

BUSINESS-IN-A-BOX

Client Launch Kit

Your complete roadmap for launching a thriving, asset-light neighborhood laundry route —scripts, templates, checklists, and brand system included.

7-Day Launch Timeline

Talk Tracks & Copy

Ops Playbook



Teal

Coral

Navy

Sand

What's in This Kit

Welcome to the Foldie family! This launch kit gives you every word, script, template, and operational checklist you need to launch a thriving, asset-light laundry service in your community. You don't need commercial washing machines, heavy machinery, or a corporate marketing budget. You bring the local relationships; Foldie provides the tech, the brand system, and the step by step roadmap.

Included in Your Kit

- ☐ Section 1: Kit Overview & 7 Day Launch Timeline
- ☐ Section 2: Positioning, Talk Tracks & Objection Handlers
- ☐ Section 3: Brand & Local Naming Guidance
- ☐ Section 4: Easy to Understand Pricing & FAQ
- ☐ Section 5: Ready to Use Marketing Copy (Flyers, Posts, Scripts, Partner One-Pagers)
- ☐ Section 6: Canva Visual Direction & Phone Shot List
- ☐ Section 7: Operations & "First 10 Customers" Playbook
- ☐ Section 8: Business Boundaries & Safety Notes
- ☐ Section 9: One Page Launch Day Checklist

Who This Is For

Built for local entrepreneurs who want flexible, recurring revenue without locked in office hours or massive overhead:

Stay-at-Home Parents

Build a profitable business that runs entirely on your own schedule.

Neighborhood Connectors

Turn school and community connections into extra income.

Retirees & Organizers

Stay active while helping busy families on your own schedule.

Your First Week, Explained

Day 1

Set Up Your Route & Partner Laundromat

Visit a local laundromat, introduce your service, and set up wholesale wash, dry, and fold pricing with pickup and drop-off times.

Day 2

Claim Your Custom Link & Name Your Route

Choose your local route name, complete your Foldie profile, and claim your booking page.
[hifoldie.com/\[YOUR-SLUG\]](https://hifoldie.com/[YOUR-SLUG]).

Day 3

Snap Your Local Photos & Customize Canva Assets

Snap 4–5 photos, place them in your marketing templates, and order your printed materials.

Day 4

The “Coming Soon” Warm Outreach Phase

Text and email 15–20 friends or neighbors, then post a “Coming Soon” announcement on your social media.

Day 5

“We’re Live!” Public Announcement & Door Hanger Drop

Post your “We’re Live” announcement on Nextdoor and social media, then hang 25–50 door hangers in your target neighborhoods.

Day 6

Secure Your First 5 Founding Families

Follow up with interested neighbors and deliver their welcome bags.

Day 7

Execute First Pickups & Request Initial Reviews

Complete your first pickups, drop off laundry at your partner laundromat, and return clean, folded laundry the next day.

Do not worry about getting 100 clients on week one! Your only goal in week one is getting 5 founding families. 5 families @ \$35/bag = ~\$700/month in volume. Once you prove 5 families love the service, scaling to 20 or 50 is just repeating the exact same steps!

Pro tip: Days 1–3 are setup. Days 4–7 are momentum. Don’t skip the warm outreach.

Desktop Recommendations:

"We strongly recommend setting up your new Foldie account on a computer/laptop, as configuring your local route name, Stripe account, and downloading launch templates is much easier on a full browser."

iPhone Setup:

Open [hifoldie.com/] - Click Login → Tap the Share button (square with up arrow) → Scroll down and tap "Add to Home Screen".

Android Setup (Chrome):

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

30-Second Elevator Pitch

When talking with a neighbor at school drop-off, a youth sports game, or in your neighborhood.

SCRIPT

"Hey! Quick question: how is your laundry pile looking this week? "I actually just started a neighborhood laundry route called [BUSINESS NAME]! Basically, if you ever get behind on clothes or towels, you just leave your bag on your front porch in the morning, and I bring it back the next day washed, folded, and already separated by kid so you can dump it straight into drawers."

