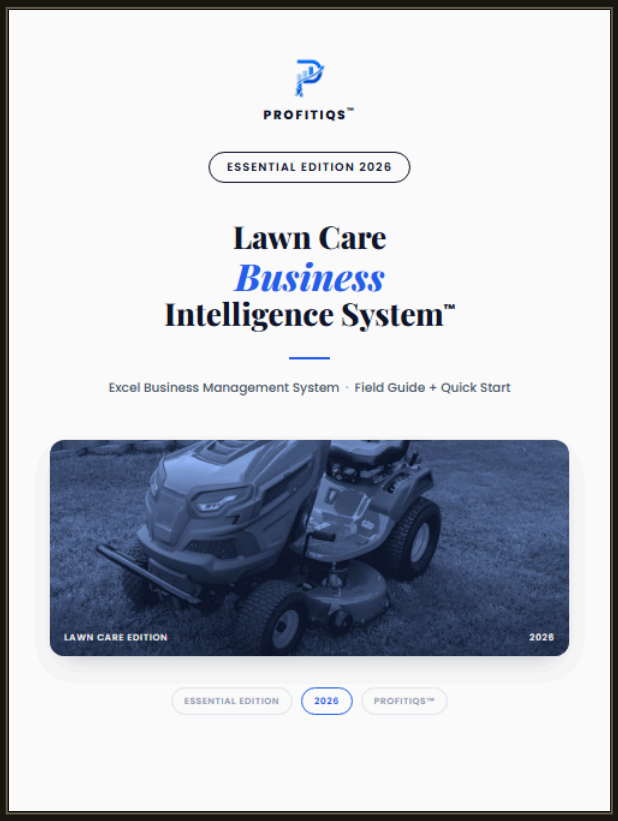
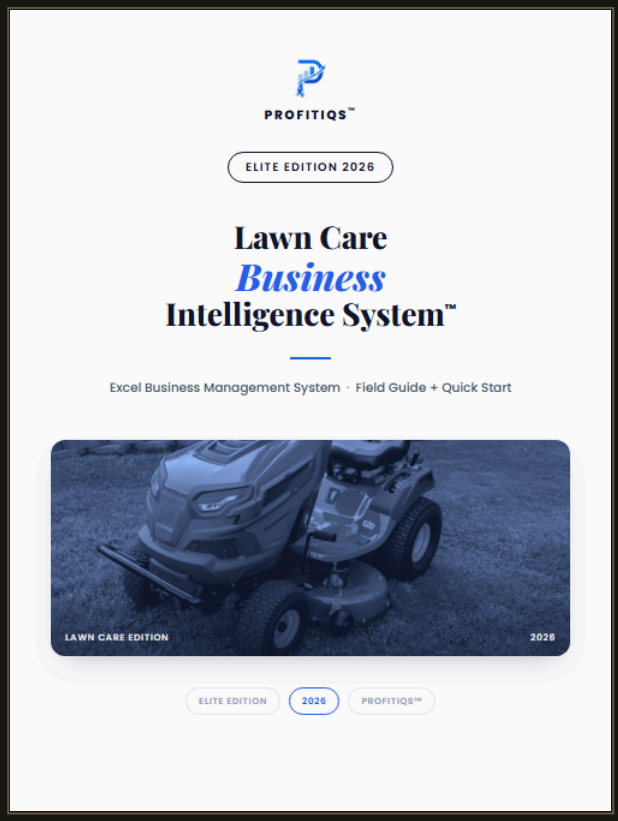
PROFITIQS

AFFILIATE MARKETING KIT · 2026

Lawn Care Business Intelligence System

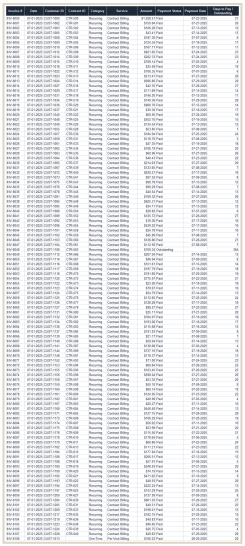




support@profitiqs.com · www.profitiqs.com

What's Inside This Kit

Everything you need to promote Lawn Care 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.

