Canvas bags and tags on hand for founding families.

Launch morning

- ☐ **8:00 AM:** Publish We are Live on Nextdoor (swipe file, Variant 1).
- ☐ **8:30 AM:** Publish We are Live graphics and the Instagram Stories sequence.
- ☐ **9:00 AM:** Text the SMS invite to 15 local friends and neighbors.
- ☐ **10:00 AM:** Hang 25 to 50 door hangers in target subdivision streets if you printed them.

Afternoon and evening

- ☐ Answer comments, DMs, and texts using Talk Tracks.
- ☐ Confirm first bookings in your Foldie dashboard.
- ☐ Drop welcome bag kits to founding families (Operations).
- ☐ Take the win. You launched a laundry side hustle.

Foldie HQ · For people building this in their own neighborhood · hifoldie.com

Grab what you need

You do not need to use all of these. Pick the pieces you will actually send this week.

When to post or drop

Type	Best time	Where
Nextdoor	Sunday 6pm to 8pm, or Monday 7:30am	Your local neighborhood group
Door hangers	Tuesday to Thursday, 9:00am to 11:30am	Target subdivisions / driveways
Instagram Stories	Monday morning and Thursday afternoon	Personal and business Stories. Use a poll and a link.
Forwardable text	Sunday 2pm to 5pm	10 to 15 friends, PTA parents, sports parents
Neighborhood flyer	Saturday morning or after school drop off	Coffee shops, sports fields, school community board

Tag and bag

Every order needs a labeled bag. Print a Foldie bag label, slide it into the clear luggage tag on the canvas bag. If official stock is out, buy canvas bags and clear tag holders at Walmart, Target, or Amazon.

Amazon after signup: Clear luggage tag holders, and heavy duty canvas bags if Walmart is out. Deliver one labeled bag to the door before the first pickup. That first bag can be free. Extra bags can be billed. A labeled bag on the porch makes pickup one smooth.

Canva templates unlock after you start your free trial in Foldie onboarding.

Nextdoor Variant 1. Launch day

Hi neighbors! Real question... is anyone else drowning in laundry right now?

Between school, sports, and work, our house spent half the weekend sorting, washing, and folding, then watched the baskets fill back up by Monday.

So I started [BUSINESS NAME], a porch pickup laundry service for [NEIGHBORHOOD] (powered by Foldie).

How it works:

1. Leave laundry on your porch in our bags by 8:00 AM.
2. It gets washed, dried, folded, and sorted by family member.
3. It's back on your porch in 24 hours.

No weekly plan. Use it when you need a week off from the laundry room.

I'm capping launch at 10 founding families. Grab a spot:
[hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

Nextdoor + social captions

Nextdoor Variant 2. Weekend reset

Heading home from a trip or a sports tournament with bags of dirty clothes?

Don't spend Sunday night at the washing machine. Let [BUSINESS NAME] handle the reset.

Leave trip bags on the porch Monday morning. Get everything back Tuesday morning. Fresh, folded, sorted by family member so it goes straight into drawers.

Book porch pickup: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])
(Local owner: [YOUR NAME], serving [NEIGHBORHOOD])

Caption 1. The infinite basket

The laundry basket is infinite. Your weekend isn't.

Stop spending off hours folded over a dryer. [BUSINESS NAME] picks up from your porch in [NEIGHBORHOOD] and brings it back 24 hours later. Clean, fresh, sorted.

Link in bio. [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])
#Foldie #LocalLaundry #[NEIGHBORHOOD]Moms #TimeBack

Caption 2. Drawers ready

No extra sorting.

When your [BUSINESS NAME] bag lands back on the porch, clothes aren't just folded. They're bundled by family member. Kids' clothes stay together. Towels stay together. Bag to drawer in under 2 minutes.

Book this week: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

Caption 3. How porch pickup works

3 steps to a laundry free week with [BUSINESS NAME]:

1. Leave dirty clothes on the porch by 8:00 AM.
2. We pick them up and wash, dry, and fold.
3. Clothes come back in 24 hours in your reusable bag.

