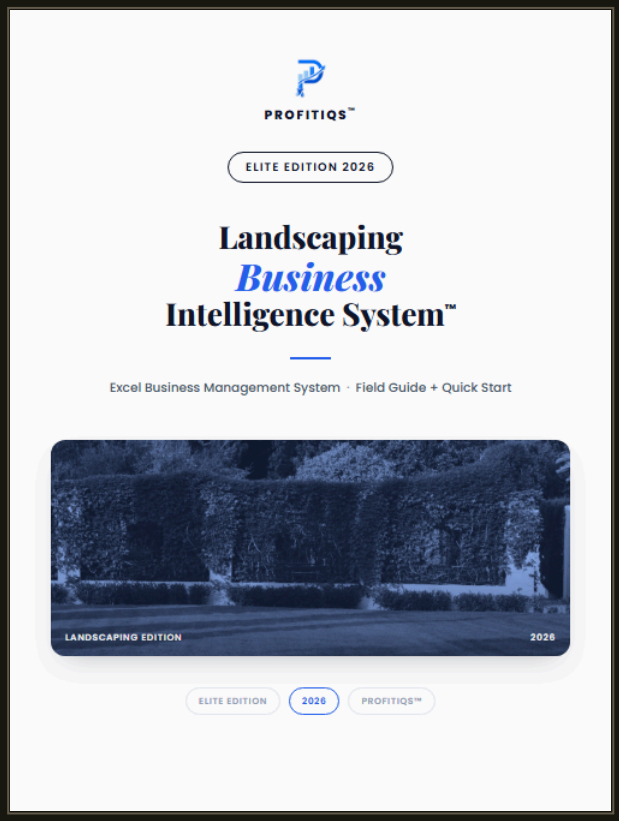
PROFITIQS

AFFILIATE MARKETING KIT · 2026

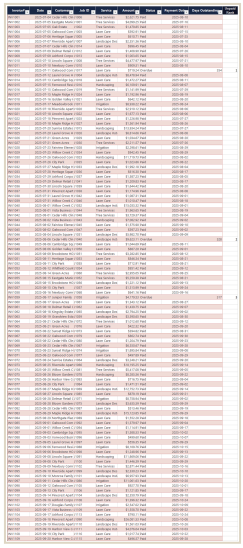
Landscaping Business Intelligence System



support@profitiqs.com · www.profitiqs.com

What's Inside This Kit

Everything you need to promote Landscaping Business Intelligence System™ as a ProfitIQS affiliate: verified product facts, 30 video hooks, 10 full scripts, a full social-media calendar (including 5 carousel decks rendered as real swipeable slides), 5 email swipes for your own list, an 8-email cold outreach sequence, ready-to-paste paid ad copy for Meta Ads Manager, graphic briefs, an audience and objections guide, and a publishing checklist.



The real Elite-edition dashboard, rendered from the shipped product with sample data.

Contents

1. Niche Overview & Product Facts
2. Tier Comparison
3. 30 Video Hooks
4. 10 Video Scripts
5. Social Media Copy
6. Email Swipes
7. Graphic Briefs
8. Audience & Objections
9. Publishing Checklist
10. Paid Ad Copy (Meta Ads)
11. Cold Email Sequence

> Every fact in this kit is labeled VERIFIED (read directly from the shipped product files) or HYPOTHESIS (general industry context for marketing angles, never a product claim). Real Digistore24 checkout links for all three editions are on the next page.

Landscaping — Niche Overview and Product Facts

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Verified product facts

Exact product name: Landscaping Business Intelligence System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	$97	Excel workbook — 15 sheets; Field Guide PDF — 51 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	$197	Excel workbook — 31 sheets; Field Guide PDF — 64 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Complete	$249	Essential 2026 edition: workbook, Field Guide, Quick Start; Elite 2026 edition: workbook, Field Guide, Quick Start; License, README and Support PDFs

Every edition (VERIFIED): downloadable Excel workbook with formulas, dashboards and reports built in; sample data so every dashboard works immediately; Field Guide and Quick Start PDFs; requires a desktop version of Microsoft Excel; Country-based tax-rate presets (SETUP / Tax Setup) with an override for your own rate; planning tool only — not tax, legal or financial advice.

Sales page (what to show buyers before the checkout link):
https://www.profitiqs.com/industries/landscaping

Real Digistore24 checkout links (as of 2026-10-20):

Edition	Digistore24 product ID	Checkout URL
Essential	727202	https://www.checkout-ds24.com/product/727202
Elite	727122	https://www.checkout-ds24.com/product/727122
Complete	726882	https://www.checkout-ds24.com/product/726882

Marketplace status: PENDING — Submitted to Digistore24, not yet marketplace-approved. The checkout URLs below work today for direct link-outs regardless of marketplace approval/search-listing status.

These are the real, working checkout links (swap in your own Digistore24 affiliate tracking link before posting — see [YOUR AFFILIATE LINK] throughout this kit).

Audience

Landscaping business owners managing crews and recurring contracts..

Buyer profiles (HYPOTHESIS)

The owner-operator. Still runs a crew most days, quotes jobs from experience and does the books at night.

The multi-crew maintenance company. Runs several crews on recurring routes and needs to see crew productivity and job profit.

The design-build and hardscape contractor. Takes on installs, hardscaping and one-off projects and needs job costing on materials-heavy work.

The seasonal operation. Runs mowing and maintenance in season and snow or cleanup work in the off-season, and needs to see how the slow months affect cash flow.

Business problems in this industry (HYPOTHESIS)

General industry context to shape your angle. Do not present these as facts about the buyer or results of the product.

- **Properties priced by feel.** Quotes based on habit can leave some properties barely covering crew time and drive time between stops.
- **Crew productivity is invisible.** Owners know which crew feels efficient, not which one covers the most route for the hours it works.
- **Recurring contracts at risk.** Maintenance contracts are the backbone of the season, and a quiet cancellation or non-renewal is easy to miss.
- **Equipment and fuel creep.** Mowers, trimmers, trucks and fuel costs add up between seasons without being noticed.
- **Seasonal revenue swings.** Revenue in peak mowing season can look nothing like revenue in the off-season, which makes cash flow hard to plan.
- **Tax-time paperwork.** Fuel receipts, payroll and equipment costs end up scattered by the end of the year.

