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How to triple your lawn care Clients.

By Peter Ray.

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Getting lawn care clients can be a daunting task when you are just starting out. I know many lawn businesses that have crumbled simply because they did not know how to attract new clients.

They were very hard working and talented people who simply just didn't know a the simple rules that you need to follow when it comes to getting that magical treasure, **a paying client**.

Now I'm going to start of by being a little controversial. Bare with me though as this is all going to make sense by the end of the book. The truth is...

No one can ever do anything to get more clients!

Now before you spit your lunch out and start yelling at your computer screen, (or paper if you have printed this book out,) please let me explain what I mean. All can be revealed with one simple little equation.



“What does this all mean?” I hear you ask. Well in order to get a client you need to have two other things happen first. You need to generate a lead. Then you need to actually convert that poor helpless soul in to a client. Sounds simple enough doesn't it.

The truth is, it really is.

You can't directly do any thing to get more clients. But what you can do instead is

1. Increase the amount of leads for your lawn business.
2. Increase your conversion rate .

This is the absolute most fundamental concept to under stand so I will repeat it again.

***You can not directly do any thing to get more clients.
You can only increase the number of leads you get
and increase your conversion rate.***

Pause for a minute and let that sink in. Alright. Got that? lets look a bit deeper at what the hell all this means.

What is a lead?

To put it simply a lead is when some one interested in your lawn care services contacts you. They may phone you, they may email you or simply walk up to you while you are busy mowing some ones lawn. This is pretty straight forward right? I guess the next obvious question then is..

What the heck is a conversion rate?

Your conversion rate is the percentage of leads that turn in to customers. So if I had 100 leads and 80 of those people became clients then my conversion rate would be 80%.

Again this is very simple stuff really, but it's some thing that is over looked by many of us in the lawn business. We are often to busy in the day to day running of our business. Who's lawns are we going to mow today. When is my trimmer going to be out of the repair shop? You know, all those little things that consume our day to day lives.

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I guarantee you that if you take a step back and look at the big picture on a weekly basis your business will sky rocket. You will have more work than you ever thought possible.

Okay okay so that's enough of all that "big picture" concept stuff. Now we can dive right in to the more meaty, more practical, step by step guide of how to improve your leads and conversion rates.

How To Generate More Leads.

Direct response fliers.

This is the number one way that I built up my Lawn business. Fliers are great because you can target a specific neighborhood and easily get 20 clients within a block from each other. Which we all know will dramatically cut back on our travel time and in turn mean more money in our hot little hands!

Most people however really have no idea how to create a successful flier/direct mail campaign. Nor do they even bother to measure their results. Their fliers will be doomed to fail before they are even printed. Don't confuse a successful flier with a nice looking flier. A successful flier gets you more leads. Nice looking fliers don't necessary achieve you anything. Your fliers should receive at least one response per hundred you post out. Typically my response rate is 7 out of 100, (but I have a few sneaky tricks up my sleeve to get this kind of rate.)

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A successful flier should contain the following key things.

- A benefit based headline
- An Incredible offer
- Scarcity
- A call to action
- Your details

Headline

Start your flier of with a headline that is benefit driven. It doesn't have to be some fancy pants clever pun. In fact, it is normally better if it isn't. I normally include the offer some how in the headline too. NEVER EVER EVER EVER under any circumstance what your business name as your headline. You will lose their attention very quickly if you do. The simple fact is that no one really cares about your business. But they might care about a headline that promised a great lawn for a great price.

BAD example. "Stinky Jim's Lawn mowing. We give free quotes."

Good example. "Call us today and we will mow you lawns Free of charge."

This brings me to my next point.

Give them an incredible Offer.

This in my opinion is the single most important part of the flier. It is also the hardest part for many Lawn care professionals to understand. They find it very hard to give away something for nothing. They are always thinking "what can I get now," rather than "what can I do to add massive value to my customers life right now that will in turn give me long term benefits."

An incredible offer IS NOT any of the following..

- Call us today for a free quote
- Call us today for a 10% discount
- Call us today and we will mow your lawns for free, (if you sign up to a six month contract.)

Some examples of an incredible offer might be ..

- Call us today and we will mow you lawns Free of charge with absolutely no obligation.
- Call us today and we will mow your lawns for only \$3.50
- Call us today and we will spray your Patio area with our organic weed killer free of charge.

See the huge difference in value between the two? Yep. Now I know what you are thinking...

***Hold on a second there mate! I can't do that.
People will rip me off!***

Its natural to think this. Sure there will be a small number of people who will never buy from you but who cares! Trust me. You will still be rolling in cash from every one else. Better yet most of your competition could never bring themselves to give away such an offer. This is a great because it means that when you do this you will really stand out from the crowd.

When you think of the amount of money each customer will spend with you over their life time, giving one free mow at the start of your relationship insignificant really.

Scarcity.

Give people a reason why they need to act quickly. Tell them in one way or another that if they don't act now then they will miss out on this offer forever.

