

BUSINESS IN A BOX

Client Launch Kit

Scripts, checklists, and the real numbers for starting a lawn care side hustle. Written by someone who has done this, for someone who is thinking about doing it.

● 7 Day Launch Timeline

● Talk Tracks & Copy

● Ops Playbook



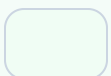
Turf



Amber



Slate



Meadow

What this actually is

You show up on a set day, mow the lawn, tidy the edges, take a photo, and leave. Neighbors book on your Yardie page, pick weekly, every other week, monthly, or one time, and pay after you mow. You do not need a shop, a franchise, or a crew on day one.

Yardie is the signup page, the open slots, SKIP, the proof photo, and Stripe. You bring the neighborhood and the mower. That is the whole split.

Why startup stays cheaper than a shop

A lot of people already own a mower. If you do not, a used walk behind and a trimmer get you working. A trailer, a riding mower, and a helper come later, after the book is full. Door hangers and flyers are nice. They are not required.

What you buy	Need it?	What it usually costs
Walk behind mower in good repair, plus a spare blade	Yes	\$150 to \$400 used. \$250 to \$600 new. Use what you already have if it cuts clean.
String trimmer, fuel can, oil, glasses, ear protection	Yes	\$80 to \$200 for the trimmer. \$30 to \$50 for the rest.
Blower	No	\$50 to \$150 when clippings start to pile. Skip it the first week if money is tight.
A car or truck and your phone for photos and gate codes	Yes	Use what you already have. A trailer is later, not day one.
Door hangers	No	\$40 to \$60 if you want them. Skip them if you are talking to neighbors you already know.
Flyers	No	\$30 to \$50 at home or a local print shop.

What 5 weekly lawns actually pay

Yardie starts you at about **\$45** for a lawn mowed, **\$40** for bushes trimmed, **\$50** for a yard trimmed, and **\$55** for leaves raked. You set what your streets will pay. After the first paid visit you can lock that customer's rate so it stays simple.

Five weekly lawns at \$45 is about **\$225 a week**, or about **\$900 a month**, before add ons. Five lawns every other week is about **\$450 a month**. That is proof, not a ceiling. After gas and a blade, most of that is yours minus Stripe and Yardie's 1% fee.

Recurring weekly or every other week beats a one time "please come before the HOA drive by." Get 5 families who stay. Then add the next street.

Who this is for

Stay at home parents

Yards do not need a 6 AM alarm. Mow after drop off. Back before pickup.

Neighborhood connectors

HOA chat, Nextdoor, driveway hellos. Those rooms are your first five lawns.

Already mowing yards

Keep the customers. Drop the Venmo chase. Let Yardie run reminders and billing.

2 7 DAY LAUNCH TIMELINE

Your first week, explained

Days 1 to 3 are setup. Days 4 to 7 are momentum. Do not skip the lawns you already know.

Day 1	Claim your Yardie page, name the business, set service prices
Day 2	Connect Stripe and pack your mower kit
Day 3	Snap local photos and get print pieces ready
Day 4	Coming Soon warm outreach
Day 5	We are Live announcement and optional hanger drop
Day 6	Secure your first 5 founding lawns
Day 7	First mows, proof photos, first reviews

Day 1

Claim your Yardie page, name the business, set service prices

Do this on a laptop. Name the business, finish your profile, set lawn, trim, bushes, and leaf prices, pick workdays and jobs per day, and claim [hiyardie.com/\[YOUR-SLUG\]](https://hiyardie.com/[YOUR-SLUG]).

Day 2

Connect Stripe and pack your mower kit

Finish Stripe Express so payouts can land. Service the mower, pack trimmer, fuel, glasses, and a tote for the car. Confirm how your city wants clippings handled. Never blow them into a storm drain.

Day 3

Snap local photos and get print pieces ready

Take 4 or 5 phone photos from the shot list in Getting Set Up. Drop them into flyers and hangers if you are printing any.

Day 4

Coming Soon warm outreach

Text and email 15 to 20 friends, neighbors, and sports parents who have a lawn. Post a Coming Soon note on your own social.

Day 5

We are Live announcement and optional hanger drop

Post Nextdoor and the We are Live captions. Hang 25 to 50 door hangers only on streets with lawns you would actually want on the route.

Day 6

Secure your first 5 founding lawns

Follow up with anyone who replied. Push weekly or every other week over a one time rescue. Recurring is the business.

Day 7

First mows, proof photos, first reviews

Mow, edge, tidy clippings. Snap the completion photo in Yardie, then send the review text. They get billed after you mow, not before.

Computer first, then your phone

Name, rates, Stripe, and ZIP codes on a laptop. Adding the site to your phone comes after that.

Desktop

Open **hiyardie.com**, click Login, and finish setup in a full browser. Rate card, Stripe, and templates are much easier on a real screen.

iPhone

Open **hiyardie.com/[YOUR-SLUG]** in Safari. Tap Share (the square with the up arrow). Tap Add to Home Screen.

