

Discover how Juliana Rocha used CBF to grow from \$300,000 - \$1 million in annual revenue, get out of the field for good, and fall in love with her business — all in 2½ years!

Challenges

Juliana Rocha started Amazing Maids in 2006, quickly built a team, and got out of the field. Yet despite this success, she was constantly getting pulled back into the field, didn't have any processes or systems in place, and feared committing to anything in case a technician called off or quit. In addition, her husband was working nights to run the commercial side of their business. Sick of the chaos, Juliana went looking for help.

Solution

After a bit of trial and error, Juliana discovered Debbie Sardone and attended a CBF Marketing Bootcamp. For two days, she soaked in Debbie's vast industry knowledge and first-hand experience building a multi-million dollar cleaning business. Excited about following Debbie's roadmap to success — and thrilled that she could implement the program content on her own time and around her four kids — Juliana joined CBF.

Results

- Within 1 year, Juliana's annual revenue grew from \$300k to \$400k after learning how to price properly, standardizing her service, and implementing free marketing
- In her 2nd year with CBF, Juliana went "all in" with Debbie's framework, resulting in a revenue jump from \$400k to \$700k
- After 2½ years in CBF, Amazing Maids reached \$1 million in annual revenue
- Juliana now has 15 technicians, and a full office staff who handles all day-to-day operations
- She now travels stress-free with her family wherever and whenever she wants
- Her leadership skills have grown, and she now serves as a CBF coach to other Brazilian cleaning business owners
- Her current goal for Amazing Maids is to become a \$5 million business



"CBF is a business system that can work for anybody. It helps you think so much bigger, and really start to believe that the sky's the limit for your business. The content is phenomenal, but what really makes it unique is the amazing community. As long as I'm in the cleaning business, I'll be in this program because I don't want to do this alone."

— **Juliana Rocha | CEO | Amazing Maids**

CBF can make *your* cleaning business more profitable and fun to run, too. [Learn more here.](#)