Lawn Care — 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: Lawn Care Business Intelligence System™ **Brand:** ProfitIQS · **Sold through:** Digistore24 · **Product support:** support@profitiqs.com

Edition	Price	What the buyer downloads (VERIFIED)
Essential	$97	Excel workbook — 9 sheets; Field Guide PDF — 45 pages; Quick Start PDF — 6 pages; License, README and Support PDFs
Elite	$197	Excel workbook — 45 sheets; Field Guide PDF — 79 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/lawn-care

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

Edition	Digistore24 product ID	Checkout URL
Essential	727205	https://www.checkout-ds24.com/product/727205
Elite	727123	https://www.checkout-ds24.com/product/727123
Complete	726894	https://www.checkout-ds24.com/product/726894

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

Lawn care business owners managing recurring routes and seasonal work..

Buyer profiles (HYPOTHESIS)

The owner-operator. Runs the mower and the route personally, quotes jobs from experience and does the books at night.

The multi-crew company. Runs several crews and trucks across daily routes and has no side-by-side view of route or crew profit.

The program-based company. Sells season-long fertilization, weed control, aeration and overseeding programs on top of mowing and needs each one tracked on its own.

The office or route manager. Tracks routes, contracts, equipment and receivables for the owner.

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.

- **Routes that do not pay their way.** Drive time and stop count vary route to route, and some routes earn far less per hour than others.
- **Season-long programs tracked as one lump.** Fertilization, weed control, aeration, overseeding and irrigation each run on their own season and margin, and lumping them together hides which ones pay.
- **Mowing and program contracts lapsing at renewal.** Recurring mowing routes and season-long programs that reach their renewal point without contact can quietly end.
- **Crew productivity is invisible.** Owners know which crew feels fast, not which one covers the most route for the hours it works.
- **Equipment, vehicle and fuel costs creep.** Mowers, trucks, fuel and fertilizer all draw down cash in small amounts that add up by season end.
- **Tax-time paperwork.** Equipment, fuel, payroll and chemical receipts end up scattered by year end.

Buyer motivations (HYPOTHESIS)

- See which routes and services are actually profitable
- Keep recurring mowing and program revenue renewing
- Compare crews on real route output
- Control equipment, vehicle and fuel costs
- Be organized for the accountant

Why someone might consider a business intelligence system

The common thread is visibility: lawn care business owners usually have the data (repair orders, invoices, receipts) but not one place that turns it into decisions. The Lawn Care 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)

- **Revenue per route:** What each route brings in for the time and drive between stops.
- **Recurring revenue:** Revenue from mowing routes and season-long programs that repeats each cycle.
- **Crew productivity:** How many stops or how much billed work each crew completes per hour on the route.
- **Program renewal rate:** The share of fertilization, aeration and overseeding program customers who renew for the next season.
- **Equipment and fuel cost ratio:** Equipment, vehicle and fuel costs as a share of revenue.
- **Accounts receivable:** Money customers owe for completed visits and programs.

Common objections

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

- "My route app already tracks my stops."
- "I am not an Excel person."
- "I only run one or two crews."
- "Which edition do I need?"
- "Will it get me more customers?"
- "Does it schedule my crews or plan my routes?"
- "Is it a subscription?"

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

- Hypothetical: an owner opens Route Mgmt Center and sees a long drive-time gap between a route's last two stops, then resequences the stop order to save time on every visit.
- Hypothetical: a program-based company reviews Recurring Revenue Ctr each month to see which fertilization customers are due to renew before the next application round.

Lawn Care — 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: Lawn Care Business Intelligence System™

	Essential	Elite	Complete
Price	$97	$197	$249
Excel workbook	Essential — 9 sheets	Elite — 45 sheets	Both workbooks
Field Guide (PDF)	45 pages	79 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 service visit revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.	Owners who also want leads, customers, service contracts, recurring revenue, route management and route density, mowing, fertilization, weed control, aeration, overseeding and irrigation tracking, crew performance, equipment, vehicle and fuel tracking, labor, receivables, cash flow and forecasting.	Owners who want both editions in one package.