Android (Chrome)

Open **hiyardie.com/[YOUR-SLUG]**. Tap the 3 dots in the top right. Tap Add to Home Screen or Install App.

Must have in the first buy

- A mower that cuts clean, plus a spare blade and spark plug.
- String trimmer, fuel, oil, safety glasses, and ear protection.
- Your phone for proof photos and gate codes. A tote so tools do not roll in the car.
- Know your city's clipping rules. Never blow debris into the street or a storm drain.
- General liability before you spin blades on someone else's property. Yardie does not buy this for you.

Colors for anything you make



Deep Turf

#15803D · headlines, buttons



Sunlight Amber

#F59E0B · badges, stars



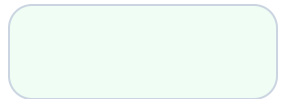
Forest Slate

#0F172A · body text



Spring Lime

#84CC16 · highlights, done
states



Meadow Wash

#F0FDF4 · backgrounds

Keep layouts bright. One job per piece. Local name plus hiyardie.com/[SLUG] at the top and bottom. Real lawn photos beat stock. Skip purple AI gradients.

Five photos on your phone

Daylight. Fresh cut, not a mess. These go on hangers, posts, and your page.

1. Fresh cut

A tidy front lawn after a visit. Stripes if you have them. No clutter in frame.

2. Your kit

Mower, trimmer, and tote packed. Looks ready, not a junk pile.

3 to 5. You, an edge, a street

You in the neighborhood, a clean sidewalk edge, a block people will recognize.

Name it like a neighbor, not a franchise

Yardie is the software. You are the local name people trust. Keep it easy to say, spell, and type.

Simple structure

[Neighborhood / Landmark / Town] + [Yardie / Lawn Co. / Mow & Go]

Examples that work

Yardie Miramar Beach

Coosa Valley Yardie

Oak Mountain Lawn Co.

Northwood Lawns

Do

- Use a name people already say for your streets or town.
- Keep it short enough to text without thinking.

Do not

- Sound like a factory. Statewide Landscape Solutions is a no.
- Lean only on joke names. An HOA will not put that on the counter.

Webfront taglines

Pick one for [hiyardie.com/\[YOUR-SLUG\]](https://hiyardie.com/[YOUR-SLUG])

1. **Relief:** “We mow. You don’t.”
2. **Local:** “Your neighborhood’s favorite way to get Saturday back.”
3. **Tidy:** “A tidy lawn is a weekend you actually keep.”
4. **Plain:** “Weekly, every other week, monthly, or one time. Photo when we’re done. Skip anytime.”

Instagram bio

Lawn mowing in [NEIGHBORHOOD]
Weekly, every other week, monthly, or one time
Photo proof. Skip any visit.
Book: [hiyardie.com/\[SLUG\]](https://hiyardie.com/[SLUG])

Facebook About

Welcome to [BUSINESS NAME]! We are a local lawn route powered by Yardie, serving busy households in [NEIGHBORHOOD / TOWN]. We mow on a cadence you choose, tidy the edges, send a photo when we are done, and bill after the visit. No long contracts. Skip a visit by text. Book at [hiyardie.com/\[SLUG\]](https://hiyardie.com/[SLUG]).

Nextdoor profile

Hi neighbors! I'm [YOUR NAME], long time resident of [NEIGHBORHOOD] and founder of [BUSINESS NAME]. We help busy local households get the lawn off their weekend. Recurring mows, a proof photo, no contract. Message me or tap [hiyardie.com/\[SLUG\]](https://hiyardie.com/[SLUG]).

Brand reminder

Pair your local name with Yardie: “[BUSINESS NAME], powered by Yardie.” Your page lives at [hiyardie.com/\[SLUG\]](https://hiyardie.com/[SLUG]).

What to say out loud

School drop off, a driveway chat, or the sidewalk after work.

30 SECOND PITCH

"Hey, real question. How's the lawn holding up between work and weekends? I just started a local mowing route called [BUSINESS NAME]. You book on my page, I show up, cut the grass, tidy the edges, send a photo when I'm done, and you don't lift a finger. Weekly, every other week, monthly, or just a one time catch up. No long contract. Skip a visit by text. I'm taking on first lawns this week if you want a spot."

WHAT IS YARDIE, FOR FAMILIES

"Yardie is lawn mowing for busy households. You pick weekly, every other week, monthly, or one time. We mow, tidy the edges, and send a photo when we're done. You're billed after the visit, not before. Skip a visit anytime. Use us so Saturday actually feels like Saturday. See Pricing & FAQ if they ask about plans."

When they push back

1. Price. "I can just do it myself."

"You can. Most of our customers used to. Then the grass gets ahead of them between work, kids, and dark evenings, and the HOA notice shows up. A regular mow is often about the same as a couple of takeout nights, and you get Saturday back. No contract. Skip any visit you don't need us."

