

HOW TO START A LAWN CARE BUSINESS



1. WHAT DO YOU NEED TO START?

- ☐ Do you have enough money to fund your business?
- ☐ Do you know how to calculate overhead costs?
- ☐ Do you know how to calculate your Break-Even Point?
- ☐ Do you know how to calculate an average transaction value (ATV)?
- ☐ Have you researched different grants online?
- ☐ Do you know what your tax benefits and deductions are?
- ☐ Have you signed up for a free small business mentor online?
- ☐ Have you joined local unions and associations?

2. THE LEGAL STUFF

- ☐ Have you registered your business yet?
- ☐ Have you signed up for lawn care insurance?
- ☐ Do you have a business checking account?
- ☐ Have you written your terms of service?
- ☐ Do you need to sign up for a lawn care license?
- ☐ Are you interested in becoming a franchisee?

3. THE TECHNICAL STUFF

- ☐ Do you know how to keep track of sales?
- ☐ Do you have an online invoicing software?
- ☐ Do you have an email marketing software?
- ☐ Do you have an online tool that can accept credit card payments?
- ☐ Have you registered for Quickbooks online?
- ☐ Have you added an online booking option?

4. THE SUPPLIES

- ☐ Have you considered purchasing used or rental equipment?
- ☐ Do you have a uniform for your business?
- ☐ Have you purchased a service truck or a used van?

5. CHOOSING YOUR MARKET / TARGET AUDIENCE

- ☐ Have you found a niche or specialization?
- ☐ Have you explored different markets like B2C, B2B, or Organic Lawn care?
- ☐ Are you considering providing guarantees?

6. BRANDING

- ☐ Have you organized print material for your business?
- ☐ Have you set up a website yet?
- ☐ Have you established social media profiles on popular platforms yet?
- ☐ Have you claimed your profile on online review sites yet?
- ☐ Have you joined online directories?
- ☐ Do you have a logo?
- ☐ Do you have a business name?

7. SETTING RATES

- ☐ Are you planning to charge per square feet, hourly, or provide a flat-rate?
- ☐ Do you know the national and regional average price for lawn care (within your niche)?
- ☐ Do you know how to calculate your net earnings?
- ☐ Do you understand your niche industry?
- ☐ Do you know what your total costs are?

8. YOUR OFFERINGS

- ☐ Have you put together your lawn care services list?
- ☐ Can you create recurring service plans?

9. MARKETING AND ADVERTISING

- ☐ Have you assessed your current situation?
- ☐ Have you defined your ideal customer?
- ☐ What are your marketing goals?
- ☐ Which channels are best for customer acquisition?
- ☐ What's your monthly budget?

10. HIRING

- ☐ Do you know when you may need assistance?
- ☐ Do you have all your company processes in order?
- ☐ Have you made a plan to train and manage people?