"What is Foldie?" in Plain English

FAMILY-FACING COPY

"Foldie is your neighborhood's favorite laundry shortcut. We take the heaviest household chore completely off your plate. Leave your laundry bag on your front porch in the morning. We pick it up, have it professionally washed, dried, and folded using premium hypoallergenic detergents, and place it right back on your porch in 24 hours. No weekly subscription required. Use us once a month, every week, or just when life gets chaotic."

Objection Handlers for Families

1. Price — "It feels like a luxury / Is it expensive?"

"I totally get it! But when you calculate the hours spent washing, drying, folding, and nagging kids to put clothes away—plus electricity, water, and detergent, it's actually a super accessible way to buy back 3 to 5 hours of your weekend. And because there's no subscription, you can use us purely for heavy towel weeks or post vacation resets!"

2. Trust / Privacy — "Is it weird having someone else wash my clothes?"

"Not at all! Everything is processed locally in designated, sanitized commercial machines never mixed with other households. Clothes stay isolated in your personal tagged laundry bag from the moment they leave your porch to the second they return."

3. Current Habit — "I already do my own laundry."

"That makes total sense! Most of our families do their basic daily loads too. They use us specifically for the things that stall their routine like bed linens, giant stacks of bath towels, or that mountain of sports uniforms after a weekend tournament."

Objections, Partners & Recruiting

4. Schedule — “What if I’m not home during pickup hours?”

“That’s the beauty of porch pickup! You don’t need to wait around or answer the door. Just leave your bag outside by [PICKUP TIME, e.g., 8:00 AM]. We send an automated text when we grab it and another text with a photo when it’s safely back on your porch.”

5. Damaged / Lost — “What if something gets ruined or lost?”

“We handle your garments with extreme care. Your clothes stay in their own designated washing cycle, and we wash on gentle/cold cycles. If you ever have a delicate item or specific drying preference, just drop a quick note inside your bag or in your order preferences!”

Elevator Pitch for Partner Laundromats

WHOLESALE PROCESSING PITCH

“Hey [OWNER NAME]! I live right up the street in [NEIGHBORHOOD]. I’m starting a local laundry pickup service for families around here, and I’m looking for a solid local laundromat to handle our wash/dry/fold processing. I’d be bringing in pre-bagged loads during your slow morning hours when machines are sitting empty. I’d love to drop off a few trial bags this week to see if we can work out a flat wholesale rate per bag or per pound!”

Elevator Pitch for Route Partners / “Laundry Moms”

RECRUITING A NEIGHBOR HELPER

“Hey [NAME]! I’m launching a local laundry pickup and delivery route, [BUSINESS NAME], and thought of you. I’m looking for someone to help with morning porch pickups and next day deliveries in [NEIGHBORHOOD].

If you’re already out for school drop-off, it’s a great fit, pickups take about 45 minutes between 8:30–9:30 AM. You choose when you’re available, stay close to home, and earn extra income on a flexible schedule.

Is this something you may be interested in?”

Naming Your Local Route

Keep it local, personal, and trusted. Foldie provides the tools; you bring the neighborhood connection.

Recommended Structure

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

Examples That Work Great

Foldie Miramar Beach

Coosa Valley Foldie

Rainbow Laundry Co.

Foldie Oak Mountain · Northwood Porch
Laundry

✓ DO

- Use familiar local names and landmarks that people recognize. Keep it easy to spell, say, and remember.
- I always say “Less Is More”

✗ DON'T

- Use overly broad names that don't match your service area (e.g., “Citywide Laundry Solutions”)
- Avoid names that feel too complicated
- Don't use trendy buzzwords, slang, or confusing terms that make your brand feel less trustworthy.

Webfront Taglines

Choose a name for your Foldie booking page: [hifoldie.com/\[YOUR-SLUG\]](https://hifoldie.com/[YOUR-SLUG])

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

Bio Blurbs (Copy & Paste)

Instagram Bio (Max 150 characters)

👉 Porch pickup laundry in [NEIGHBORHOOD]
 ✨ Next-day return | Pre-sorted by family member
 🚫 No subscriptions—skip anytime!
 📌 Book your porch pickup:
[hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

Ready-to-Paste Profile Copy

Facebook Page “About” Section

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 24-48 hours later: professionally washed, dried, perfectly folded, sorted by family member/bag. No long term contracts or weekly subscriptions. Book your pickup today at [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])!