Essential 2026 — every visible sheet (VERIFIED, 9)

- START HERE
- Tax Rate Reference
- SETUP
- SERVICE VISITS
- EXPENSE ENTRY
- TAX & DEDUCTIONS
- DASHBOARD
- ACCOUNTANT EXPORT
- BUSINESS HEALTH SNAPSHOT

Elite 2026 — every visible sheet (VERIFIED, 45)

- 01 Start Here
- 02 Executive Dashboard
- 03 Executive Summary
- 04 Lead Tracker
- 05 Customer Database
- 06 Service Contract Ctr
- 07 Recurring Revenue Ctr
- 08 Route Mgmt Center
- 09 Route Density Analytic
- 10 Lawn Mowing Tracker
- 11 Fertilization Program
- 12 Weed Control Center
- 13 Aeration Program Ctr
- 14 Overseeding Program
- 15 Irrigation Svc Tracker
- 16 Crew Performance Ctr
- 17 Revenue Tracker
- 18 Expense Tracker
- 19 Equipment Tracker
- 20 Vehicle Mgmt Center
- 21 Fuel Tracking Center
- 22 Labor Tracker
- 23 Accounts Receivable
- 24 Cash Flow Center
- 25 KPI Scorecard
- 26 Business Health Score
- 27 Profit Leak Detector
- 28 Forecasting Center
- 29 Benchmarking Center
- 30 Customer Analytics Ctr
- 31 Service Analytics Ctr
- 32 Customer Retention Ctr
- 33 Marketing ROI Center
- 34 Monthly Business Review
- 35 Annual Performance Ctr
- 36 Strategic Planning Ctr
- 37 Tax Setup
- 38 Tax Reserve & VAT Center
- 39 Deduction Maximizer
- 40 Tax Readiness Center
- 41 Accountant Summary

- Tax Rate Reference
- 42 Glossary
- 43 Changelog
- 44 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/726894).
- 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".

Lawn Care — 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 time?	Talking head, then cut to the dashboard
2	Problem and solution	Fertilization, aeration and overseeding each have their own season. Are you tracking them as one blur?	Talking head, then cut to the dashboard
3	Problem and solution	Mowing contracts do not cancel loudly. They lapse at renewal.	Talking head, then cut to the dashboard
4	Problem and solution	Fuel, mowers and trucks are small costs every day and a big number every season.	Talking head, then cut to the dashboard
5	Industry mistake	Lawn care money mistake: treating every route as equally profitable.	Talking head with on-screen text
6	Industry mistake	Letting mowing and program contracts renew by accident is an easy trap.	Talking head with on-screen text
7	Industry mistake	Pricing routes without counting drive time between stops? Here is a simple fix.	Talking head with on-screen text
8	Industry mistake	Stop lumping fertilization, weed control and aeration into one number.	Talking head with on-screen text
9	Operational inefficiency	Routes in one app, programs in a notebook, profit nowhere. There is a simpler way.	B-roll of the workplace, then the relevant sheet
10	Operational inefficiency	Drive time between stops is time you are not mowing. Track it by route.	B-roll of the workplace, then the relevant sheet
11	Operational inefficiency	If you cannot compare crews side by side, you are managing by feel.	B-roll of the workplace, then the relevant sheet
12	Owner frustration	Doing the lawn care books after a full day on the mower? Watch this.	Relatable POV clip
13	Owner frustration	Every route ran, every crew worked, and you still do not know what the season made?	Relatable POV clip
14	Owner frustration	Your accountant asked for equipment and fuel costs. Ready?	Relatable POV clip
15	Curiosity	What does a whole lawn care business look like on one screen?	Screen recording reveal
16	Curiosity	I opened a 45-sheet Excel system built just for lawn care companies. Here is what is inside.	Screen recording reveal

