THE NEW HEADLIGHT CLEANING BUSINESS MANUAL

By: Bud Riggs, a.k.a. Bozo, Boz, The Boz, depending on where you see me.

THANKS!

Good for you, and thanks for buying the manual. If you have the original manual, you will find a lot of new content in this updated version. I don't intend to rehash, or copy and paste, from the old manual. This business has evolved through testing, trial and error, and trial and success.

Here you'll find all the latest techniques I'm using both in cleaning headlights and in the sales presentations. I try to stay in “The No BS Zone” in everything I do, so whatever you find in this manual has been tested, or I will tell you I think it's a good idea and you should test it yourself.

Be sure to **watch all of the videos**. There is a series where I clean seven pairs in a row on the same morning, and you may be tempted to skip over several of them. Don't skip any, as I keep up a running banter on each lens and give out lots of tips as I think of them. Each video has something useful to you in it.

All of the videos are online on a private YouTube channel. You'll have to have internet access to view them.

OVERVIEW

The way I'm doing the headlight thing, is not a business although I'm licensed by my city as a business. A 'business' is something that will continue to make money for you whether or not you show up to work. A job makes money for you only when you work. My thing is part time and if I don't go offer my services, I don't make a dime. I'll bet the same is true for you.

First, you decide to give this a try by cleaning some headlights. You can get paid for your very first job, or you can do some for free just to get some practice. That's up to you. If you want to practice first, do your own headlights, or family cars, or friends, or just offer to do a stranger's for practice.

Cleaning headlights is dead simple, and I'll show you in great detail just how to do it. I'll also show you how to get paid what you're worth, and how to not get beaten down or ripped off.

You'll need some customers, so I'll show you proven ways to get some. You'll not have to spend a ton of money on advertising, nor will you even have to open your mouth if you don't want to. I played around one day pretending to be mute as I sold headlight cleaning jobs. I got some jobs, and you can too.

If you're afraid to approach a prospect, I'll show you how easy it can be and how much fun you can have with it. I used to be the quiet guy in the corner that never said anything to anybody unless I was approached, so I know exactly where you're coming from if you're that way.

You'll need some equipment and supplies, and I'll show you exactly what to get for a very reasonable price, and most of you can get it in your

own town.

It's a simple process, so just keep it simple and rake in some bucks.

HOW TO CLEAN A HEADLIGHT

The modern headlight is made out of polycarbonate, which is a form of plastic. One of the trade names for it is Lexan, which you might recognize as a component of bullet proof glass. Polycarbonate is a super tough substance that can be cold molded or heat molded into a huge variety of shapes.

Headlight manufactures further protect their lenses by putting a film or coating on them, supposedly to protect them from UV damage as well as rock or other impact damage. It's rare to see a broken headlight these days.

The film, or coating, they use is itself susceptible to UV and turns yellow or white once it gets enough UV exposure. This happens to all plastic headlights that spend time in the sunshine.

As the film becomes oxidized from sun damage, it starts to get a rough surface. Rub your finger across a UV damaged lens, and you can feel the roughness. The oxidation also removes some of the film's toughness, which makes it soft enough to sand off with sandpaper. An undamaged lens will not even show a scratch if you rub it with sandpaper.

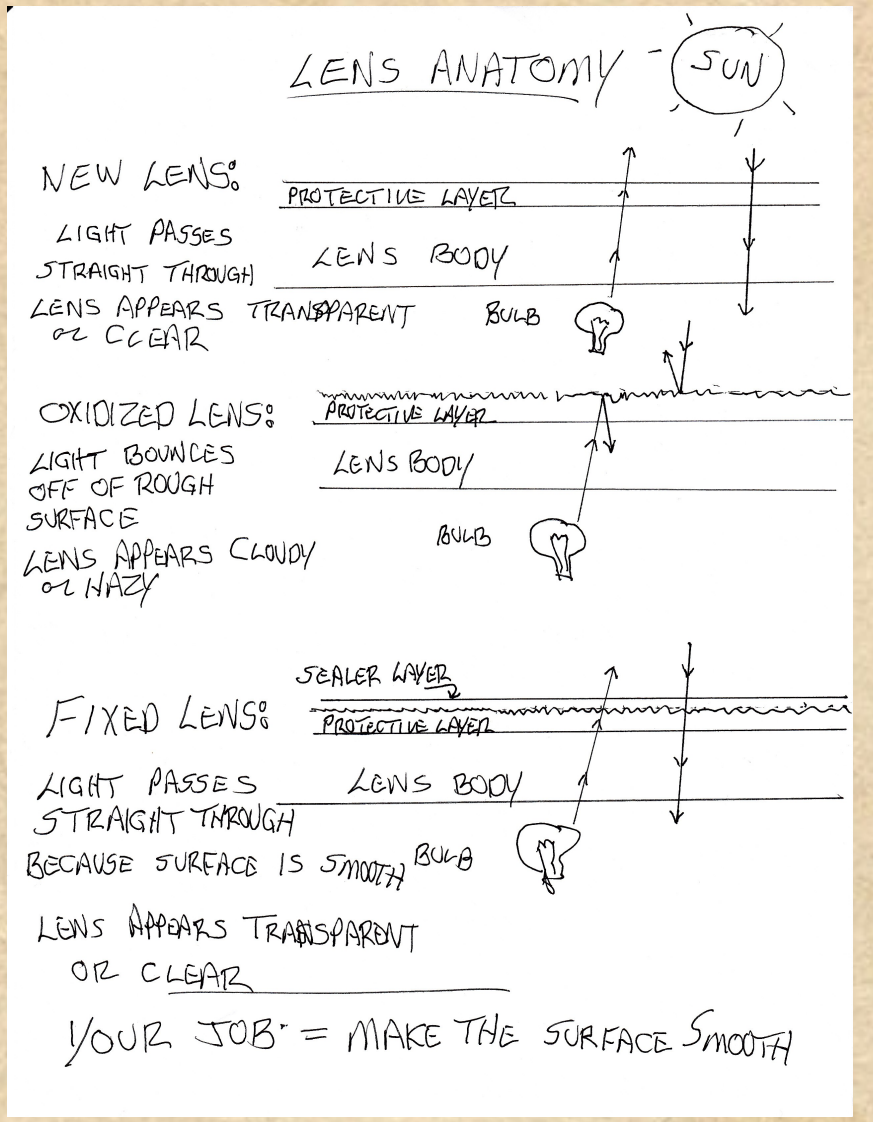
An absolutely smooth surface of clear polycarbonate, is transparent. As the surface begins to oxidize and get rough, the lens starts to look cloudy. The cloudy look is the result of you seeing the surface of the lens rather than looking straight through it.