Nextdoor Profile Bio

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

Door Hanger Short Copy (Front Teaser)

DROWNING IN LAUNDRY? 🧺
Let your front porch handle it this week.
Next-day pickup & delivery in [NEIGHBORHOOD].
No contracts. No stress.

Brand reminder

Always include Foldie with your local name: “[BUSINESS NAME], powered by Foldie.” Your website is hosted at... [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]).

Explaining Pricing Simply for Entrepreneur

- **Stripe Express Setup:** Explain that every operator must onboard their own Stripe Express account directly inside the Foldie setup flow.
- **Laundromat Expenses:** Remind operators: "You as the business owner are responsible for paying your partner laundromat directly for wholesale wash/fold processing according to the payment schedule you agree upon."

Automatic Fee Structure: Clarify that all customer payments flow directly through your business's Stripe account. Your customers pay you for the laundry service plus standard Stripe processing fees. Foldie's 1% platform fee is automatically deducted via Stripe Connect and routed to Foldie HQ.

Explaining Pricing Simply

Keep pricing simple and clear. Offer customers a flat price per bag or charge by exact weight.

By the Bag (Recommended)

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

By the Pound

Just \$[PRICE_PER_LB]/lb with a [MINIMUM_LBS] lb minimum. We weigh your laundry at pickup and update your receipt with the exact cost.

Sample Price Card Copy

[BUSINESS NAME] PRICING MENU

THE STANDARD BAG RESET \$[PRICE_PER_BAG] / bag

Our most popular choice! Fill your official Foldie bag with everyday clothes, activewear, & towels. Washed, dried, folded, & returned in 24 hours.

THE BEDDING & LINEN SPECIAL \$[PRICE_BEDDING] / bag

Sheets, pillowcases, duvet covers, & heavy bath towels. Returned crisp, fresh, & ready for bed.

----- WHAT'S ALWAYS

INCLUDED:

- ✓ Free Porch Pickup & Next-Day Delivery
- ✓ Hypoallergenic / Premium Detergent Options
- ✓ Family-Member Bag Sorting (Straight to drawers!)
- ✓ Zero Contracts — Pay only when you book

Book in 60 seconds at: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

Questions? Text [YOUR NAME] at [PHONE]

Answers Families Ask Most

Q: How do I get my official Foldiebag?

A: In your Foldie Web app you can Order your first Foldie Laundry Bag for free but if your official Foldie bag has not been delivered before your first pick up you can just put dirty clothes in any clean plastic trash bag or disposable bag. When we return your clean clothes, they will be packed inside your official heavy-duty, reusable Foldie bag for all future runs!

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

A: Nope! You have total flexibility. Pay per service whenever you need a hand. Need to skip a week or go on vacation? Simply reply SKIP to our evening text reminder.

Q: How does porch pickup work?

A: Place your cinched bag on your front porch by [PICKUP TIME, e.g., 8:00 AM] on your designated route day. You'll receive an automated text when we grab your bag and a photo notification when it's safely returned to your porch the following day. **Q:**

Q: What detergent do you use?

A: We use premium, family-safe detergents. You can select "Fragrance-Free / Sensitive Skin" inside your account preferences on [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]) at any time.

Q: What happen if it is raining?

A: If rain is forecasted, instruct families via text to place their bag inside a covered porch area or slip a large plastic trash bag over their Foldie bag. Always bring clear plastic garment bags in your trunk for rainy deliveries.

Marketing Schedule

Marketing Type	Best Time to Post/Drop	Where To
Nextdoor Post	Sunday Evening (6pm-8pm) or Monday Morning (7:30am)	Local Neighborhood Group
Door Hangers	Tuesday - Thursday Morning (9:00am-11:30am)	Target Subdivisions / Driveways
Instagram Stories 5-Frame Sequence	Monday Morning & Thursday PM (8:00am- 7:00pm)	Personal & Business IG Stories, Use Poll and Links
Forwardable SMS	Sunday Afternoon (2pm-5pm)	Direct Texts to 10-15 local friends, pat parents, and sports parents
Neighborhood Flyer	Saturday Morning / After School drop off	Local Coffee Shops, Sports Fields, School community bulletin board

5B Critical Step: Tag and Bag

Accurate bag identification is critical to keeping every order organized and seamlessly tracked. Once a customer places an order, immediately prepare their customized label insert and slip it directly into a clear luggage tag holder attached to their heavy-duty laundry bag. If official Foldie inventory is out of stock, you can easily source generic canvas laundry bags and compatible clear tag holders from Walmart, Target, or Amazon.

