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How To Advertise Your Lawn Business

You don't have to reinvent the wheel with your marketing campaign during the hot summer months. You don't have to operate your business that way. There are ways to market your business without the traditional difficulties. In fact, making flyers for distribution is still the best way to market lawn care services.

Using flyers or paper advertisements are much more inexpensive compared to radio and television ads. And many people are more apt to respond to these types of advertisements because they have been familiar with them for many years.

You should distribute the flyers any where that you are willing to work. If you are willing to cross town then it is important you get your flyers out in that area. This will help people become familiar with you because even after you have worked for someone, the word of mouth will continue to drive business to you.

The design of your flyer should be simple. You will need a bold headline to capture their eyes, a little bit about your service, and some sort of call to action. The flyer can include pictures but it is not necessary.

You also don't need to have a big and bulky flyer because something small and simple is often best. But again, you will need to make sure that people can read it easily. If you don't have flyers for everyone then you can make small tabs for people to pull off to save your phone number or address.

You may want to get your flyers out just before the season begins that way you will already have customers lined up waiting. I suggest you try and get a summer contract with elderly people. Not only will they rely on you, but they tip very good as well.

You will learn more about lawn and lawn equipment at [weedeater parts](#).

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