Think of an absolutely clean mirror. As you look in the mirror, you don't see the surface of the mirror at all, instead all you see is your own ugly mug. Now spray the mirror with a bit of hair spray, or toothpaste splatter, and let

it dry. Now you can see the surface of the mirror. Any roughness on the surface will reflect part of the light allowing you to see edges, even if those edges are microscopic. Same thing for a really nice paint job on a car that's been freshly detailed and waxed. You can see down into the paint like it's ten feet deep. But over time, as the car gets washed a few times, you start to see the little scratches and swirl marks in the finish. Once again you're seeing the surface of the paint.

What the wax does on paint, is to fill in the scratches such that the surface is absolutely smooth. The sealer you will put on headlights also fills in surface roughness and restores transparency.

Hopefully the graphic on the next page will better explain what I'm trying to say here.



Lens Anatomy

Yeah, I know. I'm a headlight guy, not an artist.

Transparency is all about surface smoothness, so our goal in cleaning a headlight lens is to make the outside surface smooth again.

If you have the original manual, you know that smoothness was accomplished with plastic polish. The polish fills in the scratches and makes the surface smooth and transparent.

That process worked great and produced some very nice looking lenses. The problem with it is that after a few trips through the pressure wash, or even just sitting around in the heat for a few months, the polish would be washed off or evaporate. The result is that the lens looks just like it did before the polish was applied.

I now offer three ways to clean a pair of lenses, accompanied by three prices.

1. **$10** - Quick clean, just so you can see at night again. This is a three minute job for the pair.
2. **$20** - Get rid of the yellow, or part of the white, so it looks fairly good. This job takes about ten minutes.
3. **$40** - Deep clean, buff with compound, and then seal, give a two year guarantee. This takes 15 to 20 minutes.

I don't care which price/job the customer picks. I give them a choice and go with whatever they want or can afford. Very few pick the low price choice. Most pick the middle choice. I encourage all of them to go for the $40 job by saying...”If you want them to look the best that they can look, and last the longest, that's forty bucks and I give you a two year guarantee.”

If they are in a really nice looking car, where it's obvious that they wash it

regularly and keep good tires on it, then I kick up the sales pitch a notch. “Since you're driving such a nice car, I assume you want the lights to look the best that they can look and last the longest, don't you?”

My prices don't have to be your prices! I adjusted my prices to fit my area, by trying out different prices. My customers choked on $65, and for many of them even $10 was too much. Find your own price level, but you'll find that no matter your price, not everyone will agree with you.

JOB STYLE #1

This is what I offer for $10 for the pair. I can do this job in three minutes or less on most lens pairs, and the result is good enough to restore night vision.

1. Wash and dry the lens.
2. Wipe on the deoxidizer, quickly followed by the sealer.
3. Collect my ten bucks.

JOB STYLE #2

If the lenses are yellowed, I don't offer the $10 job at all. I tell them, “First I remove that yellow layer, and then I put on a sealer.”

I also offer this level of job to everybody, even when I think I could get away with the $10 job. This job takes five to ten minutes, depending on how much sanding is needed.

1. Wash and dry the lens.
2. Wet sand with 800 grit sandpaper, and wash the lens.

3. Wipe on the deoxidizer, quickly followed by the sealer.
4. Collect my twenty bucks.

***Note:** Jobs #1 and #2 can be done with the "Business In A Bag", which you will see later in the manual. Here's the video on Business In A Bag.

JOB STYLE #3

I offer this job to everybody. "If you want them to look the best that they can look, and last the longest, that's forty bucks and I give you a two year guarantee."

This job takes 15 – 20 minutes, depending on how much sanding I have to do. This job requires a drill and buffer pad with Super Sauce.

1. Wash and dry the lens.
2. Wet sand* with 800 grit sandpaper, and wash the lens.
3. Buff with the Super Sauce**, and wash the lens and bumper area.
4. Wash with deoxidizer until the rag comes back clean.
5. Apply deoxidizer, quickly followed by the sealer.
6. Collect my forty bucks.

*Here's the video showing how to sand a lens.. **A sanding tip:** You can't use too much water...but, you can use more than is necessary. Use just enough to keep the paper wet. That makes less mess, and your sprayer of water will last longer. This mostly applies to the business in a bag where the sprayers are the small size to fit in the bag.