No long contracts. Serving [NEIGHBORHOOD] families. Link in bio.

Caption 4. Sports weekend

Muddy uniforms? Stinky socks? Tournament gear?

Don't let sports laundry eat Sunday night. Throw the dirty gear in a bag, leave it Monday morning, get it back Tuesday ready for practice.

Grab a spot this week in [NEIGHBORHOOD]: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

Stories, texts, email

Instagram Stories (5 frames)

Frame 1. Hook

Visual: Overflowing basket.

Overlay: “Be honest... how many days has this pile been staring at you?”

Sticker: Poll. Drowning / Just finished

Frame 2. Idea

Visual: Cinched Foldie bag on a porch.

Overlay: “What if you put this on the porch at 8 AM and it vanished?”

Frame 3. Reveal

Visual: Open bag, neat stacks.

Overlay: “Back in 24 hours. Washed, dried, folded, sorted.”

Frame 4. Freedom

Visual: Shirt stack close up.

Overlay: “No monthly plan. No contract. Help when you need it in [NEIGHBORHOOD].”

Frame 5. Ask

Visual: Teal and coral graphic.

Overlay: “Save \$[DISCOUNT] on your first bag. Tap below.”

Link sticker: hifoldie.com/[SLUG]

Forwardable text

Hey [NAME]! I just launched a porch pickup laundry service for our neighborhood called [BUSINESS NAME] (powered by Foldie). You leave the bag on the porch in the morning. We bring it back 24 hours later: washed, dried, folded, sorted by bag. Handy for busy weeks or towel resets. First pickup \$[DISCOUNT] off with code [CODE]: hifoldie.com/[SLUG]

Email to friends

Subject: A quick favor (and a laundry shortcut for your week)

Hi [NAME],

I hope your week is off to a decent start.

I launched a local business for families here in [NEIGHBORHOOD] called [BUSINESS NAME] (powered by Foldie).

Porch pickup laundry. Dirty clothes out in the morning. Back 24 hours later washed, dried, folded, and sorted by bag so clothes go straight into drawers.

No weekly plan. Use it when life gets busy.

I'd love for you to try it. \$[DISCOUNT] off your first bag:

hifoldie.com/[SLUG]

(Promo: NEIGHBOR[DISCOUNT])

Know another parent who would want a week off laundry? Pass this along.

Thanks for supporting local,

[YOUR NAME]

Owner, [BUSINESS NAME]

Text: [PHONE] | Web: hifoldie.com/[SLUG]

Coming Soon, We are Live, review ask

Coming Soon

Something fresh is coming to [NEIGHBORHOOD]!

Say goodbye to Sunday night laundry stress. [BUSINESS NAME] is launching porch pickup laundry starting [LAUNCH DATE].

24 hour turnaround, sorted by bag, no weekly plan.

Want in before we fill up? Drop your email at [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]).

We are Live

WE ARE LIVE IN [NEIGHBORHOOD]!

Porch pickup laundry is open for this week. Leave dirty laundry out by 8:00 AM. 24 hour turnaround, crisp folding, time back in your week.

First 10 families save \$[DISCOUNT] with code: LAUNCH10

Book: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

After delivery. Review and referral

Hi [CLIENT_NAME]! This is [YOUR NAME] from [BUSINESS NAME]. Your folded laundry is on the front porch.

If it looks ready to put away, would you take 30 seconds for a Nextdoor or Facebook review? Word of mouth is how a small neighborhood business grows.

Bonus: Give \$[DISCOUNT], get \$[DISCOUNT]. Share [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]) with a friend in [NEIGHBORHOOD]. When they book their first pickup, you both get \$[DISCOUNT] off your next bag.

That is the kit

Read sections 1 through 9 in order. Use this swipe file when you sit down to post or text. If a family asks about paying or skipping, send them to Pricing & FAQ instead of rewriting it in a caption.

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