To keep your setup effortless, we recommend these direct Amazon supplies:

- Clear Luggage Tag Holders: [Order Luggage Tags on Amazon](#)
- Heavy-Duty Canvas Laundry Bags: [Order Canvas Bags on Amazon](#)

Printing & Tagging:

Every time a family requests an order, you must print out a dedicated Foldie Bag Label and insert it into the clear luggage tag holder on their bag.

First Bag Strategy & Pre-Delivery:

Foldie recommends delivering one free branded laundry bag with its custom label directly to the customer's doorstep prior to their very first scheduled pickup date. You have the flexibility to offer one free bag and charge for extra bags, or charge for every bag—however, pre-delivering a labeled bag builds trust and guarantees a smooth first pickup!



Post Trial Download Note Marketing Materials

"All customizable Canva templates, printable flyer files, and social media graphics shown in this kit are unlocked for full free download immediately after you sign up for your free trial during the Foldie route onboarding process."

Asset 2: Neighborhood Flyer [PRINT]

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BRING THE FRESH BREEZE BACK TO YOUR WEEK 🧺

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Dear [NEIGHBORHOOD] Families,

Between school, sports practices, work, and life, household laundry baskets seem to fill right back up the second you finish folding a load.

That's why I launched [BUSINESS NAME] a local, porch-pickup laundry route designed specifically for busy parents right here in our community.

WHY LOCAL FAMILIES LOVE [BUSINESS NAME]:

- 🧺 PORCH PICKUP & DELIVERY: No driving, no waiting around.
- 🕒 24-HOUR TURNAROUND: Picked up Monday, returned Tuesday morning.
- 👨‍👩‍👧 PRE-SORTED BY FAMILY MEMBER: Straight into bedroom drawers!
- 🚫 ZERO SUBSCRIPTION PRESSURE: Weekly, twice a month, or after vacations.

CLAIM YOUR FIRST BAG TODAY!

1. Visit: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])
2. Pick your preferred route morning.
3. Leave dirty clothes in any bag on your porch.

🎁 LAUNCH SPECIAL: Save \$[DISCOUNT] on your first bag with code: [CODE]

Warmly,
[YOUR NAME]
Local Owner & Neighbor, [BUSINESS NAME]
Text/Call: [PHONE] | Web: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

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Asset 3: Nextdoor Posts [DIGITAL]

Variant 1 The Relatable Neighbor Confession (Launch Day)

Hi neighbors! 🧺 Real question... is anyone else completely drowning in their laundry pile right now? 🤔

Between school, sports, and work, it felt like our household spent half the weekend sorting, washing, and folding clothes just to watch the baskets fill right back up by Monday morning.

So, I decided to do something about it! I'm excited to launch [BUSINESS NAME]—a hyper-local, porch-pickup laundry route serving [NEIGHBORHOOD] (powered by Foldie).

How it works:

1. You leave your laundry on your front porch in our custom bags by 8:00 AM.
2. It gets safely washed, dried, perfectly folded, and pre-sorted by family member.
3. It's back on your porch in 24 hours.

No subscriptions required—just use it whenever you need a week off from the laundry room!

I'm capping our initial launch at 10 founding families to keep service ultra-personal. Tap the link below to grab a spot on this week's route:
hifoldie.com/[SLUG]

Variant 2 Post-Vacation / Weekend Reset

Heading home from a weekend trip or sports tournament with bags full of dirty clothes? 🚗🧺

Don't spend your Sunday night hovering over the washing machine! Let [BUSINESS NAME] handle the reset for you.

Leave your trip bags on your front porch Monday morning, and get everything returned Tuesday morning—fresh, clean, perfectly folded, and pre-sorted by family member so you can put items straight into drawers.