** Here's the video showing how to apply the Super Sauce.

Pay close attention to the Super Sauce video. That buffing pattern is important to get the best finish. Start buffing across your last sanding strokes, then parallel, then diagonally, covering the entire lens each time.

All these techniques have been tested and perfected, so if you change something you're on your own with it. I've gotten emails and phone calls to the effect of, "Can I use _____ instead of _____." or "I've heard that _____ works well, can't I do that instead?". My answer....of course, you can do whatever you want. I do whatever I want, and that is how I developed these techniques. Nothing says you can't do the same. But, if the sauce you try out melts a hole in a lens, don't cry to me about it.

TOOLS AND SUPPLIES

Sandpaper: I usually use 800 grit, wet/dry sandpaper made by 3M. I cut it into 1 1/2" (approximately) squares. It's a very good idea to also have on hand some 400 grit and 600 grit. I buy five packages of 800 at a time, and one package of 400 and one package of 600. That is representative of their usage. Use the 400 or 600 when the 800 is just not coarse enough to do the job. With a bit of experience in sanding, you'll quickly learn which grit to use. This video shows how to prepare your sandpaper for use.

One pack of sandpaper, as shown in the video, is enough to sand 25 pairs of lights. One pack = $3.95. 25 pairs at $20 = $500. Not a bad return.

Microfiber Towels: These are available almost everywhere, including Family Dollar stores. Expect to pay about a buck each.

Scott Brand Paper Towels: These are the blue paper towels found in the automotive section of WalMart and also in auto parts stores. These towels are lint free, which is the reason I use them instead of a cheaper towel. Here is a video showing how to prepare your Scott Towels.

Handy Brush: Here's a quick video showing how to make a handy brush holder for your Scott towels. This will keep the sealer goop off of your hands.

Another Brush Tip: When it's hot out, the deoxidizer tends to boil off pretty quickly from the sealer mix, making it difficult to get a good job. What I've learned to fix that problem is to wet the brush with the deoxidizer juice before putting the sealer on the brush. If you're having trouble getting the sealer onto the lens without streaks, it's because the lens is not wet enough with deoxidizer just before you wipe on the sealer mix. Re-wet then re-wipe.

Spray Bottles: You'll need at least two. One for the wash mix and one for the deoxidizer. These cost about a buck each for small ones and $1.50 for the quart size. I've found that the sprayer parts can break, so I keep extras on hand. Pick a size that will easily fit in whatever you'll use to carry your supplies. See the Business In A Bag video for sizes I use. Those little bottles will do more cars in a day than you'll be able to get to. I did seven cars, plus did one of them over, and used less than half of the stuff in the bottles. Here's the video that shows what I used on seven cars.

Battery Drill: This is used for the buffing step in the $40/2 yr guarantee job. I recommend the Black and Decker 3/8" 18 volt drill, as it has worked very well for me. It's like $70 or so at WalMart.

Buffing Wheels: I found these at PJ Tools. Make sure you get the "mounted" wheel so you can use it in a drill. 4" diameter wheel. I buy these five at a time so I always have a clean one in case I drop it in the dirt, or it gets too loaded up with Super Sauce. These wheels can be cleaned by soaking in mineral spirits for 30 minutes or so, then spinning the excess out and then letting them dry. Clean them in use by spinning them backwards against an edge, like a bumper hitch or a chain link fence. This straightens out the fibers and tosses off the loose stuff. **Buffing wheel tip** – always

turn the wheel clockwise as viewed from the back of the drill, except when you are carefully cleaning it against an edge. If you polish with it counter clockwise, the wheel will unscrew from the shaft and go flying off into the dirt.

Super Sauce: This is a polishing compound designed to finish automotive paint. It does a good job of smoothing out sanding scratches on plastic. I use Meguiars Medium Cut Compound. It's available at O'Reillys.

Chip Brush: Use a 2" chip brush to apply the Super Sauce. They are about a buck each at WalMart, in the paint department, and last a long time. If it gets crusty from the sauce, simply wipe it back and forth against the edge of anything and it will become flexible and usable again. I've used the same brush for over a year now.

Deoxidizer: Low Odor Mineral Spirits. There is also a No Odor variety, but make sure that it is a clear fluid. Some brands of No Odor are a milky white looking stuff and don't do the job we want. I use Crown brand low odor mineral spirits that I found at Lowe's. It is about $9 a gallon.

Listen, this stuff is NOT a deoxidizer. It's a very thin, volatile oil, that temporarily smooths out the surface of a lens. It evaporates quickly and the lens will look just like it did. It's used as a thinner for paints, usually, or clean up.

Sealer: Minwax brand Helmsman Spar Urethane. This is the only one known to work, so substitute at your own risk. The actual sealer is a 50% / 50% mixture of mineral spirits and urethane. Check the can to make sure you have Indoor/Outdoor Clear Gloss. Lowe's has it for about $14 a quart. One quart will last you for a couple of years if you keep the lid clean and tight.

Lens Cleaner: This is just a mixture of water and vinegar and soap. I mix in a gallon jug. ¾ full of water, fill with white vinegar, and add a few drops of

liquid dishwashing soap. A little soap goes a long ways. To use the mixture, I fill my sprayer half way full with the mix and then top off with plain water.