17	Curiosity	There is one number every lawn care owner should check before the next season starts.	Screen recording reveal
18	Educational	Route density explained: why tighter stops beat a longer route, in 30 seconds.	Whiteboard or on-screen definition
19	Educational	Recurring revenue for lawn care: mowing routes and season-long programs, explained.	Whiteboard or on-screen definition
20	Educational	Fertilization, aeration and overseeding: why each one needs its own number.	Whiteboard or on-screen definition
21	Educational	How to tell a busy route from a profitable one.	Whiteboard or on-screen definition
22	Product demonstration	Here is the Executive Dashboard in the Lawn Care Business Intelligence System.	Screen recording of the sample workbook
23	Product demonstration	Watch me log a service visit and see the dashboard update.	Screen recording of the sample workbook
24	Product demonstration	This is what route management looks like when it is built for lawn care.	Screen recording of the sample workbook
25	Product demonstration	Crew Performance Ctr: 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 lawn care 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 only run one or two crews." Here is what the Essential edition covers.	Talking head, objection as on-screen text
30	Objection handling	No, a spreadsheet will not mow your lawns. Here is what it will do.	Talking head, objection as on-screen text

Lawn Care — 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 Lawn Care 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 time?

2. Spoken narration: Drive time and stop count vary route to route, and some routes earn far less per hour than others. The Lawn Care Business Intelligence System™ puts the numbers on one screen. This is the 02 Executive Dashboard with sample data. Revenue, profit, routes and the key numbers are on the first screen.

3. On-screen text:

- Routes that do not pay their way
- Your lawn care business on one screen
- Lawn Care 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:** Lawn care business owners **Length:** about 32 seconds

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

2. Spoken narration: One: treating every route as equally profitable. Two: letting mowing and program contracts lapse at renewal. Three: judging crews by how busy they look instead of route output. 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: Treating every route as equally profitable
- Mistake 2: Letting mowing and program contracts lapse at renewal
- Mistake 3: Judging crews by how busy they look instead of route output

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 revenue per route?

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

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

2. Spoken narration: What each route brings in for the time and drive between stops. 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:

- Revenue per route
- 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 Revenue per route 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:** Lawn care business owners **Length:** about 35 seconds

1. Opening hook (0–3s): I opened a 45-sheet Excel system built just for lawn care companies. Here is what is inside.

2. Spoken narration: This is the Lawn Care Business Intelligence System™. The Elite edition has 45 sheets. Here is 08 Route Mgmt Center. Each route is compared on what it brings in against the stops and drive time it takes. And this is 07 Recurring Revenue Ctr. Weekly and biweekly mowing routes and season-long programs are tracked together as recurring revenue.

3. On-screen text:

- Which routes actually pay?
- Your recurring revenue, in view

4. Visuals / screen recording: Screen recording: 08 Route Mgmt Center, then 07 Recurring Revenue Ctr

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 lawn care books after a full day on the mower? Watch this.

2. Spoken narration: Equipment, fuel, payroll and chemical receipts end up scattered by year end. 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 41 seconds

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

2. Spoken narration: Essential is $97: owners who want service visit revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate. Elite is $197: owners who also want leads, customers, service contracts, recurring revenue, route management and route density, mowing, fertilization, weed control, aeration, overseeding and irrigation tracking, crew performance, equipment, vehicle and fuel tracking, labor, receivables, cash flow 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 27 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 dashboards and formulas are built; you log service visits 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 Lawn Care 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 9 sheets; Elite has 45. 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 program-based company **Length:** about 30 seconds

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

2. Spoken narration: Open the dashboard. Check revenue per route and recurring revenue. Then open 11 Fertilization Program. Fertilization customers and their application rounds are tracked through the season. Write down one thing to change next month. That's it.

3. On-screen text:

- Open the dashboard
- Check Revenue per route
- Check 11 Fertilization Program
- Pick one change

4. Visuals / screen recording: Screen recording of the dashboard and 11 Fertilization Program

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:** Lawn care business owners **Length:** about 30 seconds

1. Opening hook (0–3s): There is one number every lawn care owner should check before the next season starts.

2. Spoken narration: It is crew productivity. How many stops or how much billed work each crew completes per hour on the route. In the Lawn Care Business Intelligence System™, 16 Crew Performance Ctr is where you see it alongside the rest of the business.

