



# REMOVE MY GRAFFITI

## **Graffiti Removal Business & TECH Course Synopsis**

*Becoming your own boss with a low investment in a niche market.*

Welcome to Remove My Graffiti Inc's **Graffiti Removal Business & TECH Course**. Starting a company from nothing can feel like you're leading the way into a place you've never been. Fortunately, we at Remove My Graffiti, have taken these steps over a decade ago and have learned the industry from the ground up. You can be reassured that this is an excellent industry to be joining and you'll have all the tools you'll need to have a successful company startup.

Graffiti has been around for centuries and continues to grow as it is glorified through pop culture. If you haven't noticed before, you will see that graffiti is everywhere when you are actively looking for it. It has had a strong presence long before we were born, so it doesn't always catch people's eyes, or stand out in their memory. You will find throughout your career that building owners don't always see it on their own buildings either. Our business model and sales formats will help you use this to your advantage and will show you how to generate sales with large profit margins.

Graffiti is an easy way for people to get a message out, or gain recognition without money, hard work, or skill. It has an image of being artistic or political, but what you'll find is that vast majority of graffiti is about getting recognition for having a tag name spread across a wide area of a city. Tagging multiple buildings in a short period of time is the reality of the world of graffiti. It is much less about doing an artistic mural in a back alley or on a structure that most people won't see. This is why the graffiti removal industry is a billion dollar industry and continues to be year after year.

Throughout this course you will learn how to set up a graffiti removal company with a winning business model, what the world of graffiti is about, how to perform professional graffiti removal work, and build a client base that will generate income for years.

This synopsis will help you track your progress through the course and help you prepare for Modules as you go through them.



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## Section 1 - Starting Your Own Graffiti Removal Company

Learn what business is about. This first section will uncover all of the tasks that a small company must do in order to be in a position to succeed and grow.

*You will learn:*

- ☐ How to create a business plan.
- ☐ What payments and structure you will have as a small business.
- ☐ How to keep your liability in check by staying safe.
- ☐ How to create an individual brand and advertise it.
- ☐ What social media and online services will work for you.
- ☐ How to manage your bookkeeping.
- ☐ Terminology and regulations to understand your accounting.



## Section 2 - Knowing The Tools Of The Trade

Find out what equipment is needed to open a graffiti removal company and how to set everything up. This section also takes a dive into the world of graffiti and looks at the tools taggers use to graffiti with.

*You will learn:*

- ☐ What equipment is needed to perform jobs as a professional graffiti removal company.
- ☐ How to efficiently plan and place your equipment within your van or trailer.
- ☐ What safety equipment is needed to keep you and your staff safe.
- ☐ Why it is important to remove graffiti quickly.
- ☐ Know what the taggers know. Terminology and tools used in the world of graffiti.



## Section 3 - Being A Professional On A Job-site

To be a professional you must be the one with the most information. This section will teach you about the technical side of removing graffiti. You will also learn how to keep everyone safe while on a job-site and using your equipment.

*You will learn:*

- ☐ What different surface substrates buildings have.
- ☐ What removal products to use in every situation and painting techniques when removing isn't an option.
- ☐ Safety requirements and equipment maintenance.
- ☐ Learn the correct methods of removing graffiti in all situations.



## Section 4 - Customer Relations

Understanding and building relationships with your customers begins before you even talk to them. You will need to know where to find customers and what to do once you've located them. This last section is one of the most important because client management is one of the main differences between you and your competitors.

*You will learn:*

- ☐ How to create winning job quotes.
- ☐ How long jobs will take.
- ☐ What a GPP is and the benefits of you providing it for your clients.
- ☐ How to grow your client list and maintain a profitable relationship.



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