Buyer motivations (HYPOTHESIS)

- Know which properties and jobs are profitable
- Compare crews on real output
- Protect and grow recurring maintenance contracts
- Plan for the off-season instead of being surprised by it
- Be organized for the accountant

Why someone might consider a business intelligence system

The common thread is visibility: landscaping business owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Landscaping Business Intelligence System™ gives them a ready-built Excel workbook for that (VERIFIED: dashboards, reports and tax set-aside built in). Whether it helps depends on the owner entering data and reviewing it regularly.

Key numbers this audience cares about (educational)

- **Job profitability:** What a property or job leaves after crew labor, materials and equipment time.
- **Crew productivity:** How much billable work each crew completes for the hours it works.
- **Recurring contract revenue:** Revenue from maintenance contracts that repeats each billing cycle.
- **Equipment cost per hour:** What it actually costs to run a mower, trimmer or truck for an hour of work.
- **Accounts receivable:** Money customers owe for completed jobs.
- **Seasonal revenue swing:** How much revenue shifts between peak season and the slow months.

Common objections

See 08-Audience-and-Objections.md for full, honest responses.

- "My route or scheduling app already tracks jobs."
- "I am not an Excel person."
- "I am just a one-truck operation."
- "Which edition do I need?"
- "Will it make my crews faster?"
- "Does it schedule my routes or dispatch crews?"
- "Is it a subscription?"

Hypothetical scenarios (label them as hypothetical if you use them)

- Hypothetical: an owner opens Job Tracker and sees that a route with several small, scattered properties earns less per hour than a route with a few larger properties, once drive time between stops is counted.
- Hypothetical: a landscaping company reviews Crew Performance each month and notices one crew finishing its route faster without cutting corners, then asks why.

Landscaping — Tier Comparison

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Product: Landscaping Business Intelligence System™

	Essential	Elite	Complete
Price	$97	$197	$249
Excel workbook	Essential — 15 sheets	Elite — 31 sheets	Both workbooks
Field Guide (PDF)	51 pages	64 pages	Both guides
Quick Start (PDF)	6 pages	6 pages	Both
License, README, Support PDFs	Yes	Yes	Yes
Sample data	Yes	Yes	Yes
Best for (from contents)	Owners who want job revenue, expenses, labor costs, a dashboard, a business health snapshot and a tax set-aside estimate.	Owners who also want crew performance, equipment and vehicle tracking, customer and contract analytics, receivables, cash flow, a KPI scorecard and forecasting.	Owners who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 15)

- START HERE
- Tax Rate Reference
- SETUP
- JOB TRACKER
- REVENUE TRACKER
- EXPENSE TRACKER
- LABOR TRACKER
- CUSTOMER DATABASE
- TAX & DEDUCTIONS
- DASHBOARD
- BUSINESS HEALTH SNAPSHOT
- ACCOUNTANT EXPORT
- MONTHLY SUMMARY
- ANNUAL PERFORMANCE

- REPORTS

Elite 2026 — every visible sheet (VERIFIED, 31)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary
- 04 Job Tracker
- 05 Labor Tracker
- 06 Customer Database
- 07 Equipment Tracker
- 08 Vehicle Tracker
- 09 Service Analytics
- 10 Crew Performance
- 11 Monthly Business Review
- 12 Annual Performance Center
- 13 Revenue Tracker
- 14 Expense Tracker
- 15 Cash Flow Center
- 16 Accounts Receivable
- 17 KPI Scorecard
- 18 Business Health Score
- 19 Profit Leak Detector
- 20 Forecasting Center
- 21 Benchmarking Center
- 22 Customer Analytics Center
- 23 Tax Setup
- 24 Tax Reserve & VAT Center
- 25 Deduction Maximizer
- 26 Tax Readiness Center
- 27 Accountant Summary
- Tax Rate Reference
- 28 Glossary
- 29 Changelog
- 30 Core Engine

Complete 2026 (VERIFIED)

Both editions above in one package: the Essential and Elite workbooks, both Field Guides, both Quick Starts, plus License, README and Support PDFs.

Before you make any product claim, verify

- The claim names a sheet or feature listed above (or in the Field Guide).

- The price matches the live sales page (https://www.checkout-ds24.com/product/726882).
- You are not promising results, savings, tax outcomes or time saved.
- You link with your own Digistore24 affiliate link for the right edition or the marketplace entry.
- Marketplace approval for this product is confirmed before you call it "available on Digistore24".

Landscaping — 30 Short-Form Video Hooks

For TikTok, Instagram Reels and YouTube Shorts. Each hook is the first 1–3 seconds; pair it with a script from 04-Video-Scripts.md . No statistics, guarantees or fake urgency. Disclose your affiliate link in the caption.

#	Angle	Hook	Suggested visual
1	Problem and solution	You ran every route this week. Which ones actually paid for the truck and the crew?	Talking head, then cut to the dashboard
2	Problem and solution	Quoting properties by feel? Drive time between stops might be eating the job.	Talking head, then cut to the dashboard
3	Problem and solution	Your recurring contracts are the backbone of the season. Do you know how many renew?	Talking head, then cut to the dashboard
4	Problem and solution	Equipment and fuel costs are small every day and big every month.	Talking head, then cut to the dashboard
5	Industry mistake	Landscaping money mistake: quoting every property the same way.	Talking head with on-screen text
6	Industry mistake	Assuming a maintenance contract will keep renewing itself is an easy trap.	Talking head with on-screen text
7	Industry mistake	A commercial invoice sitting unpaid for 60 days is your cash flow, not a detail.	Talking head with on-screen text
8	Industry mistake	Stop judging the season by how busy the crews looked.	Talking head with on-screen text
9	Operational inefficiency	Two crews, same hours, different output. Do you know why?	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	Scheduling in one app, fuel receipts in the truck, profit nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	Drive time between stops is work you are not billing for. Track it.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the landscaping books after a full day on the route? Watch this.	Relatable POV clip
13	Owner frustration	Busy every week in peak season and still not sure the business is growing?	Relatable POV clip
14	Owner frustration	Your accountant wants a summary. You have a glove box full of receipts.	Relatable POV clip
15	Curiosity	What does a whole landscaping business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 27-sheet Excel system built just for landscaping companies. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every landscaping business owner should check before the season turns.	Screen recording reveal
18	Educational	Busy vs profitable: how landscaping businesses can tell the difference.	Whiteboard or on-screen definition
19	Educational	Recurring contract revenue explained for landscaping companies in 30 seconds.	Whiteboard or on-screen definition
20	Educational	How to work out what a mowing route really earns per hour.	Whiteboard or on-screen definition
21	Educational	Seasonal revenue swings: why landscaping cash flow looks nothing like a flat business.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Landscaping Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a job and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what job costing looks like when it is built for landscaping routes.	Screen recording of the sample workbook
25	Product demonstration	Crew Performance: one sheet to compare your crews fairly.	Screen recording of the sample workbook
26	Comparison and decision	Essential or Elite? How to pick the right edition for your landscaping business.	Split screen of the editions
27	Comparison and decision	Route app vs an owner's Excel dashboard: they answer different questions.	Split screen of the editions
28	Objection handling	"I am not an Excel person." You do not have to be. Here is why.	Talking head, objection as on-screen text
29	Objection handling	"I am just a one-truck operation." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not mow the lawn. Here is what it will do.	Talking head, objection as on-screen text