3. On-screen text:

- Crew productivity
- Crews compared on real output

4. Visuals / screen recording: Screen recording of 16 Crew Performance Ctr

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:

- 16 Crew Performance Ctr content as shown in the sample file
- Disclosure included in caption or on screen

Lawn Care — 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 time?

Drive time and stop count vary route to route, and some routes earn far less per
hour than others.

The Lawn Care Business Intelligence System(TM) is a downloadable Excel system built
for lawn care business owners. Link in bio.

#ad -- affiliate link
#lawncare #lawncarebusiness #landscaping #lawnmaintenance #smallbusiness
#lawncareowner
```

2. Instagram

```
What does a whole lawn care 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
#lawncare #lawncarebusiness #landscaping #lawnmaintenance #smallbusiness
#lawncareowner
```

3. TikTok

```
Lawn care money mistake: treating every route as equally profitable. #ad --
affiliate link #lawncare #lawncarebusiness #landscaping #lawnmaintenance
#smallbusiness #lawncareowner
```

4. TikTok

```
Route density explained: why tighter stops beat a longer route, in 30 seconds. Full
breakdown in the video. #ad -- affiliate link #lawncare #lawncarebusiness
#landscaping #lawnmaintenance #smallbusiness #lawncareowner
```

5. Facebook

```
Mowing contracts do not cancel loudly. They lapse at renewal.

Fertilization, weed control, aeration, overseeding and irrigation each run on their own season and margin, and lumping them together hides which ones pay.

If you run a lawn care business, the Lawn Care 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 lawn care business owners: revenue per route -- do you know yours?

What each route brings in for the time and drive between stops.

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

```
Fertilization, aeration and overseeding each have their own season. Are you tracking them as one blur?

Mowers, trucks, fuel and fertilizer all draw down cash in small amounts that add up by season end.

The Lawn Care Business Intelligence System(TM) turns lawn care 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 lawn care business owner should review monthly:

1. Revenue per route
2. Recurring revenue
3. Crew productivity

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

```
Routes in one app, programs in a notebook, profit nowhere. There is a simpler way.
[YOUR AFFILIATE LINK] #ad -- affiliate link
```

10. YouTube community

```
Essential or Elite? How to pick the right edition for your lawn care 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. Fuel, mowers and trucks are small costs every day and a big number every season. [YOUR AFFILIATE LINK] #ad — affiliate link
2. Letting mowing and program contracts renew by accident is an easy trap. [YOUR AFFILIATE LINK] #ad — affiliate link
3. Pricing routes without counting drive time between stops? Here is a simple fix. [YOUR AFFILIATE LINK] #ad — affiliate link
4. Drive time between stops is time you are not mowing. Track it by route. [YOUR AFFILIATE LINK] #ad — affiliate link
5. Every route ran, every crew worked, and you still do not know what the season made? [YOUR AFFILIATE LINK] #ad — affiliate link
6. Your accountant asked for equipment and fuel costs. Ready? [YOUR AFFILIATE LINK] #ad — affiliate link
7. Recurring revenue for lawn care: mowing routes and season-long programs, explained. [YOUR AFFILIATE LINK] #ad — affiliate link
8. Fertilization, aeration and overseeding: why each one needs its own number. [YOUR AFFILIATE LINK] #ad — affiliate link
9. How to tell a busy route from a profitable one. [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 Lawn Care 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 lawn care 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. **Revenue per route explained** — Define revenue per route in plain English (What each route brings in for the time and drive between stops.) and show where it appears in the sample workbook.
2. **Recurring revenue explained** — Define recurring revenue in plain English (Revenue from mowing routes and season-long programs that repeats each cycle.) and show where it appears in the sample workbook.
3. **Crew productivity explained** — Define crew productivity in plain English (How many stops or how much billed work each crew completes per hour on the route.) and show where it appears in the sample workbook.
4. **Mistake: Pricing routes without counting drive time between stops** — Explain why it happens and one simple habit that avoids it. No statistics.
5. **Mistake: Not setting money aside for taxes** — 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 lawn care business owners make