Book your porch pickup in 60 seconds: hifoldie.com/[SLUG]
(Local owner: [YOUR NAME], serving [NEIGHBORHOOD])

Nextdoor Variant 3 + Social Captions

Variant 3 The “Pre-Sorted by Kid” Highlight

The biggest lie about laundry is that washing and drying take the most time. It's the FOLDING and SORTING that ruins your evening! 😊

At [BUSINESS NAME], we do something traditional laundromats don't: we pre-sort clean clothes by family member. When your bag comes back to your porch, your kids' shirts and socks are already separated into their own neat bundles.

You literally just hand them their pile or drop it straight into their drawers.

Try it out this week in [NEIGHBORHOOD]! Grab a pickup slot here: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

Asset 4: Facebook & Instagram Captions

Caption 1 The “Infinite Basket”

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

Stop spending your precious off-hours folded over a dryer. [BUSINESS NAME] picks up dirty laundry right from your front porch in [NEIGHBORHOOD] and brings it back 24 hours later—clean, fresh, and pre-sorted.

Tap the link in bio to take laundry off your plate this week! 🔗 [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])
#Foldie #LocalLaundry #NeighborhoodService #[NEIGHBORHOOD]Moms #TimeBack

Caption 2 The “Drawers-Ready” Feature

No extra sorting required. 🧺

When your [BUSINESS NAME] bag lands back on your porch, clothes aren't just folded—they're bundled by family member. Kids' clothes stay together, towels stay together. You go straight from bag to drawer in under 2 minutes.

Book your porch pickup for this week at [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]) 🧺

Facebook & Instagram Captions 3–8

3 How Porch Pickup Works

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

- 1 Leave dirty clothes outside on your porch by 8:00 AM.
We pick them up and professionally wash, dry, & fold.
- 2 Get your clothes returned in 24 hours in your reusable bag!

Zero long-term contracts. Zero hassle.
Serving [NEIGHBORHOOD] families! Tap link in bio to join the route.



4 Zero Equipment / Local Partner Story

Did you know? You don't need giant commercial washing machines to run a great neighborhood business! 🍷

At [BUSINESS NAME], we partner with top-tier local laundromat facilities to process your garments with professional-grade care, while we handle the personal neighborhood porch delivery. Local supporting local!

Book your route pickup today: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

5 Post-Sports Weekend Rescue

Muddy uniforms? Stinky socks? Tournament gear? ⚽🏈🏐

Don't let sports laundry ruin your Sunday evening. Throw all the dirty gear into a bag, leave it on the porch Monday morning, and get it back Tuesday fresh and ready for practice.

Grab your spot on this week's [NEIGHBORHOOD] route: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

6 Hypoallergenic / Sensitive Skin

Your family's skin deserves gentle care. 🌿

We offer premium, fragrance-free, hypoallergenic washing options for every load. Just set your detergent preference in your profile, and we'll handle the rest!

Safe, clean, fresh. Book at [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

Captions 7–8 & Instagram Stories

7 The “No Subscription” Promise

Life is full of subscriptions you forget to use. Foldie isn't one of them. 🚫

With [BUSINESS NAME], you pay per service only when you need us. Busy week? Vacation pile? Bedding refresh? Book a pickup. Going out of town? Simply skip. Total freedom.

Try your first bag today in [NEIGHBORHOOD]: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

8 Meet Your Local Owner

Hi neighbors! 🙋 I'm [YOUR NAME], the local owner behind [BUSINESS NAME].

I started this route to help busy families in [NEIGHBORHOOD] buy back hours of their week. When you use our route, you're supporting a local neighborhood business—and getting perfectly folded clothes returned right to your door!

Have questions? Send me a DM or text [PHONE]!
Book online: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

Asset 5: Instagram Stories Script (5 Frames)

Frame 1 — Hook

Visual: Over flowing laundry basket.

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

Sticker: Poll → Drowning / Just finished

Frame 2 — Solution

Visual: Cinched Foldie bag on porch.

Overlay: “What if you could put this on your porch at 8 AM and have it vanish?”

Frame 3 — Reveal

Visual: Open bag with neat stacks.

Overlay: “Returned in 24 hours: Washed, dried, folded, & pre-sorted!”

Frame 4 — Freedom

Visual: Shirt stack close up.

Overlay: “No monthly subscriptions. No contracts. Just help when you need it in [NEIGHBORHOOD].”

Frame 5 — CTA

Visual: Graphic card in Teal/Coral.