Landscaping — 10 Short-Form Video Scripts

Each script runs about 20–45 seconds and can be recorded on a phone with a screen recording of the sample workbook. Destination for every script: [YOUR AFFILIATE LINK] (your Digistore24 link for Landscaping Business Intelligence System™). Say or show the disclosure.

Script 1: The problem nobody sees

Type: Problem -> demo **Target audience:** The owner-operator **Length:** about 33 seconds

1. Opening hook (0–3s): You ran every route this week. Which ones actually paid for the truck and the crew?

2. Spoken narration: Quotes based on habit can leave some properties barely covering crew time and drive time between stops. The Landscaping Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, profit and the key numbers are on the first screen.

3. On-screen text:

- Properties priced by feel
- Your landscaping business on one screen
- Landscaping Business Intelligence System™

4. Visuals / screen recording: Face to camera, then screen recording of 02 Executive Dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 02 Executive Dashboard exists and shows the items named (VERIFIED from product files)
- Disclosure included in caption or on screen

Script 2: Three mistakes

Type: Educational **Target audience:** Landscaping business owners **Length:** about 32 seconds

1. Opening hook (0–3s): Three common money mistakes in a landscaping business.

2. Spoken narration: One: quoting every property the same way regardless of size or terrain. Two: never comparing crews on output. Three: assuming maintenance contracts will keep renewing on their own. None of these need a new system to fix — but having the numbers in one place makes them hard to ignore.

3. On-screen text:

- Mistake 1: Quoting every property the same way regardless of size or terrain
- Mistake 2: Never comparing crews on output

- Mistake 3: Assuming maintenance contracts will keep renewing on their own

4. Visuals / screen recording: Talking head, numbered text overlays

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- These are general observations, not statistics — do not add numbers
- Disclosure included in caption or on screen

Script 3: What is job profitability?

Type: Educational **Target audience:** Landscaping business owners **Length:** about 27 seconds

1. Opening hook (0–3s): What is job profitability, and why should you care?

2. Spoken narration: What a property or job leaves after crew labor, materials and equipment time. You can work it out by hand, or use a workbook that calculates it for you as you log your data.

3. On-screen text:

- Job profitability
- Simple definition
- Check yours monthly

4. Visuals / screen recording: Whiteboard or on-screen definition, end on the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Only say the product shows Job profitability if it appears on a sheet you have checked
- Disclosure included in caption or on screen

Script 4: Inside the workbook

Type: Product demonstration **Target audience:** Landscaping business owners **Length:** about 31 seconds

1. Opening hook (0–3s): I opened a 27-sheet Excel system built just for landscaping companies. Here is what is inside.

2. Spoken narration: This is the Landscaping Business Intelligence System™. The Elite edition has 31 sheets. Here is 04 Job Tracker. Each job shows its labor, materials and margin. And this is 10 Crew Performance. Crews are compared side by side on the work they complete.

3. On-screen text:

- Which properties actually pay?

- Crews compared on real output

4. Visuals / screen recording: Screen recording: 04 Job Tracker, then 10 Crew Performance

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Sheet count and sheet names (VERIFIED)
- Disclosure included in caption or on screen

Script 5: The late-night books

Type: Owner frustration **Target audience:** The owner-operator **Length:** about 29 seconds

1. Opening hook (0–3s): Doing the landscaping books after a full day on the route? Watch this.

2. Spoken narration: Fuel receipts, payroll and equipment costs end up scattered by the end of the year. An Excel system with the dashboards already built means you log entries as you go and the reports are ready when you need them.

3. On-screen text:

- Tax-time paperwork
- Log it as you go
- Reports ready when you are

4. Visuals / screen recording: POV clip at a desk, then the dashboard

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Do not claim a specific amount of time saved
- Disclosure included in caption or on screen

Script 6: Essential or Elite?

Type: Comparison and decision **Target audience:** Owners deciding on an edition **Length:** about 35 seconds

1. Opening hook (0–3s): Essential or Elite? How to pick the right edition for your landscaping business.

2. Spoken narration: Essential is $97: owners who want job revenue, expenses, labor costs, a dashboard, a business health snapshot and a tax set-aside estimate. Elite is $197: owners who also want crew performance, equipment and vehicle tracking, customer and contract analytics, receivables, cash flow, a KPI scorecard and forecasting. Complete, $249, gives you both.

3. On-screen text:

- Essential $97
- Elite $197
- Complete $249

4. Visuals / screen recording: Split screen of the three editions

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Prices must match the live sales page
- Disclosure included in caption or on screen

Script 7: Answering the objection

Type: Objection handling **Target audience:** Skeptical owners **Length:** about 26 seconds

1. Opening hook (0–3s): "I am not an Excel person." You do not have to be. Here is why.

2. Spoken narration: The formulas and dashboards are built; you log jobs and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

3. On-screen text:

- I am not an Excel person.
- Built for owners, not analysts

4. Visuals / screen recording: Talking head with the objection as text, then the Quick Start

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Requires desktop Excel (VERIFIED) — say so
- Disclosure included in caption or on screen

Script 8: What you actually get

Type: Product-focused **Target audience:** Ready-to-buy viewers **Length:** about 29 seconds

1. Opening hook (0–3s): Here is exactly what is in the Landscaping Business Intelligence System™.

2. Spoken narration: Each edition is a downloadable Excel workbook with a Field Guide and a Quick Start, and sample data so you can explore before entering your own. Essential has 15 sheets; Elite has 31. Complete includes both.

