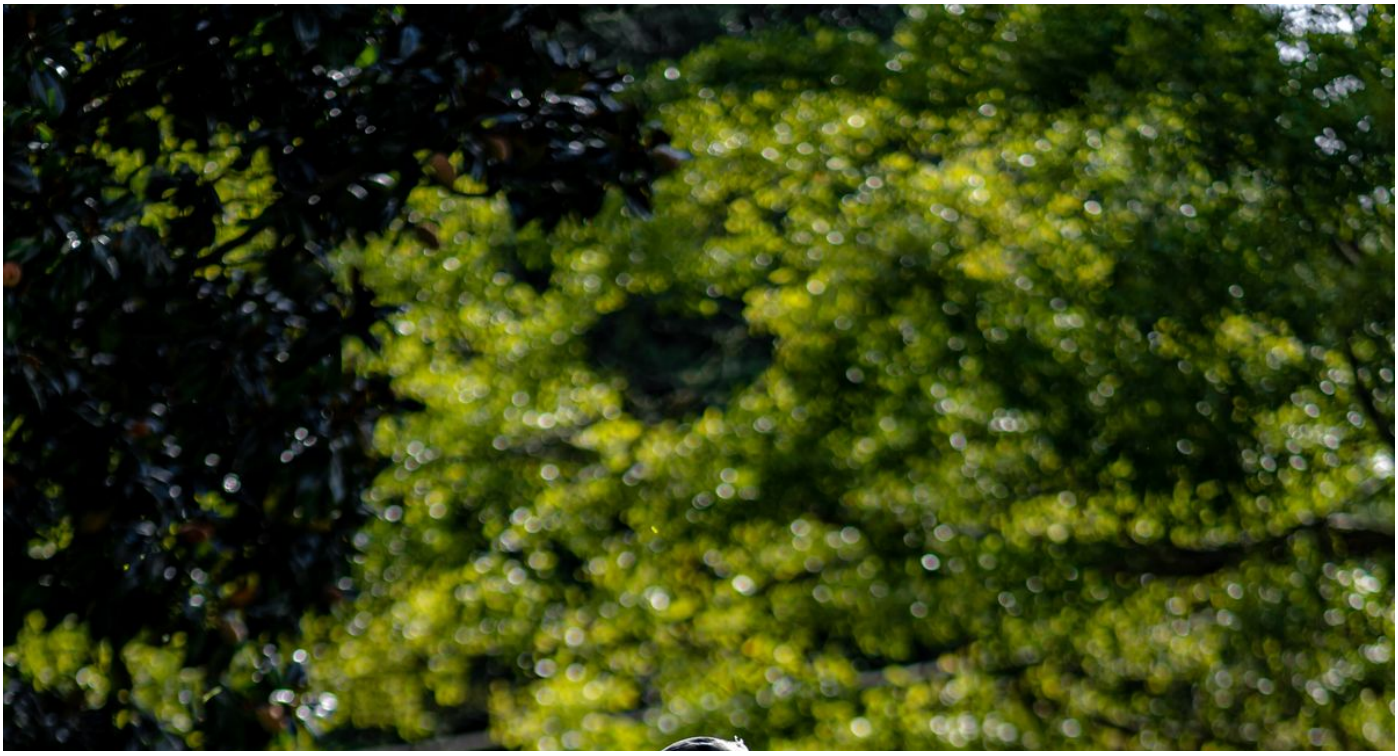
The Estimate & Maintenance Kit

A practical marketing field guide for landscaping and lawn care

Turn more yard estimates into scheduled work.

A free marketing kit for landscaping and lawn care businesses. Explain what the estimate covers, follow up on open quotes, and offer recurring maintenance after a project.



A clear offer. A useful conversation. A measurable process.

Includes a six-step guide, twelve original scripts, a 30-day plan and working pages for your own campaign.

Free edition / Version 1.0 / marketingcoach.cc

Your first useful result

Set aside 15 minutes. Start with one real decision in your business.

Do this first

Pick one open estimate. Check the scope, exclusions and start window. Send one question that helps the customer decide, and record when to follow up.

Who this is for

Independent landscape and lawn care teams with open residential quotes and room on a local maintenance route.