Overlay: “Save \$[DISCOUNT] on your 1st bag! Tap below to claim your spot 📌”

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

SMS, Email & Announcements

ASSET 6 Forwardable SMS Invite

Hey [NAME]! I just launched a local porch pickup laundry service for our neighborhood called [BUSINESS NAME] (powered by Foldie! 🧺). You just leave your laundry bag on your front porch in the morning, and we bring it back 24 hours later: washed, dried, folded, and sorted by bag. Super helpful for busy weeks or towel resets! If you want to try a bag, you can grab \$[DISCOUNT] off your first pickup with code [CODE] here: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

ASSET 7 Email to Friends & Neighbors

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

Hi [NAME],

I hope your week is off to a great start!

I'm reaching out because I recently launched a new local business serving families right here in [NEIGHBORHOOD] called [BUSINESS NAME] (powered by Foldie).

We provide a simple, stress free porch pickup laundry service. Families place their dirty clothes outside on their front porch in the morning, and we return them 24 hours later washed, dried, perfectly folded, and sorted by bag so clothes can go straight into drawers.

There are no long term contracts or mandatory subscriptions, just simple porch pickup whenever life gets busy.

As a neighbor, I'd love for you to try it out! You can take \$[DISCOUNT] off your very first bag using the link below:

👉 Claim your porch pickup: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])
(Promo Code: NEIGHBOR[DISCOUNT])

If you know another local parent or neighbor who would love to take laundry off their plate this week, feel free to pass this email along!

Thanks so much for supporting local,
[YOUR NAME]
Owner, [BUSINESS NAME]
Text: [PHONE] | Web: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

5 ANNOUNCEMENTS

Coming Soon / We're Live + Review Ask

Variant A "Coming Soon" Teaser

Something fresh is coming to [NEIGHBORHOOD]! 🧺 ✨

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

24-hour turnaround, sorted by bag, and zero subscriptions.

Want early access before our route slots fill up? Drop your email at [hifoldie.com/\[SLUG\]](mailto:hifoldie.com/[SLUG]) to join our Founding Families waitlist!

Variant B "We're Officially Live!"

WE ARE OFFICIALLY LIVE IN [NEIGHBORHOOD]! 🧺 🎉

Our porch pickup laundry route is open and taking pickups for this week! Leave your dirty laundry outside by 8:00 AM, and enjoy 24-hour turnaround, crisp folding, and extra time added back to your week.

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

Book your pickup now at [hifoldie.com/\[SLUG\]](http://hifoldie.com/[SLUG])

ASSET 11 Post-Delivery Review & Referral Ask

Hi [CLIENT_NAME]! This is [YOUR NAME] from [BUSINESS NAME]. Your fresh, folded laundry is safely resting on your front porch! 🧺 ✨

We hope you love the extra free time today. If your clothes look crisp and ready to go, would you mind taking 30 seconds to drop us a quick review on Nextdoor or Facebook? As a small neighborhood business, your word-of-mouth means the world to us!

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

Asset 9: Laundromat Partnership One-Pager

COMMERCIAL PROCESSING PARTNERSHIP

Presented to: [LAUNDROMAT NAME / OWNER NAME]

Presented by: [YOUR NAME], Founder of [BUSINESS NAME]

Technology Partner: Foldie (hifoldie.com)

1. EXECUTIVE OVERVIEW

[BUSINESS NAME] is a premium residential laundry pickup service operating in [NEIGHBORHOOD]. We collect residential wash/dry/fold garments from local single-family homes and deliver consistent, off-peak bulk laundry volume to high-quality commercial laundromat partners.

2. VALUE PROPOSITION FOR YOUR LAUNDROMAT

- ✓ **GUARANTEED OFF-PEAK REVENUE:** Bagged, pre-sorted loads during slow weekday mornings (9:00–11:00 AM).
- ✓ **ZERO FRONT-DESK OVERHEAD:** We manage 100% of customer service, billing, logistics.
- ✓ **HIGH-MARGIN VOLUME:** Consistent weekly poundage that keeps attendants productive.

