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# Trading A Mop For A Pen

(left to right)  
**DON ASLETT**  
*How to Upgrade & Motivate Your Cleaning Crews*  
**RON PISCATELLI**  
*Jump Into Janitorial*  
**TODD HOPKINS**  
*Five Wisdoms for Entrepreneur Survival: Practical Experience & Biblical Perspective*  
**BILL GRIFFIN**  
*How to Sell and Price Contract Cleaning*

**"SUCCESS IS A FINISHED BOOK**, a stack of pages each of which is filled with words," wrote author Tom Clancy. "If you reach that point, you have won a victory over yourself no less impressive than sailing single-handed around the world."

Some building service contractors know this same feeling of success because they too have written books. While their words may not stack up to the latest thriller, BSC writers are still catching their colleagues' attention with their advice to running a successful cleaning company. Here is a look at four BSC authors, their books and what motivates them to pick up a pen.

## DON ASLETT

Above all, cleaning should be fun, argues Don Aslett, president of Varsity Contractors, Pocatello, Idaho. This theme runs through many of his books, including "How to Upgrade & Motivate Your Cleaning Crews," which contains tips on hosting fun activities for employees, such as a vacuum drag race or a musical concert using tools designed for cleaning.

Aslett began wielding a pen 45 years ago at his high-school paper in Diedrich, Idaho, and did some freelance writing during the first years of his marriage. One project his wife found for him — to write a brochure with cleaning tips for 600 members of their church — was the foundation for "Is There Life After Housework?" which landed on The New York Times best-seller list and sold 1 million copies in its first edition.

His desire to write a book paired well with his wanting to communicate differently from Martha Stewart and Mary Ellen Pinkham, who focus more on aesthetics than practicalities.

A combination of legal pads and pens — useful when flying between Hawaii and Varsity Contractors' office in Pocatello, which he does often — and a manual typewriter are his tools. At present, Aslett has written 40 books.

"I don't even go into the shower without writing," says Aslett. "And I keep a notebook in my pocket. If you don't record it you won't remember it."

**Profiles of four cleaning scribes and their words of wisdom**

