**TeenBoss Workshop Presents:**

**Lawn Care**

**Calendar & Checklist**

Directions: Save this file to your computer (probably in a file folder created for your business).

Replace the word logo with your logo or a graphic image you will use in all your marketing. Fill in your contact information at the top of the form.

Review the forms and make any changes you need to make so that you feel comfortable with the wording. Discuss any questions you have with your parents, so you’ll know why these items are being included.

Once you have the forms set, save them and be ready to take them with you to every lawn care job (including estimates) or send them with anyone you send to do the job.

The questionnaire allows you to build a client profile and gives you all the information you need to develop an estimate of your pricing. Since every yard is different, you may need to charge more for some and less for others. On the back of this form, make notes about the lawn and the customer, and keep a running total of income from that client. At the end of the year, you’ll have an idea of how much that client has added to your business.

The report card is a form that you leave with the client. It includes an opportunity for upsell (“I noticed these problems, and I can fix that for you”) and an encouragement for them to tell others about your business. It also serves as their receipt.

These forms serve two purposes. First, it gives the client a picture of what services you provide. It also sets you apart from the competition. You show that you are a full service lawn care business, not just a kid with a mower, and shows you take your responsibility seriously because you pay attention to what is happening! These two things will help you grow your business!

The information in yellow at the end is optional, but highly recommended.

After following these directions, save the forms in your folder, and print the pages you need to take excellent care of your customers.

In addition to your lawn care equipment, you will need a notebook or clipboard for these forms I recommend a notebook for the Customer Profile/Questionnaire), pens or pencils, business cards, a calendar with room to write in client info (or download an app for a calendar to your iPod or SmartPhone – I use Google Calendar and my iPod app is CalenGoo to synch it), and maybe a messenger bag or backpack to keep this stuff in. And don’t forget your wallet! You’re going to be making a LOT of money!

Questions? E-mail me at [tommyjohns@magictj.com](mailto:tommyjohns@magictj.com).

*HaPPy Mowing!*

Lawn Care Business Tips (For YOUR Information)

**Provide More Service and Make More Money**

You can provide more services for your client over a longer period of time if you develop a lawn care calendar for each client. The easiest way I know to do this is to start here, at the [Scotts Lawn Care Calendar Builder](http://www.scotts.com/smg/learn/annualprogrambuilder/apbstep2.jsp?Parentid=100015&navid=300031&_requestid=52988). Take the questionnaire on page 3 of this document to your first visit with a new client. Collect the information and when you get home, fill in the information at the Scott website above. Print out the Lawn Care Calendar. You can add this information to a Google Calendar, put the client’s name and address on the calendar and deliver that to the client at the second visit (or before). Or you could just type up a list of what needs to be done each month in addition to cutting, edging, and the standard stuff.

Providing this service does several things for you and your client. It shows that you care about your business AND your clients. It opens up the door to offer them more services. Because it is a year round calendar, it lengthens the window of opportunity for you to serve their needs. For example, if you just cut grass and edge the driveway, you will work once a week for 3-4 months and every other week for another 6 weeks or so for the year. If you provide your clients with a Lawn Care Calendar, and offer to do ALL of their lawn care, including gathering and mulching leaves in the fall, you can work 8-10 months of the year. That will more than DOUBLE your income! It may even TRIPLE it!

Learn as Much as You Can About Lawn Care

There are lots of places on the internet (to read and watch) that will teach you about caring for someone’s lawn. Becoming an EXPERT allows you to charge more for the services you offer. Become a Greenscapes Lawn Care Professional. Take the Greenscapes pledge by going to <http://www.greenscapes.org/files/pledge-.pdf>, printing out the form and signing it. You will find lots of helpful information, including brochures you can print out at their website [www.greenscapes.org](http://www.greenscapes.org). Attend classes at Lowe’s or Home Depot about lawn care and list your training on your flyer or brochure – or your website! And learn how to identify different types of grass. It matters!

Stay in Touch

Stay in touch with your clients. Get their e-mail addresses and send them an occasional e-mail with special offers, new services, and helpful information. Send a reminder each week (maybe Sunday evening to all your clients scheduled for that week) letting them know when you will be at their home next and what you will be doing, and what is recommended according to their custom lawn care calendar.