3. PROCESSING

SPECIFICATIONS

WASH: Cold water with standard detergent

- DRY: Medium/Low heat
- FOLD: Uniform rectangle folding, stacked by bag tag
- ISOLATION: Customer bags processed individually — NEVER mixed

4. PROPOSED TERMS

- Wholesale Rate: \$[RATE_PER_LB]/lb OR \$[RATE_PER_BAG]/bag
- Drop-off: [DAY] at [TIME] | Ready: [DAY] at [TIME]
- Billing: Automated invoice settlement every Friday

Contact: [YOUR NAME] | [PHONE] | [EMAIL]

Asset 10: Route Partner One-Pager

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BECOME A FOLDIE ROUTE PARTNER IN [NEIGHBORHOOD] 🚗🛒

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Looking for a flexible, local income stream that fits perfectly around your schedule and family life?
Join [BUSINESS NAME] as a local Route Partner!

----- WHY ROUTE
PARTNERS LOVE WORKING WITH US: -----

- ☀️ SCHOOL-HOURS FRIENDLY: Pickups 8:30–9:30 AM — right after drop-off!
- 📍 LOCAL ROUTES: Stay in your own neighborhood.
- 💰 GREAT, PREDICTABLE PAY: Competitive per-stop payouts.
- 📱 EASY APP NAVIGATION: Turn-by-turn to every porch.

REQUIREMENTS:

- Reliable personal vehicle (SUV, crossover, minivan, or clean sedan)
- Valid driver's license & vehicle insurance
- Smartphone with data plan
- Friendly, dependable attitude & attention to detail

Interested in taking 5–10 local stops next week?
Text [YOUR NAME] at [PHONE] or apply online at [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])

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Coastal Clean Brand System

Inspired by clean cotton, sunny morning breezes, and fresh ocean air crisp, warm, and effortlessly refreshing.



Ocean Teal

#00C2C2 · headlines,
branding, primary buttons



Sunset Coral

#FF7A5A · badges, callouts,
"Save \$10"



Deep Sea Navy

#0F172A · body text



White Foam

#FFFFFF · cards, clean
containers



Sand Dollar

#F8FAFC · soft backgrounds



Color & Layout Rules

- Keep layouts bright, airy, and uncluttered with plenty of white space.
- One job per piece (door hanger = scan QR; price card = bag rate).
- Brand first: local name + hifoldie.com/[SLUG] at top and bottom.
- Real phone photos of porches and folded stacks beat stock footage.



Avoid

- Generic purple/pink AI gradients
- Dark black backgrounds or terracotta/brown tones
- Crowding 5 paragraphs onto a small print asset
- Corporate "tech dashboard" vector graphics

Phone Photo Shot List

Take these 5 photos on your phone using portrait mode with bright, natural daylight.



1. Porch Drop

Cinched Foldie bag by a front door or welcome mat.



2. Drawer-Ready Stack

Crisp close-up of folded colorful shirts on wood.



3–5. Magic / Founder / Towels

Open bag reveal, your smile with bag, plush towel stack.

“First 10 Customers” Playbook

Getting your first 10 families is about local, personal touch points.

Step 1 — The Personal 5

Text 10 friends/neighbors/PTA contacts using Asset 6 (SMS). Aim for 5 founding families on launch week.

Step 2 — The Nextdoor Drop

Post Asset 3 Variant 1 Monday 8:00 AM or Sunday 7:00 PM in your neighborhood group.

Step 3 — Door Hanger Blitz

Walk 50 homes on the two streets around your founding families and hang Asset 1.

Step 4 — White-Glove Service

Flawless first pickup, hand written thank you note, then text Asset 11 for a review.

Bag Kit Drop Script

IF CLIENT ANSWERS THE DOOR

“Hi [CLIENT_NAME]! I’m [YOUR NAME] with [BUSINESS NAME]. I just dropped off your clean laundry and your official reusable Foldie bag! Everything inside is professionally washed, folded, and sorted by Foldie bag. For your next pickup, just stuff dirty clothes right into this reusable bag and leave it outside by 8:00 AM on your route day. Thank you so much for supporting our local route!”

Pickup Day Checklist

- ☐ **7:30 AM:** Check route app for orders & special notes (fragrance-free, gate codes).
- ☐ **8:00–9:30 AM:** Porch pickups inspect closure, tag/QR, proof photo, pickup text.
- ☐ **9:45 AM:** Deliver bags to partner laundromat; confirm turnaround time.
- ☐ **Next day 8:00–9:30 AM:** Collect clean bags; deliver to porches; proof photo; return text + review link.