Other Stuff: I keep things I might need with me all the time. Stuff like extra spray bottles, because you never know when one will malfunction. You don't want a little thing like that to keep you from making more money, when an extra bottle only costs $1.50. How about extra water for your wash sprayer? Yep, got some in an old clorox bottle. Extra roll of Scott towels, extra microfiber towels, extra sandpaper. Any supply that gets used up at some point, have some extra with you. Extra batteries for your drill...charged up and ready to go.

I carry a pair of scissors, a metal straight edge, bungee cords for my banner, masking tape, pens, paper. Stuff I may need, I have with me. It just takes a tiny bit of planning to make sure you don't have to quit working because something simple broke, or you ran out of something.

If you do the Business In A Bag, you can keep the extras in your car, which should be close by. Actually the bag I show in the video has enough stuff to do 20 pairs easily without having to refill anything. 20 pairs X $20 = $400, which isn't too shabby for a few hours of walking around.

Important to have with you anytime you're offering the service. CASH!

People that get their cash at an ATM, or as change in a store, will have twenty dollar bills, or smaller. People that go inside to the teller, and cash their pay checks, will have fifties and hundred dollar bills. Then there is a certain type of asshole who will only carry a hundred dollar bill because he tends not to spend it. It's usually that guy that will want to pay you with a hundred dollar bill, like a guy sitting beside the road would have change for that. I think of couple of them were actually trying to beat me out of the job,

but I'm always prepared and you should be too. Have enough cash on you to make change for a hundred if you have to. “Gee all I have is a hundred, sorry.” “No problem” you say “I can change that for you.”

After you first day out amongst them, having cash on hand shouldn't be a problem for you. Wait a day or two before you start spending, so you build up a reserve in your wallet.

HOW TO DETAILS

The $10 job is the simplest. Wash the lens if it needs it, then wipe with the deoxidizer and brush on the sealer. This video demonstrates the process. Although the lens shown has been sanded, the process is exactly the same as an unsanded lens. You'll see what I mean the first time you try this without sanding.

To show people exactly what they'll be getting, just wipe the lens with a Scott towel soaked in deoxidizer. Part of the damage may still be visible, so be sure to point it out to them. “Here's what you'll get for ten bucks...” wipe the stuff on the lens...”see this right here? That will still be visible, but the lens will be clear, as you can see right now.” One guy felt bad that I had fixed one of his lenses and didn't have the money to pay me. I told him, “No, no, no problem, that stuff will evaporate in just a minute.”

Note: The secret to getting the sealer on perfectly the first try is to have the lens wet with mineral spirits. Not running off wet, but very wet. In other words, wipe the lens down with the wet towel and immediately apply the sealer. You have maybe 15 seconds to coat the lens, or you have to reapply the spirits. **Pay attention to the part about 'streaks'.**

The $20 job requires the lens to be sanded. This video shows how to sand

a lens. Every lens that you sand will be done exactly like this. Once you're through sanding, do the sealer step you see above in the $10 job. This is simple stuff, isn't it?

The video shows that you sand all in one direction, but for this $20 style job that is not important. If you intend to Super Sauce the lens, then sanding all in one direction is important. If you have to sand with a coarser grit paper than 800 grit, say 400 for example, then you should sand again with 800 grit but this time sand across your original pattern. Sand horizontally, then vertically. Then Super Sauce buff across the last pattern.

The following series of videos are all done as the $20 job. I got $25 a pair for these at a used car lot and the actual working time was just over an hour. That job put $175 cash in my pocket, which makes for a nice hourly wage.

Here is a quick tour of the car lot so you can see where I'm working. Used car lots are lucrative, if you can get in one.

1st Car Left, 1st Car Right, 3rd Car Left, 3rd Car Right, 4th Car Left, 4th Car Right, 5th Car Left, 5th Car Right, 6th Car Left, 6th Car Right, 7th Car Left, 7th Car Right. One of the sets of videos was crap, so I left it out.

It's best to watch all of these, as I give out tips as I go along. The process is the same on each lens, but what I have to say is different each time.

This video shows how much stuff I used on the above job. You can see that this one job easily paid for my entire investment in juices and sauces, and even the rest of my tools and supplies. Of course all that has been paid off long ago, but you can see the possibilities here.

HOW TO MIX THE SEALER

Here's a video showing how to mix the sealer. The mix is not critical, so don't get too fussy with it. I've found that the mixed up stuff in my bottle can benefit from additional mineral spirits when it's been sitting for several days, or if it's very hot outside. The sealer will not go on well if it's too thick with the urethane. Add an ounce or so of mineral spirits and shake it up.

That's pretty much it for supplies and techniques. Go out and do a few lenses and you will soon be expert in these techniques. It's a really simple process, and you can make some good money doing it.

SEVERAL WAYS TO GO ABOUT THE BUSINESS

Under The Radar...or Fly Low And Collect The Dough: Every municipality in the country wants you to be licensed and approved if you plan to make a buck within their borders. The slimey bastards are violating your basic rights by insisting on a license or permit, but there is little you can do about it but to hide in plain sight.

You can make a deal with an auto repair shop, or an oil change place, or similar types of businesses, that will let you operate on their premises. By doing it this way, you can get away with not being licensed because any inspector will just assume that you are an employee of that business.

The downside of this is that you will have to share your income with the business. An advantage of this way is that you can let the business collect the money for you, take their share and then pay you cash. There are trade offs here, and you'll just have to decide how you want to go.

Here's one way to approach a shop to make this type of deal. This has worked for me every time I've tried it. You casually ask the owner if he

provides a headlight cleaning service. Of course you already know that he doesn't.