3. On-screen text:

- Excel workbook
- Field Guide + Quick Start

- Sample data included

4. Visuals / screen recording: Unboxing-style scroll through the download folder

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- File list and counts (VERIFIED)
- Disclosure included in caption or on screen

Script 9: Your monthly review

Type: Educational / demo **Target audience:** The design-build and hardscape contractor **Length:** about 29 seconds

1. Opening hook (0–3s): A 15-minute monthly review for your landscaping business.

2. Spoken narration: Open the dashboard. Check job profitability and crew productivity. Then open 07 Equipment Tracker. Equipment and vehicle costs are tracked instead of guessed at. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Job profitability
- Check 07 Equipment Tracker
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 07 Equipment Tracker

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- Present the routine as a suggestion, not a result
- Disclosure included in caption or on screen

Script 10: The sheet that surprised me

Type: Curiosity / demo **Target audience:** Landscaping business owners **Length:** about 30 seconds

1. Opening hook (0–3s): There is one number every landscaping business owner should check before the season turns.

2. Spoken narration: It is recurring contract revenue. Revenue from maintenance contracts that repeats each billing cycle. In the Landscaping Business Intelligence System™, 22 Customer Analytics Center is where you see it alongside the rest of the business.

3. On-screen text:

- Recurring contract revenue
- Your recurring contracts, in view

4. Visuals / screen recording: Screen recording of 22 Customer Analytics Center

5. Call to action: See the editions at the link in my bio. (Caption: #ad — affiliate link)

6. Destination: [YOUR AFFILIATE LINK]

7. Claims to verify before posting:

- 22 Customer Analytics Center content as shown in the sample file
- Disclosure included in caption or on screen

Landscaping — Social Media Copy

Replace [YOUR AFFILIATE LINK] with your Digistore24 link. Keep the disclosure in every post.

10 social captions

1. Instagram

```
You ran every route this week. Which ones actually paid for the truck and the crew?

Quotes based on habit can leave some properties barely covering crew time and drive
time between stops.

The Landscaping Business Intelligence System(TM) is a downloadable Excel system
built for landscaping business owners. Link in bio.

#ad -- affiliate link
#landscapingbusiness #lawncare #landscapecompany #lawncarebusiness #smallbusiness
#greenindustry
```

2. Instagram

```
What does a whole landscaping business look like on one screen?

Swipe through the sample workbook: dashboards, reports and a tax set-aside estimate,
built in Excel.

Link in bio. #ad -- affiliate link
#landscapingbusiness #lawncare #landscapecompany #lawncarebusiness #smallbusiness
#greenindustry
```

3. TikTok

```
Landscaping money mistake: quoting every property the same way. #ad -- affiliate
link #landscapingbusiness #lawncare #landscapecompany #lawncarebusiness
#smallbusiness #greenindustry
```

4. TikTok

```
Busy vs profitable: how landscaping businesses can tell the difference. Full
breakdown in the video. #ad -- affiliate link #landscapingbusiness #lawncare
#landscapecompany #lawncarebusiness #smallbusiness #greenindustry
```

5. Facebook

```
Your recurring contracts are the backbone of the season. Do you know how many renew?

Owners know which crew feels efficient, not which one covers the most route for the hours it works.

If you run a landscaping business, the Landscaping Business Intelligence System(TM) is worth a look: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.
```

6. Facebook

```
Question for landscaping business owners: job profitability -- do you know yours?

What a property or job leaves after crew labor, materials and equipment time.

Here is a ready-built Excel system that tracks it: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.
```

7. LinkedIn

```
Quoting properties by feel? Drive time between stops might be eating the job.

Revenue in peak mowing season can look nothing like revenue in the off-season, which makes cash flow hard to plan.

The Landscaping Business Intelligence System(TM) turns landscaping business data into a dashboard, reports and a tax set-aside estimate -- in Excel, without new software to learn.

[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.
```

8. LinkedIn

```
Three numbers every landscaping business owner should review monthly:

1. Job profitability
2. Crew productivity
3. Recurring contract revenue

I share a ready-built Excel system that tracks them: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

9. X / Threads

```
Two crews, same hours, different output. Do you know why? [YOUR AFFILIATE LINK] #ad
-- affiliate link
```

10. YouTube community

```
Essential or Elite? How to pick the right edition for your landscaping business.

Essential $97 - Elite $197 - Complete $249. Comparison in my latest Short. [YOUR
AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

10 short promotional posts

1. Equipment and fuel costs are small every day and big every month. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Assuming a maintenance contract will keep renewing itself is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. A commercial invoice sitting unpaid for 60 days is your cash flow, not a detail. [YOUR AFFILIATE LINK] #ad — affiliate link
4. Scheduling in one app, fuel receipts in the truck, profit nowhere. There is a simpler way. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Busy every week in peak season and still not sure the business is growing? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant wants a summary. You have a glove box full of receipts. [YOUR AFFILIATE LINK] #ad — affiliate link
7. Recurring contract revenue explained for landscaping companies in 30 seconds. [YOUR AFFILIATE LINK] #ad — affiliate link
8. How to work out what a mowing route really earns per hour. [YOUR AFFILIATE LINK] #ad — affiliate link
9. Seasonal revenue swings: why landscaping cash flow looks nothing like a flat business. [YOUR AFFILIATE LINK] #ad — affiliate link
10. Route app vs an owner's Excel dashboard: they answer different questions. [YOUR AFFILIATE

LINK] #ad — affiliate link

5 alternative calls to action

1. See all three editions of the Landscaping Business Intelligence System™: [YOUR AFFILIATE LINK]
2. Explore the sample workbook before you decide: [YOUR AFFILIATE LINK]
3. Start with Essential at $97, or get both editions with Complete: [YOUR AFFILIATE LINK]
4. Built for landscaping business owners — take a look: [YOUR AFFILIATE LINK]
5. Compare Essential, Elite and Complete side by side: [YOUR AFFILIATE LINK]

5 educational post concepts

1. **Job profitability explained** — Define job profitability in plain English (What a property or job leaves after crew labor, materials and equipment time.) and show where it appears in the sample workbook.
2. **Crew productivity explained** — Define crew productivity in plain English (How much billable work each crew completes for the hours it works.) and show where it appears in the sample workbook.
3. **Recurring contract revenue explained** — Define recurring contract revenue in plain English (Revenue from maintenance contracts that repeats each billing cycle.) and show where it appears in the sample workbook.
4. **Mistake: Letting equipment and fuel costs creep without checking** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Not setting money aside for taxes during peak season** — Walk through a simple monthly habit; link the Field Guide topic it relates to.