- **Slide 1:** 5 money mistakes lawn care business owners make
- **Slide 2:** Treating every route as equally profitable
- **Slide 3:** Letting mowing and program contracts lapse at renewal
- **Slide 4:** Judging crews by how busy they look instead of route output
- **Slide 5:** Pricing routes without counting drive time between stops
- **Slide 6:** Running fertilization, aeration and overseeding without tracking each program on its own
- **Slide 7:** See them all in one place -> Lawn Care Business Intelligence System™
- **Slide 8:** Link in bio · #ad — affiliate link

Carousel 2: The numbers behind a lawn care business

- **Slide 1:** The numbers behind a lawn care business
- **Slide 2:** Revenue per route: What each route brings in for the time and drive between stops.
- **Slide 3:** Recurring revenue: Revenue from mowing routes and season-long programs that repeats each cycle.
- **Slide 4:** Crew productivity: How many stops or how much billed work each crew completes per hour on the route.
- **Slide 5:** Program renewal rate: The share of fertilization, aeration and overseeding program

customers who renew for the next season.

- **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 service visit revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Slide 3:** Elite — $197: Owners who also want leads, customers, service contracts, recurring revenue, route management and route density, mowing, fertilization, weed control, aeration, overseeding and irrigation tracking, crew performance, equipment, vehicle and fuel tracking, labor, receivables, cash flow 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 Lawn Care Business Intelligence System™
- **Slide 2:** 02 Executive Dashboard: Your lawn care business on one screen
- **Slide 3:** 08 Route Mgmt Center: Which routes actually pay?
- **Slide 4:** 07 Recurring Revenue Ctr: Your recurring revenue, in view
- **Slide 5:** 16 Crew Performance Ctr: Crews compared on real output
- **Slide 6:** 11 Fertilization Program: A season-long program, tracked as one
- **Slide 7:** Link in bio · #ad — affiliate link

Carousel 5: Honest answers

- **Slide 1:** Questions owners ask
- **Slide 2:** "My route app already tracks my stops." -> Route apps run the stop list. This workbook is the owner's view of route profit, recurring revenue, crew performance, seasonal programs, equipment and fuel costs, receivables, cash flow and taxes. If your app already…
- **Slide 3:** "I am not an Excel person." -> The dashboards and formulas are built; you log service visits and expenses. Each edition includes a Field Guide and a Quick Start. It needs desktop Excel.
- **Slide 4:** "I only run one or two crews." -> Essential covers the core: service visits, expenses, a dashboard, a health snapshot and tax set-aside.
- **Slide 5:** "Which edition do I need?" -> Essential (9 sheets) covers service visit revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (45 sheets) adds leads, customers, service contracts, recurring revenue, route management, route…
- **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 time?
2. Fertilization, aeration and overseeding each have their own season. Are you tracking them as one blur?

3. What does a whole lawn care business look like on one screen?
4. I opened a 45-sheet Excel system built just for lawn care companies. Here is what is inside.
5. Route density explained: why tighter stops beat a longer route, in 30 seconds.
6. Recurring revenue for lawn care: mowing routes and season-long programs, explained.
7. Here is the Executive Dashboard in the Lawn Care Business Intelligence System.
8. Watch me log a service visit and see the dashboard update.
9. Essential or Elite? How to pick the right edition for your lawn care business.
10. "I am not an Excel person." You do not have to be. Here is why.