The problem to solve

A homeowner receives a total but cannot tell which beds are included, what cleanup covers, or whether the yard can be maintained afterward.

What you will build

Build a service page for one territory, a follow-up routine for estimates, and a separate maintenance offer your crew can deliver.

How to use the kit

Read the guide to understand the sequence. Use the workbench to draft your plan and messages. Review the same inquiry cohort in the scorecard. Keep private customer information in your existing systems. Export the workbench JSON to retain an editable backup.

Open the editable tools: marketingcoach.cc/downloads/industries/landscaping/workbench.html

The workflow at a glance

Each step produces an artifact you can use. Keep the process visible to your team.

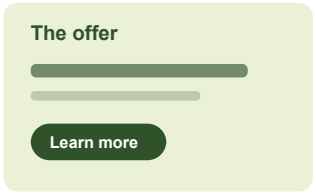
MarketingCoach / Landscaping and lawn care

A clearer path to a decision.

Estimate request to project approval and recurring maintenance

1 Choose the job and route

Pick one service and a small area with real crew capacity.



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2 Make the quote easy to review

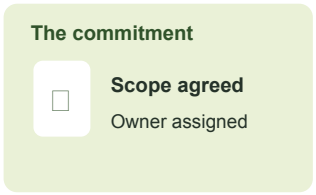
Show included beds, disposal, exclusions and a realistic work window.



↓

3 Ask one useful question

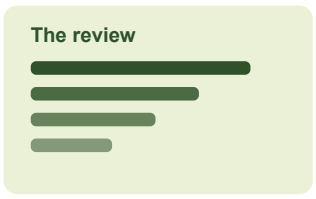
Confirm receipt, address one open concern and agree when to check back.



↓

4 Offer ongoing care

After the job, explain the visit schedule, seasonal exclusions and fee.



Keep one useful artifact from every step.

Build a page that helps people decide

Use this anatomy before adding more traffic.

MarketingCoach / Page anatomy

One page. One clear decision.

Your business

Get a clear quote for your seasonal yard cleanup.



Tell us which parts of the yard need attention. We'll confirm our service area, arrange a walkthrough, and explain what cleanup and disposal cover.

Request a yard walkthrough

Make the practical details visible

Scope. Price. Timing. What happens next.

Show evidence people can assess.

Real credentials, a useful sample and clear process.

Explain the first step.

Who responds? How is the request confirmed?

1 **The promise**
Name the person and the decision.

2 **The action**
Say exactly what the click does.

3 **The details**
Answer scope, price and timing.

4 **The evidence**
Use facts you can substantiate.

5 **The handoff**
Explain what happens afterwards.

Fictional teaching example. Replace every example with your actual offer.

1. Start with one service and a route

Read, apply, and keep the result.

Choose seasonal cleanup, mowing or another service you already deliver reliably. Map the neighborhoods you serve and count crew hours, travel time, and disposal trips before promising availability.

Start with an existing route. Where the crew already works on Wednesdays, offer a visit window that fits that route and state how weather can change it.

Ask the office team which requests should be declined or referred. A service-area mismatch or request for work you do not perform belongs outside your qualified inquiry count.

Put it to work

Write the service, neighborhoods, capacity and excluded requests in the planner.

You are done when

The office and crew agree what can be scheduled.

Your notes

2. Build a page that answers scope questions

Read, apply, and keep the result.

Show the work, service area and first step near the top. Explain whether a walkthrough costs anything and whether price depends on access, yard size or debris volume.

Use a real project photo with permission and explain exactly what the crew did. A photo of completed edging or a cleared bed can illustrate the scope better than a generic claim about quality.

Test the request on a phone. Ask for only the information needed for the next step and route details about gates or access to your secure scheduling process.

Put it to work

Draft the service page and test its request link.

You are done when

A homeowner knows what happens after requesting a quote.

Your notes

3. Make each quote comparable

Read, apply, and keep the result.

List each area of the yard, tasks, disposal, materials, timing and exclusions. If hauling or mulch changes the price, show it as a separate line.

Include the action to approve and how you will confirm the date. Write any quote validity period based on real pricing or availability conditions.

When scope changes, update the written quote and send the new version clearly. A larger job should never be implied by swapping a few words in a text.