5 carousel concepts (slide by slide)

Carousel 1: 5 money mistakes landscaping business owners make

- **Slide 1:** 5 money mistakes landscaping business owners make
- **Slide 2:** Quoting every property the same way regardless of size or terrain
- **Slide 3:** Never comparing crews on output
- **Slide 4:** Assuming maintenance contracts will keep renewing on their own
- **Slide 5:** Letting equipment and fuel costs creep without checking
- **Slide 6:** Treating the off-season as a surprise instead of planning for it
- **Slide 7:** See them all in one place -> Landscaping Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a landscaping business

- **Slide 1:** The numbers behind a landscaping business
- **Slide 2:** Job profitability: What a property or job leaves after crew labor, materials and equipment time.
- **Slide 3:** Crew productivity: How much billable work each crew completes for the hours it works.
- **Slide 4:** Recurring contract revenue: Revenue from maintenance contracts that repeats each billing cycle.

- **Slide 5:** Equipment cost per hour: What it actually costs to run a mower, trimmer or truck for an hour of work.
- **Slide 6:** Track them in Excel -> link in bio
- **Slide 7:** #ad — affiliate link

Carousel 3: Essential vs Elite vs Complete

- **Slide 1:** Which edition fits you?
- **Slide 2:** Essential — $97: Owners who want job revenue, expenses, labor costs, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — $197: Owners who also want crew performance, equipment and vehicle tracking, customer and contract analytics, receivables, cash flow, a KPI scorecard and forecasting.
- **Slide 4:** Complete — $249: Owners who want both editions in one package.
- **Slide 5:** Every edition: workbook + Field Guide + Quick Start
- **Slide 6:** Compare at the link · #ad — affiliate link

Carousel 4: A tour of the workbook

- **Slide 1:** Inside the Landscaping Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your landscaping business on one screen
- **Slide 3:** 04 Job Tracker: Which properties actually pay?
- **Slide 4:** 10 Crew Performance: Crews compared on real output
- **Slide 5:** 22 Customer Analytics Center: Your recurring contracts, in view
- **Slide 6:** 07 Equipment Tracker: What your mowers and trucks really cost
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My route or scheduling app already tracks jobs." -> Route apps run the calendar and the map. This workbook adds job profitability, crew productivity, recurring contract revenue, cash flow and tax set-aside. If your app already answers those, you may not need it.
- **Slide 3:** "I am not an Excel person." -> The formulas and dashboards are built; you log jobs and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I am just a one-truck operation." -> Essential is designed for the core numbers: jobs, expenses, labor, a dashboard and a health snapshot. Elite is for owners managing crews and contracts.
- **Slide 5:** "Which edition do I need?" -> Essential (8 sheets) covers job revenue, expenses, labor, tax set-aside, a dashboard and a health snapshot. Elite (27 sheets) adds crew performance, equipment and vehicle tracking, customer and contract analytics…
- **Slide 6:** More at the link · #ad — affiliate link

YouTube Shorts — titles and descriptions

Titles:

1. You ran every route this week. Which ones actually paid for the truck and the crew?
2. Quoting properties by feel? Drive time between stops might be eating the job.

3. What does a whole landscaping business look like on one screen?
4. I opened a 27-sheet Excel system built just for landscaping companies. Here is what is inside.
5. Busy vs profitable: how landscaping businesses can tell the difference.
6. Recurring contract revenue explained for landscaping companies in 30 seconds.
7. Here is the Executive Dashboard in the Landscaping Business Intelligence System.
8. Watch me log a job and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your landscaping business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

```
Quotes based on habit can leave some properties barely covering crew time and drive
time between stops. The Landscaping Business Intelligence System(TM) is a
downloadable Excel system for landscaping business owners: dashboards, reports and a
tax set-aside estimate, built in.

Editions: Essential $97 - Elite $197 - Complete $249
[YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
#landscapingbusiness #lawncare #landscapecompany #lawncarebusiness #smallbusiness
#greenindustry
```

Description template B:

```
A look inside the Landscaping Business Intelligence System(TM) with its sample data.
Each edition includes the workbook, a Field Guide and a Quick Start. Requires
desktop Microsoft Excel.

[YOUR AFFILIATE LINK]
Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Landscaping — 5 Email Swipes

Send only to people who agreed to receive your emails. Replace [FIRST NAME], [YOUR NAME] and [YOUR AFFILIATE LINK]. No discounts, bonuses, deadlines or testimonials unless they really exist and ProfitIQS has approved them.

Email 1: Problem awareness

Audience segment: Landscaping business owners on your list who have not bought anything yet **Subject line:** Properties priced by feel? **Preview text:** Why a busy landscaping business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

Quotes based on habit can leave some properties barely covering crew time and drive time between stops.

Owners know which crew feels efficient, not which one covers the most route for the hours it works.

Neither of these is a moral failing -- it is usually just that the numbers live in different places.

Tomorrow I will share a simple way to see them together.

[YOUR NAME]
```

Email 2: Educational value

Audience segment: Engaged readers who opened email 1 **Subject line:** The job profitability question **Preview text:** One number worth checking every month **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

Here is one number worth knowing for any landscaping business: job profitability.

What a property or job leaves after crew labor, materials and equipment time.

Two more worth adding to your monthly check:
- Crew productivity: How much billable work each crew completes for the hours it works.
- Recurring contract revenue: Revenue from maintenance contracts that repeats each billing cycle.

You can track these by hand. Next time I will show you a tool that does it for you.