Don’t forget to send a “Happy July 4th” or “Have a Great Memorial Day” e-mail. The personal touch really cements the relationship with the client.

Always Dress the Part of a Business Owner

Get T-shirts printed up with your logo and business name and wear them to the job. Again, if you look like a professional, not just a kid who cuts grass, you’ll make more money and get more clients. Keep your equipment clean and wear safety goggles and hearing protection, especially when you use a string trimmer or blower. You’ll thank me later!

I said “YOU’LL THANK ME LATER!” ☺

Name of your company

C:\Users\Tommy Johns\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\K06RFFMG\MC900197534[1].wmfYour name:

Address:

Telephone:

E-mail:

**Lawn Care Questionnaire**

Client Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Zip Code\_\_\_\_\_\_\_

E-mail Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Type of grass (Check all that apply)

\_\_\_\_St. Augustine

\_\_\_\_Centipede

\_\_\_\_Bermuda

\_\_\_\_Ryegrass

\_\_\_\_Tall Fescue

\_\_\_\_Kentucky Bluegrass

\_\_\_\_Zoysia

\_\_\_\_Fine Fescue

\_\_\_\_Don’t know? Don’t worry!

\_\_\_\_\_\_\_ Preferred grass height (3” is recommended for weed control and lawn health, but I will adjust mower to meet your request.)

Preferred day for service: M T W T F S S

Preferred time of day: Morning Afternoon Evening

What day/time are you allowed to water your lawn/plants? \_\_\_\_\_\_\_\_\_\_\_\_

Services requested and pricing: CUSTOMIZE FOR WHAT YOU OFFER

\_\_\_\_\_ Mowing $25-45 depending on size of yard

\_\_\_\_\_ Edging (curb, fence and driveway) $5-10

\_\_\_\_\_ Detail Edging (mailbox, flower beds) $5-10

\_\_\_\_\_ Watering flower beds (w/ sprinkler while I am mowing lawn) $2

\_\_\_\_\_ Trimming shrubs YOU GET THE IDEA – Put in YOUR pricing

\_\_\_\_\_ Mulching beds (Client provides mulch)

\_\_\_\_\_ Mulching beds (NAME OF YOUR COMPANY provides mulch)

Preferred type of mulch (there are several) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_ Basic feeding (one application in spring and fall)

\_\_\_\_\_ Premium feeding (specific applications each month Mar. to Oct.)

\_\_\_\_\_ Other services \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

First visit fee $\_\_\_\_\_\_\_ Weekly fee $\_\_\_\_\_\_\_\_\_ Others as needed.

**C:\Users\Tommy Johns\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\K06RFFMG\MC910217623[1].wmf**Name of your company

Your name:

Address:

Telephone:

E-mail:

**Lawn Care Report Card**

Here’s what I did today:

\_\_\_\_\_ Mowing

\_\_\_\_\_ Edging

\_\_\_\_\_ Detail Edging

\_\_\_\_\_ Watering flower beds

\_\_\_\_\_ Basic feeding

\_\_\_\_\_ Premium feeding

\_\_\_\_\_ Trimming shrubs

\_\_\_\_\_ Mulching beds (Client provides

mulch)

\_\_\_\_\_ Mulching beds (NAME OF YOUR

COMPANY provides mulch)

\_\_\_\_\_ Other services \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Today’s cost $\_\_\_\_\_\_\_\_\_\_\_

Here are some problems I noticed:

Recommended action for above:

Next scheduled visit will be on \_\_\_\_\_\_\_\_\_\_\_ for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(date) (service provided)

Any questions or problems? Feel free to contact me at (123) 456-7890 or e-mail me at [XXXXXXX@ZZZZZZZ.com](mailto:XXXXXXX@ZZZZZZZ.com). I appreciate your business and look forward to seeing you again next time!

Signed \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**NOTE: Your friends and neighbors appreciate your advice about businesses that provide excellent service. Please tell them about your experience working with us. Our best sales people are our many loyal clients.**

**BONUS: We will give you $5 off of our next visit every time someone you refer books our sitting services. Offer valid only after referral booking is completed. After we complete that job, we will e-mail you a coupon. Just tell them to make sure they tell us that you recommended our services. It’s our way of saying thanks!**