Put it to work

Rewrite one estimate with scope, options and acceptance instructions.

You are done when

The crew and customer can identify exactly what was accepted.

Your notes

4. Follow up on a real decision

Read, apply, and keep the result.

After sending a quote, give the customer a chance to read it. At the agreed time ask about one meaningful choice, such as whether to include hauling or whether the proposed week works.

If the customer asks for time, agree a date. If they decline, record the reason when offered and close the thread. Keep the tone helpful and respect contact preferences.

Use simple states: sent, question open, awaiting decision, accepted or declined. Assign one owner so a customer does not receive the same check-in twice.

Put it to work

Adapt the quote delivery, follow-up and closeout scripts.

You are done when

Every open estimate has an owner and review date.

Your notes

5. Offer maintenance after the project

Read, apply, and keep the result.

At completion, walk through the work and resolve any open questions. Ask whether the customer wants the yard kept at this baseline before sending a plan.

Show what a visit covers, visit frequency, seasonal changes, exclusions, fee and cancellation terms. Maintenance may include mowing and edging while pruning, mulch or storm cleanup are priced separately.

Offer maintenance only where your route has capacity. Confirm the first visit and give the customer a clear point of contact for weather changes or requests.

Put it to work

Draft one route-specific maintenance option and its handoff.

You are done when

Accepted maintenance has a clear schedule and scope.

Your notes

6. Measure the same group of inquiries

Read, apply, and keep the result.

Follow one group from qualified request through walkthrough, quote and approval. Record pending quotes separately until the review window gives customers time to decide.

Oakline sent eight quotes from ten walkthroughs. Check the reason for two walkthroughs without quotes before investing in more leads. If quote approvals stall, review scope and timing questions with the crew.

Track completed projects, maintenance offers and maintenance starts in a separate view. That shows whether the plan is being offered and whether customers find it valuable.

Put it to work

Review the scorecard weekly and change one message or page detail at a time.

You are done when

You can name the stage that needs attention and who owns it.

Your notes

A worked example

Oakline Yard Care (fictional) / Fictional teaching example

Audience

Homeowners in two neighborhoods already served by the crew

Offer

A walkthrough for a seasonal cleanup, with written scope for beds, pruning, debris removal and disposal. Maintenance is quoted separately after the job.

Capacity

Ten walkthrough slots over four weeks and three available maintenance stops on the existing route

Budget

No new ad spend. Set aside three office hours for the service page and quote review.

One cohort, four observations

Qualified inquiries: 16 | Starting cohort

Walkthroughs held: 10 | 62.5% of previous stage

Quotes sent: 8 | 80.0% of previous stage

Quotes accepted: 4 | 50.0% of previous stage

What to investigate

Four of eight quotes were accepted. Review the remaining four for timing, scope questions or pending decisions. Track maintenance offers and signups separately after completed jobs.

These counts are not client results, forecasts, targets or industry benchmarks. Follow the same group through the review window. Late decisions remain open until reviewed.

The original swipe file

Messages 1-3 of 12 / Adapt the brackets and review before use.

New request

Reply to a homeowner inquiry.

Hi [first name], thanks for asking [business] about [service]. We serve [area]. To confirm fit, could you share the neighborhood and the areas you want us to look at? We'll explain the walkthrough and any fee before scheduling.

Walkthrough confirmation

Send practical arrival details.

Your walkthrough is set for [date and time window]. We'll review the work areas, access and disposal needs. If weather affects the visit, we'll contact you at [contact].

Quote delivery

Help the homeowner review the estimate.

Your quote is ready at [link]. It covers [tasks and areas]. [Excluded work] is separate. To accept, use [action]. We'll confirm a work window after approval.

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

The original swipe file

Messages 4-6 of 12 / Adapt the brackets and review before use.

Scope clarification

Resolve a concrete uncertainty.

I noticed [scope question] is still open. The current quote includes [original scope]. If you want [option], we can send a revised quote before you decide.

Quote follow-up

Use at the agreed decision date.

Hi [first name], does the proposed work window and disposal scope fit what you had in mind? If either is unclear, I can walk through it before you decide.

Weather reschedule

Notify a customer of a change.