“Do you do headlight cleaning here?” His answer will always be “No”. Then you say to him, “Would you like to offer headlight cleaning to your customers?” Invariably he will then say, “What do you have in mind?” Here is where you set your wage. “I'm the headlight guy, I clean headlights and I need a place to work. How about you charge whatever you want for headlight cleaning, and pay me $25 a pair?” At this point you'll get a Yes or a No, or the conversation will continue a bit but will soon lead to a Yes or No.

Get a Yes and you're in business. Get a No, and you're off to talk with one of the other couple of dozen such businesses in your area. **Some will, some won't, so what, who cares? NEXT!**

It's not hard at all. Just ask the questions. The worst he can do is pull your arm off and beat you senseless with it. If you don't ask, you'll surely not get.

Another way to fly low and collect the dough, is to hang around a car wash with your Business In A Bag kit. Same for parking lots, or wherever there are cars and people together. In a parking lot you have to catch the people at their cars. Get them to pay you as they go into the store with the promise that the lenses will be clean when they return.

To fly low and collect the dough, you can't be visible to the authorities. Don't catch anybody's attention except the customer's. It's a way to get started without a license, although most such licenses are not expensive and the reporting is not hard. Most reporting and tax paying is online now, and really quite simple. Just do it and quit worrying about it.

Word of mouth among friends or co-workers can bring you some business as well. Ask each customer to refer you to somebody else. Fly low.

You may have contacts within a church or school, which can bring even more referrals.

In Their Face Visible With A Big Yellow Sign:

In Their Face Visible.

This banner is designed to attract the attention of customers, and it does so very well. It also draws Licensing Enforcement Officers like flies. When setting up in a new town, the longest it's taken for an enforcement officer to show up was three hours. The quickest was thirty minutes. If you fly one of these banners, you MUST have a permit/license or whatever else "they" require.

I have these on both sides of my Suburban. Wherever I park, it's not long before people drive up and ask "How much?". This is the only advertising you'll ever need. Spend the bucks one time to get a set of banners, hang them out and start making the bucks.

The best place I've found to get these banners is 1daybanner.com. They have an online designer that's pretty easy to use, and very reasonable prices for a high quality banner. I was surprised at their service and quality. Really

well done site, and service. I use a 6' x 4' banner. Now that I've used mine for over a year, I wish I had done it a bit differently.

The banner should read:

HEADLIGHT

CLEANING

No other text on it. No phone number, no price, no name. Just that and nothing more. Red letters on yellow background. Make the text as big as you can and still fit on the banner. Mine says Headlights Cleaned. It has worked very well but can cause confusion. The 's' implies the pair, when at the time I meant 'each lens'. The one I suggest above is the one I wish I'd done.

The whole purpose of the banner is to let people know what's going on with you sitting there. HEADLIGHT CLEANING. Any other information they want, they can get from you face to face. That gives you the chance to assess their lenses and set your price accordingly.

Door Signs: I also have door signs on my vehicle. These are the magnetic signs that stick to the car door. Do you need these signs? I don't get calls from my signs usually, but they have given me enough business to pay for them. The signs below, also advertise the fact that I can take credit/debit cards for payment, and that has helped when people drive up and see them. The credit card logos also give me a certain credibility, that doesn't hurt a bit.

I get my signs from Vistaprint. This one is the large size. They require you to upload a .jpg file to create the sign. You can contact me if you want help with this, or you can use Gimp for free.

Car Door Sign

HOW TO TALK TO CUSTOMERS

If you're a shy person, reluctant to approach another person and open a conversation, this is for you.

Has anyone ever come up to you and asked a question...about anything? Of course they have. Now think back on that...what was your initial reaction?

Was it to get pissed off and tell the person to get lost? Of course not. If you're honest with yourself, you'll realize that you were pleased to be approached, and eager to help that person out, weren't you? I'll bet you were, because everybody is like that. Everybody.

What that means is that you can approach anybody, and ask them a question. Say you're in the grocery store, where there are lots of people of all flavors around you. Every one of them is locked into his or her own little world, with their own thoughts, their own fears, their own desires, their own goals, and every one of them is walking around not looking at you. None of them care even a tiny bit about you, to the point that you are invisible to

them.

Prove that by paying attention to them as you walk around the store. In fact, I encourage you to make a special trip to the store for just this purpose. Get a basket and toss a few things in it, and just walk around the store.

Watch their eyes. What do you see? A bunch of zombies, is usually what you'll see. Their eyes avoid your eyes, as they seek out food....brains!

I double dog dare you...walk up to any one of them and check out their basket. Zero in on one item they have. OK?

Now open your mouth and say, “Hi.” Then when they wake up and notice you there, point to the item in their basket and say “Where did you find that?”. Or, you could say “What do you do with that stuff?” Or, “How do you prepare that?” Or, “I've never tried that stuff, is it good?”

Simple questions will get you an answer every time. When they give you an answer, ask another question, and another, and another. See how many questions you can get them to answer.

Your questions can be as simple as, “Really?” or “What do you do then?” or “Is that right?” or...

Simple leading questions that keep them talking, and the whole time you haven't said anything except to nod and ask another leading question.

Who is the most interesting person in the world to you? It's you, isn't it? The fact is that everybody feels exactly the same way. Who would you rather hear rattle on, yourself or somebody else? Exactly. We're all like that!

So here's the secret to talking to anybody about anything, and coming away from the conversation with them thinking that YOU are the most interesting conversationalist they've ever met. Get them to talk about

themselves, or what they think, or what they know...and never offer your opinion to them unless it exactly coincides with theirs. That's it.