Description template A:

```
Drive time and stop count vary route to route, and some routes earn far less per
hour than others. The Lawn Care Business Intelligence System(TM) is a downloadable
Excel system for lawn care 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.
#lawncare #lawncarebusiness #landscaping #lawnmaintenance #smallbusiness
#lawncareowner
```

Description template B:

```
A look inside the Lawn Care 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.
```

Lawn Care — 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: Lawn care business owners on your list who have not bought anything yet **Subject line:** Routes that do not pay their way? **Preview text:** Why a busy lawn care business can still have a thin month **CTA placeholder:** [YOUR AFFILIATE LINK]

```
Hi [FIRST NAME],

Drive time and stop count vary route to route, and some routes earn far less per
hour than others.

Fertilization, weed control, aeration, overseeding and irrigation each run on their
own season and margin, and lumping them together hides which ones pay.

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 revenue per route 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 lawn care business: revenue per route.

What each route brings in for the time and drive between stops.

Two more worth adding to your monthly check:
- Recurring revenue: Revenue from mowing routes and season-long programs that
repeats each cycle.
- Crew productivity: How many stops or how much billed work each crew completes per
hour on the route.

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 lawn care 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 Lawn Care Business Intelligence System(TM).

It is a downloadable Excel workbook built for lawn care 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, routes and the key numbers are on the
first screen.
- 08 Route Mgmt Center: Each route is compared on what it brings in against the
stops and drive time it takes.
- 07 Recurring Revenue Ctr: Weekly and biweekly mowing routes and season-long
programs are tracked together as recurring revenue.
- 16 Crew Performance Ctr: Crews are compared side by side on the routes and stops
they complete.

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 Lawn Care Business Intelligence System(TM) and were not sure
which edition to pick, here is the short version:

- **Essential -- $97** (9 sheets): Owners who want service visit revenue, expenses,
a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite -- $197** (45 sheets): Owners who also want leads, customers, service
contracts, recurring revenue, route management and route density, mowing,
fertilization, weed control, aeration, overseeding and irrigation tracking, crew
performance, equipment, vehicle and fuel tracking, labor, receivables, cash flow and
forecasting.
- **Complete -- $249:** both editions together.

A good question to ask yourself: How many crews and routes do you run?

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 Lawn Care Business Intelligence System(TM) after this.
Two honest answers before I do:

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

**"Will it get me more customers?"** No. It shows your numbers so you can decide
which routes, programs and services to focus on.

If it fits how you run your lawn care 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.
```

Lawn Care — 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 time?	Drive time and stop count vary route to route, and some routes earn far less per hour than others.	See the editions -> link in bio	Paper ground, headline top, dashboard exhibit bottom
`graphics/square-2-product.png`	Square post	1080×1080	Lawn Care Business Intelligence System™	Excel business system for lawn care 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 revenue per route?	What each route brings in for the time and drive between stops.	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 lawn care business look like on one screen?	Lawn Care 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 Lawn Care system	02 Executive Dashboard · 08 Route Mgmt Center · 07 Recurring Revenue Ctr · 16 Crew Performance Ctr	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	Lawn Care Business Intelligence System™	Routes that do not pay their way	See the editions	Text left, dashboard exhibit right
`graphics/landscape-2-thumbnail.png`	YouTube / video thumbnail	1280×720	Route density explained: why tighter stops beat a longer route, in 30 seconds.	Lawn Care	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: Lawn Care 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 (9 and 45 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.

Lawn Care — 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:** Runs the mower and the route personally, quotes jobs from experience and does the books at night.
- **The multi-crew company:** Runs several crews and trucks across daily routes and has no side-by-side view of route or crew profit.
- **The program-based company:** Sells season-long fertilization, weed control, aeration and overseeding programs on top of mowing and needs each one tracked on its own.
- **The office or route manager:** Tracks routes, contracts, equipment and receivables for the owner.

Common objections and honest responses

"My route app already tracks my stops." Route apps run the stop list. This workbook is the owner's view of route profit, recurring revenue, crew performance, seasonal programs, equipment and fuel costs, receivables, cash flow and taxes. If your app already shows that, you may not need it.

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

"I only run one or two crews." Essential covers the core: service visits, expenses, a dashboard, a health snapshot and tax set-aside.

"Which edition do I need?" Essential (9 sheets) covers service visit revenue, expenses, tax set-aside, a dashboard and a health snapshot. Elite (45 sheets) adds leads, customers, service contracts, recurring revenue, route management, route density, mowing, fertilization, weed control, aeration, overseeding and irrigation tracking, crew performance, equipment, vehicle and fuel tracking, labor, receivables, cash flow and forecasting.