[YOUR NAME]
```

Email 3: Product introduction

Audience segment: Readers who clicked email 2 **Subject line:** The Excel system built for landscaping business owners **Preview text:** Dashboards, reports and tax set-aside — already built **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

The tool I mentioned is the Landscaping Business Intelligence System(TM).

It is a downloadable Excel workbook built for landscaping business owners. You log
your own data and the dashboards, reports and tax set-aside estimate update for you.
It ships with sample data, a Field Guide and a Quick Start.

A few things inside the Elite edition:
- 02 Executive Dashboard: Revenue, profit and the key numbers are on the first
screen.
- 04 Job Tracker: Each job shows its labor, materials and margin.
- 10 Crew Performance: Crews are compared side by side on the work they complete.
- 22 Customer Analytics Center: Recurring maintenance customers and contracts are
tracked in one place.

It needs a desktop version of Microsoft Excel. Have a look here: [YOUR AFFILIATE
LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Email 4: Tier comparison

Audience segment: Readers who visited the sales page but did not buy **Subject line:** Essential, Elite or Complete? **Preview text:** A quick guide to choosing an edition **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

If you looked at the Landscaping Business Intelligence System(TM) and were not sure
which edition to pick, here is the short version:

- **Essential -- $97** (15 sheets): Owners who want job revenue, expenses, labor
costs, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- $197** (31 sheets): Owners who also want crew performance, equipment
and vehicle tracking, customer and contract analytics, receivables, cash flow, a KPI
scorecard and forecasting.
- **Complete -- $249:** both editions together.

A good question to ask yourself: Do you run one crew or several?

Compare them here: [YOUR AFFILIATE LINK]

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Email 5: Final follow-up

Audience segment: Readers who opened the series but did not click **Subject line:** Last note on this **Preview text:** Honest answers to the two questions I get most **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

I will stop talking about the Landscaping Business Intelligence System(TM) after
this. Two honest answers before I do:

**"I am not an Excel person."** The formulas and dashboards are built; you log jobs
and expenses. Each edition includes a Field Guide and a Quick Start. It needs
desktop Excel.

**"Will it make my crews faster?"** No tool can promise that. It shows the numbers
so you can decide what to price, keep or change.

If it fits how you run your landscaping business, it is here: [YOUR AFFILIATE LINK]

Either way, thanks for reading.

[YOUR NAME]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to
you.
```

Landscaping — Static Graphics (rendered + briefs)

All ten graphics below are **already rendered** in graphics/ from the real product files (dashboard renders with sample data and the real Field Guide covers), on the kit's "Ledger" design system -- warm paper, ink type, one confident accent, real exhibits instead of a generic templated look. The brief explains each one so a designer can adapt it.

Required brand assets: ProfitIQS mark (00-Master-Affiliate-Kit/brand/), product dashboard image and Field Guide covers (in graphics/source/). **Fonts:** Fraunces (headlines), IBM Plex Mono + IBM Plex Sans (numbers, labels, body). **Colors:** paper #F4EFE4, ink #17160F, pine accent #0E4F3F, with a per-niche accent rotation.

File	Format	Size	Headline	Supporting copy	CTA	Visual direction
`graphics/square-1-problem.png`	Square post	1080×1080	You ran every route this week. Which ones actually paid for the truck and the crew?	Quotes based on habit can leave some properties barely covering crew time and drive time between stops.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Landscaping Business Intelligence System™	Excel business system for landscaping business owners · Essential $97 · Elite $197 · Complete $249	Explore the editions	Product name, edition price tags, dashboard exhibit
`graphics/square-3-kpi.png`	Square post	1080×1080	What is job profitability?	What a property or job leaves after crew labor, materials and equipment time.	Track it in Excel -> link in bio	Educational card: big question, plain definition, ledger number

`graphics/story-1-curiosity.png`	Story / Reel cover	1080×1920	What does a whole landscaping business look like on one screen?	Landscaping Business Intelligence System™ with sample data	Swipe up / link in bio	Full-height, headline top, tall dashboard exhibit
`graphics/story-2-tour.png`	Story	1080×1920	Inside the Landscaping system	02 Executive Dashboard · 04 Job Tracker · 10 Crew Performance · 22 Customer Analytics Center	Link in bio	Numbered ledger list of real sheet names, dashboard exhibit
`graphics/story-3-tiers.png`	Story	1080×1920	Which edition fits you?	Essential $97 · Elite $197 · Complete $249	Compare at the link	Three ruled edition rows with prices and contents
`graphics/landscape-1-banner.png`	Landscape banner / link preview	1200×628	Landscaping Business Intelligence System™	Properties priced by feel	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Busy vs profitable: how landscaping businesses can tell the difference.	Landscaping	Watch	Big two-line question, dashboard exhibit behind, high contrast
`graphics/comparison.png`	Comparison graphic (portrait post)	1080×1350	Essential · Elite · Complete	Real Field Guide covers, prices and contents	Pick yours -> link	Three ruled columns with the Essential and Elite guide covers

`graphics/launch-announcement.png`	Launch announcement (square)	1080×1080	Now available: Landscaping Business Intelligence System™	Essential $97 · Elite $197 · Complete $249	See the editions	Stamp badge, product name, price tags, dashboard exhibit; no countdown or urgency

Before using any graphic: check prices against the live sales page, add your disclosure in the post caption, and do not edit the screenshots to show figures the product does not produce.

5 carousel decks (34 slides, already rendered)

Every slide of all 5 carousels from 05-Social-Media-Copy.md is also rendered as a real, swipeable image in graphics/carousels/ -- one subfolder per deck, one PNG per slide, in order. Post the whole folder as one Instagram/LinkedIn carousel. Carousels consistently outperform single-image posts for software screenshots because each slide earns its own moment of attention instead of asking the viewer to absorb everything at once.

See every page of the actual workbook

graphics/source/workbook-screenshots/Essential/ and .../Elite/ hold a real screenshot of every visible sheet in both editions (15 and 31 sheets), with the sample data filled in -- not a mockup. Use these to show prospects exactly what they are buying before they pay: in a carousel, a screen-recording voiceover, or a "here is literally every tab" post. They also double as your own reference for what each sheet actually does.

Landscaping — Audience and Objection Guide

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Target audience segments

- **The owner-operator:** Still runs a crew most days, quotes jobs from experience and does the books at night.
- **The multi-crew maintenance company:** Runs several crews on recurring routes and needs to see crew productivity and job profit.
- **The design-build and hardscape contractor:** Takes on installs, hardscaping and one-off projects and needs job costing on materials-heavy work.
- **The seasonal operation:** Runs mowing and maintenance in season and snow or cleanup work in the off-season, and needs to see how the slow months affect cash flow.

Common objections and honest responses

"My route or scheduling app already tracks jobs." Route apps run the calendar and the map. This workbook adds job profitability, crew productivity, recurring contract revenue, cash flow and tax set-aside. If your app already answers those, you may not need it.

"I am not an Excel person." The formulas and dashboards are built; you log jobs and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.

"I am just a one-truck operation." Essential is designed for the core numbers: jobs, expenses, labor, a dashboard and a health snapshot. Elite is for owners managing crews and contracts.

"Which edition do I need?" Essential (8 sheets) covers job revenue, expenses, labor, tax set-aside, a dashboard and a health snapshot. Elite (27 sheets) adds crew performance, equipment and vehicle tracking, customer and contract analytics, receivables, cash flow and forecasting.

"Will it make my crews faster?" No tool can promise that. It shows the numbers so you can decide what to price, keep or change.

