Canyon Scott - Start to Finish Assistance – Fort Mill, SC

**What industry are you in?**

For 11 years I split my time between working in a hair salon and in my cleaning service. Right now I’m focused on my assistance service. In recent years the business has evolved into more than just a cleaning service. My service includes grocery shopping, running errands, babysitting in some cases. This business allowed me more flexibility in my schedule and more time off during the holidays. The pay was also more consistent with my assistance service.

**What is your background?**

I’m a licensed cosmetologist, I’ve worked in finance at one point and I worked in my mother’s cleaning business. Since I was very young I’ve always worked for myself in some way.

**What motivated you to start your own business?**

My mother was a business owner since I was in middle school so I’ve given little thought to working for someone else. I did have a corporate job and one point, but I always had my own business.

**Do you have employees?**

Not right now. I did have two employees in the past, but I found that this requires having reliable people you can trust. Since we are dealing with people’s homes I became concerned about the security of my customer’s personal items and decided to let my employees go.

**What about your business keeps you up at night?**

Managing my time. Since I’m the only employee, it can be difficult to balance serving the customer with the administrative side of the business.

**Who is your target market and how are you reaching them?**

Most of my clients are upscale baby boomers. They have the income to support paying for this service. They are often times mentally sharp enough to know what needs to be done, but just physically unable to perform these tasks like they used to. My initial clients came from my mother’s cleaning business and I still have many of them as customers today. From there word of mouth has been the best form of advertising.

**How long did it take to break even?**

The startup costs and overhead is very low for this kind of business. I have had clients since graduating from high school so the bigger question for me was what did I need to do to leave my corporate job. It required assessing needs vs. wants. I realized that I could live off half of what I made in my corporate job. That number helped me determine how many more new customers I needed to attract. In a few weeks I was able to quit my job.

**What is your competitive advantage?**

The personal relationship that I have with my clients. I strive to be the best at what I do and the referrals for new customers are a sign that I’m doing quality work.

**What are you passionate about?**

I’m very passionate about helping others.

**What advice do you have for aspiring business owners?**

Find something that you love to do and just do it. Don’t be afraid to test the waters. Find your passion and don’t wait. People will say they need to wait until they have the money or more free time. If you love something start small and the money will come.