When I post out fliers offering to mow a lawn for free I normally use the following sentence for scarcity. "Unfortunately I can only offer this deal to the first 20 callers as there simply isn't enough hours in the day to fulfill all the requests. (You could say I learned my lesson from the last time I made this offer. I was absolutely flooded with calls of people begging me to mow their lawn.)

A call to action.

this is so simple yet so many people never do this. Tell your prospect what you want them to do next. i.e "Call us right now to request your free Lawn cut." I know this might sound a bit airy fairy but trust me, this actually does make a big difference to the amount of leads you will get.

Putting it all together.

Now that you have a good idea of what to put in to your flier you also need to know what to do next. **TEST, TEST, TEST**. You may have created what looks to you to be the most beautiful looking flier in the world with the most incredible offer ever. but **Who cares what you think!** You certainly shouldn't! The only thing that matters is what your potential customers think. How do you know what they think? Well test! On the first week mail out "Flier a." In the second week create a slightly different variation. May be change the headline or the offer. Sender out "flier b" and at the end of the week measure which one got you more responses. Rinse and repeat. Over time your flyers will become a lean mean lead generating machine! (Try saying that ten times after you have had a couple of cold ones on a Friday night! ;)

I mentioned earlier in this report that I have a few tricks up my sleeve when it comes to getting a better response from your flyers. One of these tricks is to do with how you actually deliver the flyers. My **sneaky little Ninja tactic** literally doubled my lead generation rate. I have made a quick video that explains it in detail.

[Click here to watch the video of my sneaky little trick that doubled my lead generation rate literally over night.](#)

Classified ads.

Classified ads have been the blood line for many a lawn care professional's business. They simply work. However there is a right way and a wrong way to do them. First off, the same rules apply here as they do in the direct response flyers.

- Do not put your Business name in bold at the start of the ad.
- Do not write "We give free quotes." So does every one else so who cares!
- Have a benefit focused headline, or...
- Have a strong offer in your headline.
- Test, Test, Test.

There are many different ways to stand out in the classified adverts. I find that more often than not having a dashed border around an ad increases the amount of leads you will get. Another thing that you can try is see if having a photo of your smiling face makes a difference. In my local paper There is a plumber that I know is completely crushing the competition in the classified ads simply because of his photo. He has a big beaming smile, looks trustworthy and a very attractive man, (according to my girlfriend that is!) When you turn the page you can't help but notice his ad. Now obviously if you are uglier than the devil himself, or you have a tattoo saying "thug life" on your forehead then this probably ain't going to work for you. If you are going to give this a try just remember to have great big smile and don't forget to test your results.

Create a web site, (or get more from your site if you already have one.)

Now don't crap your pants and say you can't do this or that you don't have the money. These are just excuses, and frankly they are rubbish excuses. Setting up your website is easy. The bit that needs a bit more fiddling around with is knowing what to do to get leads from your site.

My lawn care website is on average currently generating 5 leads per week. I think going in to specific detail about how to set up your site and being able to generate this volume of leads is probably a bit too much detail for this report so I will only start with a few of the basics here. (I am however planning to write a whole report and create some step by step videos some time soon on how to do this, so stay tuned.)

If you have the money then you can pay for a designer to make a site for you. It can cost anywhere from \$100 to \$1000 depending on how much you want done.

If this is more than you want to spend then it is relatively easy to set one up yourself and for very little cost. It is around about \$5 per month to host your site and about \$10-\$15 per year for a domain name.

To create your website you do not need to know any coding. Go to <http://wordpress.org/> and download their free software from there you will next install this on your web hosting account. Add the pictures and writing that you want on it and in less than 2 hours you can have a professional looking web site that cost you next to nothing and will generate leads month after month for you.

Make it easy for prospects to contact you.

An easy tip that will increase your website leads dramatically is to put a contact number, email and form on every page of your website. It really makes me tear my hair out when I have to search high and low on someone's site for their details.

List your business in online local directories.

If you don't have a website then this is a great way to build a presence on the net. (And if you do have a website this is a great way to make it rank higher in Google as well as getting you more leads.) The best way to start is by going to the directories that you are familiar with. i.e Yellow pages and craigslist. Next do a search in Google. For Example if your Lawn care business was in Florida search for "local business directory Florida." You are bound to find a few directories that you can list your business on.

Now not all directories are worth listing on. In fact some of them are more useless than having tits on a bull! But hey you have got nothing to lose in trying them out. Some directories charge you to be listed with them. As a general rule it is only worth paying for directories that you have heard of before. Most of the paid directories will not give you a positive return on your investment.

Here is a quick little trick that will show you which directories your competition is using. If you have a website this trick will also help you rank better in Google too.

1. Go to <http://www.backlinkwatch.com/>
2. Enter the URL of your competitor's web site. (Yes, a really annoying pop up will show but just ignore it and carry on.)
3. This site will show you all the links your competitor has coming in to their site. Some of these will be directories.
4. Next up click on those directory links and sign up for your free listing.

This trick doesn't always give you a fruitful result, as often your competitors have no links or they have really junk links that are not worth having at all. Just give it a go and see what happens.

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