Would you like a date with that attractive person over there? Why not go up to them and ask them a question? Something simple. Follow up with a leading question. Ask for more...”What happened then?”

If you're the shy, reluctant type, then try this out. **It will literally change your life for the better.** I know, because that used to be me...but not anymore. You can make a game out of this by seeing how long you can get someone to talk to you. Be prepared to stand there for a couple of hours, because people LOVE to talk about themselves. When I do this, I'll come away with the names of every cat they ever had, when they graduated from high school, and how bad they felt when their mother died...and when it's over, they won't even know my name. But...they'll think I'm the nicest guy they ever met, and such an interesting person. Fun stuff!

The whole point of this exercise is to make you realize that it's very easy to get someone talking. When you have a customer in front of you then it will be easy for you to be relaxed. A relaxed attitude will generate a feeling of trust in the customer.

Also, big benefit here...while you're working on their car, get them to talking just like in the store. The result will be a nice tip for you. I've gotten a $40 tip on a $10 job, just because I showed an interest in the person. “Where do you work?” is a good opener in that situation. “Do you like this Toyota?”. Simple questions will get them going, and you just follow wherever they lead the conversation. Set your own ego aside, and **shine the light on them.**

Now for the customers...

Generally speaking, most people haven't given their headlights a single thought...ever. The UV damage happens so slowly that most people don't

notice the changes in their lenses. I had a lady tell me, “I never noticed how bad my lights were until I noticed the lights on a new car parked beside mine.”

People that do a lot of night driving on dark roads are the first to notice that they can't see as well. In my case, and I'm just like everybody else that didn't notice the lenses, I thought I was getting to old to drive at night because I couldn't see a damn thing. It was my lenses, not my eyes.

It's these people that will see your signs and approach you. The rest of the people fall into three groups.

1. There is the group that knows the lenses are bad, and don't care. “I don't drive at night.”, they'll say.
2. There is the group that hasn't noticed at all, whether or not they drive at night. When you point out the damage, they may or may not want it fixed...see group one.
3. Then there is the group that knows the lenses are bad but didn't know that anything could be done about it.

DIFFERENT SETTINGS – DIFFERENT APPROACH

If you're doing The Business In A Bag by approaching people in a parking lot or at a car wash, or where ever you find people and cars together, you will be talking to any of the three groups above.

You can **approach any of them** by saying, “Have you noticed that your headlights have sun damage?” You'll get a yes or a no.

If Yes, then say, “I can fix them for you for twenty bucks, and it will take less than ten minutes. If you would, just raise the hood, and I'll get started.”

If No, then say, “Come up here and look at them (motion them to the front of the car)...that's sun damage on there. I can fix them for you for twenty bucks and it will take less than ten minutes. If you would, just raise the hood and I'll get started.”

Notice here that **I don't ask them if they want them cleaned**. “Do you want me to clean them for you?” is a 'say “No” question'. That means that it's easier for them to say “No” than to say or do anything else. It's like the question the floor clerks ask in the store...”Can I help you?”, and you always say “No”, don't you?

You asked them to open the hood. If they open the hood, they've bought your service, haven't they? Say they're parked too tight up front, so you ask them to just move the car back about two feet...if they move the car they've bought haven't they?

Where I parked at the car wash, I liked to have my customer cars out of the way of other traffic. I'd make my offer and then tell them, “Just pull up behind that Suburban over there.” Usually they just say “Ok” and do it. I'd tell them that even if they were parked beside me where I could easily have done the job. “Just pull in behind me, and I'll get started.”

This type of command takes away the 'yes/no' decision and gives them another decision to make. Do I move my car, or drive off? Do I open my hood, or come up with some reason to leave? For most it's easier to just do as you say, and that's just what they do.

These are magic phrases that I've tested over and over, and they work like magic. Open the hood, move your car, get them to do anything besides try to make up their minds about having their lights cleaned. They are actually incapable of making that decision on the spur of the moment, in most cases.

By getting them to do something else you ask them to do, you remove that problem from their minds and give them something else to focus on. My friend Gordon Jay Alexander trained under me and we worked on different phrases to say to people.

Gordon kept getting confused about the car hood, so he kept saying “Just open your trunk, and we'll get started.” Every time he said that, the customer opened the trunk, never thinking that it was pointless to open the trunk.

That's what I mean by 'they are incapable of making the decision'. By giving them a command, you are taking complete control of the situation, and they will do exactly as you ask even if it makes no sense. It's amazing to watch the process, once you're aware of it. Lots of fun too, seeing what all you can get people to do. Especially getting them to hand you a couple of twenties.

Another Situation: You're parked beside the road with your big yellow banners hanging out.

In this case, the people who stop will invariably ask “How much is it?”. That's when you tell them about the three job styles.

1. “For ten bucks I can make it so you can see again at night. The lenses won't look real pretty, but you'll be able to see. That just takes a few minutes to do.”

   I get them to come to the front of the car so I can show them exactly what they'll get. Once they're up front, I spray my square of Scott towel with the deoxidizer and wipe one of the lenses. Then I can point to damage that still shows through. “See this here? That will still show through, but the lens will be clear, as you can see.”

2. In the case of yellow lenses, or there is a lot of white oxidation, I won't

offer the ten dollar job. Instead I'll say, “I can clean them up pretty well, where you can see again at night. Some of this damage will still be visible but they will look pretty nice, for twenty bucks.”