"Does it schedule my routes or dispatch crews?" No. It is an analysis workbook, not routing or dispatch software.

"Is it a subscription?" No. It is a one-time Digistore24 purchase of a downloadable Excel product, not a recurring charge.

Questions to answer before recommending an edition

- Do you run one crew or several?
- Do you have recurring maintenance contracts or mostly one-off jobs?
- Do you want job or property-level profitability?
- Do you track equipment and vehicle costs separately today?

- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Owners who want job revenue, expenses, labor costs, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite:** Owners who also want crew performance, equipment and vehicle tracking, customer and contract analytics, receivables, cash flow, a KPI scorecard and forecasting.
- **Complete:** Owners who want both editions in one package.

When the product is probably not a good fit

- Owners without desktop Microsoft Excel
- Anyone needing route optimization, dispatch or invoicing software
- Franchise systems requiring multi-location cloud reporting
- Owners who will not log jobs and time regularly

Saying so builds trust. A buyer who is not a fit is a refund, not a commission.

Landscaping — Pre-Publication Checklist

Tick every box before publishing anything for the Landscaping Business Intelligence System™.

Product accuracy

- [ ] Product name written exactly as **Landscaping Business Intelligence System™**
- [ ] Every feature you mention appears in 02-Tier-Comparison.md
- [ ] Prices shown as Essential $97 / Elite $197 / Complete $249 and match the live page

Landing page

- [ ] Link points to the Landscaping product, not another niche
- [ ] Sales page loads on mobile and desktop (https://www.checkout-ds24.com/product/726882)

Affiliate link

- [ ] Your own Digistore24 affiliate link replaces every placeholder
- [ ] The link opens the correct edition or marketplace entry

Tracking

- [ ] Click your link once from a private window and confirm it lands correctly
- [ ] Confirm in your Digistore24 account that clicks are recorded (allow for reporting delays)

Disclosure

- [ ] Disclosure is visible near the link or in the first lines of the caption
- [ ] Spoken or on-screen disclosure in videos

Call to action

- [ ] One clear CTA per post
- [ ] No invented discounts, bonuses or deadlines

Mobile readability

- [ ] Text on graphics readable on a phone
- [ ] Captions front-load the hook and link

Claims and compliance

- [ ] No income, savings, results or tax promises
- [ ] No fake testimonials, reviews or screenshots
- [ ] Hypothetical examples labeled as hypothetical
- [ ] Not described as AI, automation or a chatbot

Landscaping — Paid Ad Copy (Meta Ads Manager)

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

Five ready-to-paste ad sets for Facebook/Instagram Ads Manager. Each field is already trimmed to a real platform limit (character count shown) -- paste as-is, no editing needed except your own link. Confirm current limits in Ads Manager's live preview before publishing; platforms change these without notice.

Replace [YOUR AFFILIATE LINK] with your Digistore24 link in the destination URL field. Disclose the partnership using Meta's own Paid Partnership / Branded Content tool, not just caption text.

Problem awareness

Headline (≤27 chars, safest across placements) -- 25/27:

```
Properties priced by feel
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 120/125:

```
Quotes based on habit can leave some properties barely covering crew time and drive time between stops. The Landscaping...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 305 chars:

```
Quotes based on habit can leave some properties barely covering crew time and drive time between stops. The Landscaping Business Intelligence System(TM) is a downloadable Excel system for landscaping business owners -- dashboards, reports and a tax set-aside estimate, already built. Three editions from $97.
```

Description (≤30 chars, shows on some placements only) -- 8/30:

```
From $97
```

Destination URL: [YOUR AFFILIATE LINK]

Product / features

Headline (≤27 chars, safest across placements) -- 18/27:

```
Landscaping System
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 119/125:

```
A downloadable Excel system built for landscaping business owners. Dashboards,
reports and a tax set-aside estimate --...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 269 chars:

```
The Landscaping Business Intelligence System(TM) is a downloadable Excel workbook
built for landscaping business owners: dashboards, reports and a tax set-aside
estimate, already built, with sample data so it works the moment you open it.
Requires desktop Microsoft Excel.
```

Description (≤30 chars, shows on some placements only) -- 17/30:

```
$97 / $197 / $249
```

Destination URL: [YOUR AFFILIATE LINK]

Price / editions

Headline (≤27 chars, safest across placements) -- 18/27:

```
Compare 3 Editions
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 92/125:

```
Essential $97. Elite $197. Complete $249. Every edition: workbook, Field Guide,
Quick Start.
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 424 chars:

```
Essential ($97): Owners who want job revenue, expenses, labor costs, a dashboard, a
business health snapshot and a tax set-aside estimate. Elite ($197): Owners who also
want crew performance, equipment and vehicle tracking, customer and contract
analytics, receivables, cash flow, a KPI scorecard and forecasting. Complete ($249):
both editions together. Every edition includes the workbook, a Field Guide and a
Quick Start.
```

Description (≤30 chars, shows on some placements only) -- 19/30:

```
3 editions from $97
```

Destination URL: [YOUR AFFILIATE LINK]

Educational / KPI

Headline (≤27 chars, safest across placements) -- 17/27:

```
Job profitability
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 124/125:

```
What a property or job leaves after crew labor, materials and equipment time. The
Landscaping Business Intelligence System(TM)...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 222 chars:

```
Job profitability: What a property or job leaves after crew labor, materials and
equipment time. You can work it out by hand, or let the Landscaping Business
Intelligence System(TM) calculate it from the data you already log.
```

Description (≤30 chars, shows on some placements only) -- 8/30:

```
From $97
```

Destination URL: [YOUR AFFILIATE LINK]

Direct response

Headline (≤27 chars, safest across placements) -- 15/27:

```
For Landscaping
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 113/125:

```
Built specifically for landscaping business owners -- not a generic spreadsheet
template. See all three editions.
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 257 chars:

```
The Landscaping Business Intelligence System(TM) is built specifically for
landscaping business owners, not a generic spreadsheet template. Downloadable Excel
workbook, sample data included, Field Guide and Quick Start in every edition. See
all three editions.
```

Description (≤30 chars, shows on some placements only) -- 17/30:

```
$97 - $197 - $249
```

Destination URL: [YOUR AFFILIATE LINK]

Before you launch

- Confirm every field in Ads Manager's own ad preview -- truncation points vary by placement (Feed, Stories, Reels, Audience Network).
- Use Meta's Paid Partnership / Branded Content tool for the disclosure, in addition to any

caption text.