SKIP & Waitlist Scripts

Explaining SKIP / Schedule Flexibility

WHEN A FAMILY ASKS HOW SKIPPING WORKS

"Flexibility is built right into Foldie! The evening before your scheduled pickup day, you'll receive an automated text reminder. If your laundry baskets are empty or you're away, simply reply SKIP. You won't be charged anything, and your spot on the route will remain active for the following week!"

Waitlist Script (Outside Service Area)

OUTSIDE YOUR ZIP / NEIGHBORHOOD

"Hi [NAME]! Thank you so much for reaching out to [BUSINESS NAME]! Right now, our morning route specifically covers [NEIGHBORHOOD / ZIP CODE], so we aren't picking up on [THEIR STREET] quite yet. However, I've added you to our priority waitlist! As soon as we get 3 more families in your pocket of town, we'll open up a new route morning for your street. You can drop your email here to stay first in line: [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG])!"

Compliance Light Operating Guidelines

Keep your business safe, clear, and professional.

No Contracts

Always remind families they have zero long term commitments. They pay strictly per service booked on [hifoldie.com/\[SLUG\]](https://hifoldie.com/[SLUG]).

Refer to Platform Terms

Your web front automatically links to Foldie's Terms of Service and Laundry Care Guidelines (garment care, non-washable exclusions, liability limits).

What NOT to Promise

- **✗ Exact 100% stain removal** — Say: "We treat items with care, but set in stains may require specialized dry cleaning."
- **✗ Minute by minute delivery times** — Say: "Pickups occur in our morning route window between 8:00 AM and 10:00 AM."
- **✗ Dry cleaning / leather / wedding gown care** — Say: "We specialize strictly in everyday wash, dry, and fold laundry, linens, and towels."
- **✗ Unlimited item replacement** — Refer to standard platform care terms for wear-and-tear.

Suggested Website Footer One-Liner

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

One-Page Launch Day Checklist

Print this page and cross off each task on official Launch Day.



Pre-Launch Prep (1–2 Days Before)

- ☐ Partner laundromat agreement confirmed (drop-off/pickup times and pricing locked in).
- ☐ Foldie URL claimed (hifoldie.com/[SLUG]) and profile completed.
- ☐ Stripe Connect account linked for automated payouts.
- ☐ 50–100 door hangers and flyers printed with custom link and local photos.
- ☐ Official Foldie bags and tags on hand.



Launch Day Morning (Day 5 of Timeline)

- ☐ **8:00 AM:** Publish “We’re Live!” Nextdoor post (Section 5, Asset 3).
- ☐ **8:30 AM:** Publish “We’re Live!” social graphics and Instagram Story sequence (Assets 4 & 5).
- ☐ **9:00 AM:** Send personal SMS invites (Asset 6) to 15 local friends/neighbors.
- ☐ **10:00 AM:** Hang 25–50 door hangers (Asset 1) in target subdivision streets.



Launch Day Afternoon & Evening

- ☐ Respond immediately to all comments, DMs, and texts using objection scripts (Section 2).
- ☐ Confirm initial route bookings inside your Foldie dashboard.
- ☐ Drop welcome bag kits (Section 7) to your first founding families.
- ☐ Celebrate launching your very own neighborhood laundry route!

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No Profit Guarantee:

Foldie provides the software, branding assets, and operational roadmap to build a profitable side hustle, but Foldie does not guarantee any specific financial return or profit.

Liability Waiver:

Foldie cannot be held responsible for negative income, operational losses, or unexpected expenses incurred during your route operation.

Marketing Ownership:

This business model is proven and highly effective, but it requires personal diligence and active local marketing in your own neighborhood to acquire customers.

10B Foldie Suggestions

Weather/Rain Protection:

Keep clear plastic garment bags or trash liner bags in your trunk for rainy delivery days

Standard Weight Guidelines:

If a bag cannot cinch completely shut, customers must book a second bag.

Customer Service Text Window:

We recommended daily window (e.g., 8:00 AM – 6:00 PM) for replying to customer texts/questions so operators set healthy personal boundaries from day one.