3. This last offer I make to everyone, regardless of what they're driving or what the lenses look like. “If you want them to look the best they can look, as well as being able to see really well at night, it's forty bucks and I give you a two year guarantee.”

   If somebody comes up in a really nice car, late model, good tires, and it's been washed recently...in other words they are proud of their car...then I say, “Since this is such a nice car, I assume you want your headlights to look the best they can, don't you?”.

   I usually get a yes at that point, especially from the women. Then I say, “That will be forty dollars, and I give you a two year guarantee. Just pop the hood for me and I'll get started.” Although that question could be answered with a no, it's a safe question because nobody in that situation will tell you they would rather not have the best looking lights.

That's pretty much it as far as 'sales' go. This is a simple business, and people either want the service or they don't. They either have the money or they don't. They either have a credit or debit card, or they don't. You will not have to ever 'sell' anybody on your service. The minute you get an argument, just stop talking and walk away.

One guy came by and I explained the three offers for him. He couldn't make up his mind and didn't respond to my 'pop the hood' suggestion. He said go ahead and do the twenty dollar job and then I'll decide if I want the forty dollar job. I explained to him that if I did the twenty and then he wanted the forty, it would be an additional forty over the twenty because I'd have to do

the whole job over again. He got pissed and left. Good thing for me, as there are some people that can never be satisfied no matter what you do. If people expect to have brand new headlights for forty bucks a pair, you don't want to be working for them. You'll be much better off sitting in the shade than putting up with their bitching.

On both the ten and twenty dollar job, I'm careful to show them on the lens that “This damage right here will still be visible, but the lens will be clear.” You want to lower their expectations, and then when the lens comes out looking better than you said it would, you'll look good.

To demonstrate the end product, simply wet the lens with deoxidizer. The lens will immediately go clear, except for areas of severe damage that will show through. Those can be fixed with additional coats of sealer, but usually you won't have time for that as the coats have to dry each time.

Is this all manipulation and deceit? No, it is simply working with human nature. That's the way people are, so you have to work with that or go get yourself a $7.50/hr part time job.

Another guy came by and I quoted him twenty dollars for the pair. He said can't you work with me on the price? How about fifteen? The way he said it made me feel devalued in some way, like he was trying to take advantage of me somehow. It wasn't like he didn't have the twenty, he was just one of those people who have to get the better of the other guy in any deal. I told him “I can't do it for a dime less than twenty-five dollars.” He said “But you just said twenty!”. I told him, “That was my first offer and you turned that down. Twenty five is my new offer.” He was quite upset and left. About thirty minutes later a cop stopped by to see what the problem was. He said somebody reported that I had tried to cheat him. After he heard the story,

the cop left laughing.

A Special Case: There is one type of lens that is an absolute bear to clean. You'll find this on Jeeps, GMC vans, a lot of Chrysler products, and on some older Chevy cars. Here's what the problem looks like...

Recognize these by the mottled or uneven look of the damage. What makes these so hard to clean, is that sandpaper will not even begin to scratch the surface of these lenses. On this particular lens, I had to drop back to 320 grit paper to make a dent in this stuff, and it took me an hour to sand just the one lens.

Don't despair if you encounter this lens, or a similar looking lens. The deoxidizer will clear this type of lens up immediately. **That's the beauty of this new system** I'm using, it works on any lens. You may not be able to

make the lens pretty, but it will be clear enough to be very usable again. Take a close look at the white stuff on the left side of the picture above. Hold that thought now...while you look at the red car below. On the red car, the entire surface of both lenses looked like the left side of the Jeep lens. I gave up sanding on this car and just sprayed on the deoxidizer as a test. My jaw dropped open when I saw the result. After six coats of the sealer, you can see the results below. The lens on the left in the picture got no sanding at all.

These were the worst I've ever seen.

This car was the inspiration for the mineral spirits as deoxidizer system, combined with the urethane sealer. If you ever have to go back and redo a lens after it's dried, you'll discover just how hard the sealer is. It's hard to sand off. But of course, you can just hit it with the deoxidizer and it's clear. I love this system. It took a job that used to take me an hour to complete and shortened it down to as little as three minutes. That makes a big difference in the amount of money you can make during your work time.

This came about as a result of experimentation, and a willingness to try new products just to see what happens. There's nothing to say that you can't do the same. You may hit on an even better system than this.

Did you notice?...Just above, I said "After six coats of the sealer...". Now think back to what you saw and read where I discussed transparency as a function of smoothness of the lens surface.

On the red car, it took six coats of sealer before it built up enough thickness

to be smooth on top. It's that smooth on top that gives the transparency.

What that means is that you can now **fix any lens**. The really bad ones, like above, will take some drying time and reapplication time, but they can be fixed by building up a thicker layer of sealer.

Also this means that **you don't have to sand a single lens** unless it's yellow, if you have sufficient time to work on it, putting on multiple coats of sealer. All the sanding does is to smooth the surface. By sanding, on most lenses, you are simply making the job take less drying time. In the case of a yellow looking lens, the sanding removes the yellow. If you don't sand a yellow lens, the yellow will show through after it's sealed.

When you **add in a buffer,** you can make the lens even smoother prior to applying the sealer. **The smoother the lens before the sealer, the better the job will look**, and the more money you can charge for it.

HOW TO GET PAID EVERYTIME – And not get beaten up on price.

Set your price. Stick to it. Simple, isn't it? I have done free jobs, but in every case it was my decision to do so.