"Will it get me more customers?" No. It shows your numbers so you can decide which routes, programs and services to focus on.

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

- How many crews and routes do you run?
- How much of your revenue is recurring mowing or program contracts?

- Do you offer fertilization, aeration or overseeding programs?
- Do you track equipment, vehicle and fuel costs separately?
- Do you have desktop Excel?

Recommended edition by situation (from verified contents)

- **Essential:** Owners who want service visit revenue, expenses, a dashboard, a business health snapshot and a tax set-aside estimate.
- **Elite:** Owners who also want leads, customers, service contracts, recurring revenue, route management and route density, mowing, fertilization, weed control, aeration, overseeding and irrigation tracking, crew performance, equipment, vehicle and fuel tracking, labor, receivables, cash flow 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 scheduling, dispatch or invoicing software
- Franchise systems requiring multi-location cloud reporting
- Owners who will not log service visits regularly

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

Lawn Care — Pre-Publication Checklist

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

Product accuracy

- [ ] Product name written exactly as **Lawn Care 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 Lawn Care product, not another niche
- [ ] Sales page loads on mobile and desktop (https://www.checkout-ds24.com/product/726894)

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

Lawn Care — 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) -- 23/27:

```
Routes that do not pay...
```

Headline, long form (≤40 char max) -- 32/40:

```
Routes that do not pay their way
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 122/125:

```
Drive time and stop count vary route to route, and some routes earn far less per
hour than others. The Lawn Care Business...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 296 chars:

```
Drive time and stop count vary route to route, and some routes earn far less per
hour than others. The Lawn Care Business Intelligence System(TM) is a downloadable
Excel system for lawn care 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) -- 16/27:

```
Lawn Care System
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 117/125:

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

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 265 chars:

```
The Lawn Care Business Intelligence System(TM) is a downloadable Excel workbook
built for lawn care 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) -- 560 chars:

```
Essential ($97): Owners who want service visit revenue, expenses, a dashboard, a
business health snapshot and a tax set-aside estimate. Elite ($197): Owners who also
want leads, customers, service contracts, recurring revenue, route management and
route density, mowing, fertilization, weed control, aeration, overseeding and
irrigation tracking, crew performance, equipment, vehicle and fuel tracking, labor,
receivables, cash flow 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:

```
Revenue per route
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 122/125:

```
What each route brings in for the time and drive between stops. The Lawn Care
Business Intelligence System(TM) tracks it for...
```

Primary text, full (up to 2,200 chars allowed; shown in full on expand) -- 206 chars:

```
Revenue per route: What each route brings in for the time and drive between stops.
You can work it out by hand, or let the Lawn Care 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) -- 13/27:

```
For Lawn Care
```

Primary text, short (truncates around 125 chars before "See More" on most placements) -- 111/125:

```
Built specifically for lawn care 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) -- 253 chars:

```
The Lawn Care Business Intelligence System(TM) is built specifically for lawn care
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.

Lawn Care — 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 lawn care 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, lawn care
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 lawn care 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 lawn care 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 lawn care business owners.

Treating every route as equally profitable.

It is an easy thing to fall into. You are busy running the lawn care 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 lawn care business owner should know.

It is called revenue per route. In plain words: what each route brings in for the
time and drive between stops.

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, lawn care

```
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 lawn care business owners tell me something like this: "My route app
already tracks my stops."

Here is the honest answer. Route apps run the stop list. This workbook is the
owner's view of route profit, recurring revenue, crew performance, seasonal
programs, equipment and fuel costs, receivables, cash flow and taxes. If your app
already shows that, 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 lawn care business owner opens their numbers for the first time in months. The
lawn care business is not in trouble. It is doing fine. But they find a few small
leaks, the kind every busy owner misses, like routes that do not pay their way.

That is really all this is for. A simple way to see what is REALLY happening in your
lawn care 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 lawn care business owners. You enter your numbers, it shows you your profit, your biggest costs, and season-long programs tracked as one lump.

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

Lawn Care 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 lawn care 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.