Weather has shifted our schedule for [job]. The next available window is [window]. Please confirm that works for you, and we'll send updated arrival details.

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

The original swipe file

Messages 7-9 of 12 / Adapt the brackets and review before use.

Estimate closeout

Pause a quiet quote.

I'll close this follow-up for now. If you want to revisit [service], contact [contact] and we'll confirm current scope, pricing and availability.

Job handoff

Share completion and a way to ask questions.

We've finished [job scope]. You can review the work with [person] at [time]. If anything differs from the written scope, tell us at [contact].

Maintenance invitation

Offer ongoing help after completion.

Would you like pricing to maintain [area] on our existing [day] route? I can send the visit scope, frequency, fee and seasonal exclusions so you can decide.

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

The original swipe file

Messages 10-12 of 12 / Adapt the brackets and review before use.

Maintenance welcome

Confirm an accepted plan.

Your plan begins [date]. Visits cover [scope] at [frequency and fee]. [Exceptions] are separate. Weather updates and changes go through [contact].

Local post

Explain the offer through a job photo used with permission.

Here's what a seasonal cleanup can cover: [specific tasks]. We serve [area] and explain scope and disposal before you approve. Request a walkthrough at [link].

Review request

After work is complete, ask for honest feedback.

Thanks for choosing [business]. If you'd like to share your experience, here's our review link: [link]. Please leave whichever feedback reflects the work you received.

Use appropriate contact preferences. Stop follow-up when the person replies, declines or asks you to stop. These are drafts for human review; the kit does not send messages.

Your first 30 days

Choose a realistic owner and review date for each week.

Week 1 / Define the offer

Pick one cleanup service, two neighborhoods and a crew capacity target.

Keep: Publish a clear service page

Week 2 / Review quotes

List each open quote, its scope question and owner.

Keep: Send a useful reply for each due quote

Week 3 / Offer maintenance

Set visit scope and route slots, then offer it after eligible projects.

Keep: Produce a written maintenance option

Week 4 / Inspect the handoffs

Review quote approvals and maintenance starts separately.

Keep: Choose one improvement for the following week

Your campaign brief

Complete this before publishing or spending. Use anonymous business information.

Audience and specific situation

Offer, price and scope

Capacity, channel and budget

Owner and review date

Hypothesis: change, observation and reason

Your weekly scorecard

Track the same cohort. Do not mix new inquiries with bookings from earlier periods.

Cohort and review window

Qualified inquiries

Walkthroughs held

Quotes sent

Quotes accepted

Observed questions or reasons for no decision

One improvement, owner and review date

Ready to launch?

Make the actual customer journey work before increasing distribution.

[ ] The offer, scope, price, capacity and terms are accurate.

[ ] Every placeholder and fictional business detail has been replaced.

[ ] Photos are permitted and claims have supporting evidence.

[ ] The primary action works on a phone and reaches the right destination.

[ ] The confirmation explains what happens next.

[ ] Someone owns responses and respects contact preferences.

[ ] Private customer information stays in approved systems.

[ ] Clicks, inquiries, bookings, completed work and revenue are separate.

[ ] The review uses the same cohort and allows time for delayed decisions.

[ ] The workbench has an exported editable backup.

Industry review

Keep home addresses, access notes and client details in your scheduling system. Verify any license, insurance, chemical treatment or service claims before publication.

References and useful links

Original editorial workflows. Review requirements that apply to your business before launch.

Google Business Profile: Business representation guidelines

https://support.google.com/business/answer/3038177

Google Business Profile: Tips for getting reviews

https://support.google.com/business/answer/3474122

Photo credit

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https://www.pexels.com/photo/a-person-mowing-the-lawn-grass-13630739/

https://www.pexels.com/license/

Use and adaptation

Use and adapt the original templates in your own business. Share the kit page with others. Do not resell the kit or present fictional examples as your results. Stock photos remain subject to their source license.

Optional help with your real plan

The existing $350 Marketing Clarity Session reviews one audience, one offer and three priorities for the next 30 days. Review scope before booking.

https://marketingcoach.cc/services/marketing-clarity

Your online kit

https://marketingcoach.cc/resources/landscaping-marketing-kit