I have never been beaten out of getting paid. One guy came up $4 short, and promised to come back and pay it. I didn't hold my breath waiting for him, and was surprised when he came back and handed me four ones.

Another customer's card wouldn't work in my credit card gizmo, and he promised to go get cash and come back. He did.

It's all up to you. I've given free jobs to single moms with four kids in the car and no money. I've given half price jobs just because the person was nice. I've raised my prices when confronted by assholes.

There is actually a benefit to you in giving out a free job. When people see you there working on a car, they will pull in to watch and ask questions. Every free job I've given out has resulted in me getting a paying job that I might not have gotten if nobody else was there. Some people are just shy and don't want to drive up when nobody is there. I've had as many as four other cars pull up and wait their turn because I was working on a free job.

One of the most popular excuses that customers will use to get away from you, is to say "I just have to run to the ATM and get some cash." In almost every case that statement means you'll never see them again. Some actually mean it and do come back, but the majority that say that are runners...for whatever reason.

People are reluctant to tell you that they're broke, or that they think the price is too high. They'll come up with a different reason to leave.

I put a stop to the ATM runners story. I have a **smart phone and a credit/debit card reader gizmo**. It works great, and there is no reason you shouldn't get one as well...especially after you've cleaned a few lights and have some bucks in your pocket. Many people don't carry cash, and use their card for every purchase. Take advantage of that and be ready to accept a credit/debit card.

The card reader is free. The merchant account is free, there are no minimums to meet, no fees except for the transaction fee which is well worth it.

When the card reader gets you one job that you'd have lost because the person had no cash, then the whole process of setting the thing up was worth it.

I use Square for my reader. I also have PayAnywhere, but prefer the Square system because it's a bit easier. Not that the other is complicated. PayPal

also has a system, as well as others. This search should allow you to find out all you need to know about accepting credit cards on the run.

Both of these systems, and probably all the rest of them, allow you to manually input the card data. They charge a higher fee for this, but this gives you the same card capability as any other merchant.

Now when somebody says they have to run to the ATM, I just say "You don't have to do that, I can accept a credit or debit card." There are some that will tell you that they'd prefer to pay cash and will be right back. See above. You'll never see them again.

OTHER TYPES OF "RUNNERS"

People will come up and ask several questions that you will hear over and over. It's like there is a manual out there that everybody bought that tells how to NOT buy a service. "Yes folks, you can approach any service person and totally waste their time...but when you leave they will be filled with hope and expectations of your return." Every one of the questions below, you will hear over and over, and they all mean the same thing. The questioner will never be back, but he/she doesn't want to hurt your feelings by being rude. Just so you know...

1. "**Do you have a card?"** My advice is don't waste your money on business cards. People that ask for one will never call you.
2. **"How long will you be here?"** I'm here now, you either want this or you don't.
3. **"Are you from here?"** This is actually a valid question, but has a strong connection to the question above. Same reason...they won't be back.

4. **“Are you going to be here…tomorrow…next Friday…6th of June…etc.?”** Don't go out of your way to be there whenever they say, they won't be there.

Don't get the wrong idea about these questions. I am never rude to anybody, and certainly not to someone who may give me twenty bucks or more at some point. The snide little answers above are only in my head. I just wanted to point out that you'll hear this stuff over and over, so you can expect it and not waste your time hoping they'll come back, or meet you tomorrow, or spend the money you expect to get before you get it.

RESULTS

Years ago, I would visit the ATM once a month and draw out $400 cash. I used the cash to buy groceries and other things my wife and I would need through the month. Depending on our needs, I would sometimes have to drag out my debit card again towards the end of the month.

I haven't touched my debit card for over three years now. Cleaning headlights keeps a nice wad of cash in my wallet, and staying away from the ATM has meant that my bank balance has grown as well. Not taking cash out, is the same as putting cash in. It grows.

Headlight cleaning is not my main source of income. If you're retired, or living on social security, you could do a lot worse than cleaning headlights for extra cash. Compare it to any part time job you may find for $7.50/hour. Those jobs only let you work about 30 hours a week, and take out taxes, so at the end of the week you receive a check for about $157. Meanwhile, over

at the muffler shop, I worked 10 hours the whole week, and I have about $600 cash in my pocket as the result.

It's not a get rich kind of thing, but it beats the hell out of minimum wage plus it lets me set my own hours. I can work 2 or 3 hours a day, not work at all if I don't feel like it, or work all day if it's nice outside.

GET STARTED NOW

Make a trip to WalMart, or Lowe's, or what ever stores you have available. Purchase a gallon of deoxidizer, a quart of urethane, a roll of blue Scott towels, and a package of 800 grit wet/dry sandpaper, couple of spray bottles, package of microfiber towels, and a small tote bag to haul stuff around. That should set you back about thirty bucks.

The sandpaper is the limiting item in the above list. One package, cut up as I showed in the video, is enough to sand 25 pairs of lenses. 25 x $20 = $500.

Now that you've got some bucks ahead, go buy your drill and buffer pads, and a bottle of Super Sauce. Your pack of sandpaper is still enough to sand 25 pairs of lenses but now you can charge $40. 25 x $40 = $1,000.

You'll probably do a mix of jobs/prices, so those aren't hard income numbers. You may even charge more than I do. Doesn't matter. If you go out there and make yourself available, with the above supplies, and the knowledge you now have from this manual, you WILL make yourself some bucks.

This is a super simple process that practically anybody can do. Get out there and put a wad of cash in your pocket!

Bud Riggs - “The Headlight Guy” renewnightvision@gmail.com