- Do not add urgency, discounts or deadlines that are not real.
- The product screenshot used in the matching graphics (see graphics/) must stay unedited -- do not alter numbers in the dashboard image.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Landscaping — Cold Email Sequence (8 emails)

> **Legend:** **VERIFIED** = read from the shipped 2026 product files. **HYPOTHESIS** = general industry context for marketing angles, not a product claim. [NEEDS CONFIRMATION] = fill in before publishing.

This sequence is for cold outreach: people who have not opted in and do not know you yet. That is a different legal lane than 06-Email-Swipes.md above, which is strictly for your own permission-based list. Read 00-Master-Affiliate-Kit/Cold-Email-Playbook.md before sending a single one of these: it covers finding leads, verifying them, the domains and inboxes to send from, warm-up, the sending tool, and the real compliance rules for cold email (CAN-SPAM and friends). Sending cold email without that setup will burn your domain fast.

Why these read the way they do: short sentences, plain words, no dashes mid-sentence, one idea per email. A few words are written in CAPS for emphasis, the way a real person types when they mean something, not shouted headlines. Replace [FIRST NAME] and [YOUR NAME] before sending; your sending tool should fill these in for each contact on its own. Add your own reply-to-opt-out line and business address in your sending tool's signature settings on every email, required by law, see the Playbook.

#	Send day	Purpose	Subject line
1	Day 0	GOOD OPEN	a question about your landscaping business
2	Day 3	VALUE	a mistake I notice a lot in this line of work
3	Day 6	VALUE / PROOF	one number worth knowing
4	Day 9	MID: TAKE THE PRESSURE OFF	maybe this is not for you, landscaping
5	Day 12	MID: HONEST, NOT PUSHY	not trying to sell you something you do not need
6	Day 15	PULL: PICTURE THIS	a simple way to see it
7	Day 18	PULL: SIMPLE OFFER	here is the simple version
8	Day 21	BREAKUP / PULL	last email from me

Email 1: Day 0 (GOOD OPEN)

Subject: a question about your landscaping business

```
Hi [FIRST NAME],

Hope your week is going okay.

Quick question. Do you know which jobs or clients actually make you money, and which ones barely do? A lot of landscaping business owners do not know this. Not because they are bad at business. It is just hard to see when the numbers live in different places.

I am not selling you anything in this email. I am just curious, is this something you think about?

[YOUR NAME]
```

Email 2: Day 3 (VALUE)

Subject: a mistake I notice a lot in this line of work

```
Hi [FIRST NAME],

Here is something I notice a lot with landscaping business owners.

Quoting every property the same way regardless of size or terrain.

It is an easy thing to fall into. You are busy running the landscaping business. Nobody has time to sit and do math every night.

Small gaps like this add up over a year. Sometimes a LOT.

If you want, I can show you a simple way to catch it. No pressure either way.

[YOUR NAME]
```

Email 3: Day 6 (VALUE / PROOF)

Subject: one number worth knowing

```
Hi [FIRST NAME],

There is one number I think every landscaping business owner should know.

It is called job profitability. In plain words: what a property or job leaves after
crew labor, materials and equipment time.

Many owners could not tell you this number if you asked right now. Not because they
do not care. They just never built a simple way to see it.

There is a tool that shows this, and a few other key numbers, on ONE screen. Takes
about 10 minutes to set up.

Want me to send it over?

[YOUR NAME]
```

Email 4: Day 9 (MID: TAKE THE PRESSURE OFF)

Subject: maybe this is not for you, landscaping

```
Hi [FIRST NAME],

I have sent you a couple emails now. No reply, and that is okay.

Maybe this is just not a priority right now. Maybe you already have a system that
works for you. Maybe you are too busy this month, and that is fair too.

I will not keep pushing. If none of this fits, just leave this email and I will STOP
reaching out after this.

But if I am wrong, and you do want a simple way to see your numbers, just reply
"yes" and I will send it over.

[YOUR NAME]
```

Email 5: Day 12 (MID: HONEST, NOT PUSHY)

Subject: not trying to sell you something you do not need

```
Hi [FIRST NAME],

I want to be straight with you.

A lot of landscaping business owners tell me something like this: "My route or
scheduling app already tracks jobs."

Here is the honest answer. Route apps run the calendar and the map. This workbook
adds job profitability, crew productivity, recurring contract revenue, cash flow and
tax set-aside. If your app already answers those, you may not need it.

If that sounds like you, this might not be worth your time right now, and that is
okay. I would rather tell you the truth than waste your time.

[YOUR NAME]
```

Email 6: Day 15 (PULL: PICTURE THIS)

Subject: a simple way to see it

```
Hi [FIRST NAME],

Picture this for a second.

A landscaping business owner opens their numbers for the first time in months. The
landscaping business is not in trouble. It is doing fine. But they find a few small
leaks, the kind every busy owner misses, like properties priced by feel.

That is really all this is for. A simple way to see what is REALLY happening in your
landscaping business, every week, without extra work on top of your day.

[YOUR NAME]
```

Email 7: Day 18 (PULL: SIMPLE OFFER)

Subject: here is the simple version

```
Hi [FIRST NAME],

Let me make this simple.

It is a tool built just for landscaping business owners. You enter your numbers, it shows you your profit, your biggest costs, and crew productivity is invisible.

No new software to learn. No new habits. Just Excel, which you probably already have open most days.

Landscaping Business Intelligence System(TM), built for exactly this. Three editions, starting at $97: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

If you want to see it first before deciding anything, just reply and I will walk you through it.

[YOUR NAME]
```

Email 8: Day 21 (BREAKUP / PULL)

Subject: last email from me

```
Hi [FIRST NAME],

This is my LAST email. I do not want to be the person who keeps showing up in your inbox.

If now is not the right time, no hard feelings at all. Running a landscaping business is hard enough without more emails to answer.

If you ever do want to see your real numbers, the door stays open: [YOUR AFFILIATE LINK]

Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.

Just reply any time, even a few months from now.

Wishing you a good stretch ahead.

[YOUR NAME]
```

Before you send any of this

- This is cold outreach. Build your list and warm up your sending domains first, see the Playbook.
- Never send cold email from your main business domain or your main inbox.

- Your sending tool must include a real reply-to-opt-out option and a real business address on every email.
- Honor every opt-out within 10 business days. No exceptions.
- Swap in real details from this niche pack where it reads generically; the more specific, the better it performs.
- Disclosure: I may earn a commission if you buy through my link, at no extra cost to you.