2. Trust. "A stranger in my yard?"

"I'm your neighbor, not a random national van. You add gate codes and yard notes in the app. I send a photo every visit so you know it was done, even if you're at work. If a dog is loose or the gate is locked, I skip and we reschedule. Your safety and mine both matter."

3. Habit. "We already mow on weekends."

"Most of our families still do a quick pass when they feel like it. They use us for the rest. The week they were out of town, the edges they skip, and the summer when the grass never stops. It's time back as much as a chore."

4. Schedule. "What if I'm not home?"

"You don't need to be. Leave the gate unlocked or drop the code in your Yardie notes. We mow, take a photo, and you're billed after. The night before your visit you'll get a reminder text. Out of town or you already cut it? Reply SKIP. That visit is cancelled and you aren't charged. STOP is how you unsubscribe from texts entirely."

5. Weather. "What if it rains?"

"Light rain is usually fine. Lightning, standing water, or ground so wet it will rut the lawn, we skip that visit and you aren't billed. We'll catch the next cadence day. After the first paid visit we can lock your exact recurring rate so it stays simple."

The two pitches that get you running

HOA, HARDWARE STORE, GARDEN CENTER, REALTOR

"Hey [OWNER NAME]! I live right up the street in [NEIGHBORHOOD]. I'm starting a local lawn route, [BUSINESS NAME], so busy households don't have to spend Saturday behind a mower. Families book on my Yardie page. I mow, send a photo, and bill after the visit. I'd love to leave a small stack of cards at your counter and offer your clients \$[DISCOUNT] off their first visit."

"Hey [NAME]! I'm launching a lawn route called [BUSINESS NAME] and thought of you. I need help with daytime yard visits in [NEIGHBORHOOD]. If you're already out after school drop off, it's a good fit. A typical stop is about an hour. You pick the

Your money, then theirs

How you should think about it

Families see an instant quote on your Yardie page: services plus cadence. First visit uses the estimate for what they picked. After that paid visit you can lock their recurring rate. You mow first. Then the card on file is charged.

Yardie's starting point is **\$45** for a lawn mowed, **\$40** for bushes trimmed, **\$50** for a yard trimmed, and **\$55** for leaves raked. Raise it if your neighborhood will pay more. Families pay you through Stripe. Stripe takes its card fee. Yardie's 1% platform fee comes out through Stripe Connect.

No long contract. They pay per visit. SKIP cancels that visit only. STOP unsubscribes from texts. Say that once. If it comes up again, point them here.

Weekly / every other week (easy to explain)

"\$[LAWN_MOWED] covers a regular mow. Add trim or bushes if the yard needs it. Most families start weekly in growing season so the grass never gets ahead of them."

Monthly / one time

"Monthly works in slower months. A one time visit is a catch up, not a cheaper mow. If the lawn has been sitting, say so before you start so the quote matches the work."

Answers families ask most

Q: How do I book?

A: Create a free account on [hiyardie.com/\[SLUG\]](https://hiyardie.com/[SLUG]), pick the services and weekly / every other week / monthly / one time, and we lock the quote. We mow first, then charge the card on file.

Q: Do I have to sign a contract?

A: No. Stay as long as the lawn stays nicer. Skip a visit by replying SKIP to the reminder text. STOP unsubscribes you from Yardie texts entirely.

Q: Do I need to be home?

A: No. Share gate codes, pet notes, and where not to go in your profile. We'll send a photo when the visit is done.

Q: What if it rains?

A: Light rain is fine. If storms, lightning, or soaked ground make a yard unsafe, we skip and you aren't billed for that visit. We'll catch the next cadence day.

Q: Do you do landscaping?

A: We mow, trim, rake, and tidy. We are not a design build crew, irrigation shop, or hardscape company. If you need that, we'll say so instead of guessing.

Your first 10 lawns

The first ten come from people you can text, not from a billboard.

Step 1. The personal 5

Text 10 friends, neighbors, or HOA contacts using the SMS in the swipe file. Aim for 5 founding recurring lawns in the first three weeks.

Step 2. The Nextdoor drop

Post Nextdoor Variant 1 Monday 8:00 AM or Sunday 7:00 PM in your neighborhood group.

Step 3. Hanger walk (optional)

Walk 50 homes on streets with lawns you would actually take. Hang door hangers if you printed them.

Step 4. First mow done right

Cut, edge, tidy clippings, proof photo, then the review text.

Visit day checklist

- ☐ Pull the day's lawns in Yardie. Confirm services, gate codes, and notes.
- ☐ Pack mower, trimmer, fuel, glasses, and empty tote space.
- ☐ Mow the whole lawn, not just the front. Edge the walk if that is in the job.
- ☐ Tidy clippings. Photo from a clean angle. No messy piles in frame.
- ☐ Send the done photo. Charge happens after the visit. Dispose of clippings per city rules.

If they come outside

YARD GREETING

"Hi [CLIENT_NAME]! I'm [YOUR NAME] with [BUSINESS NAME]. I'm doing today's mow. I'll send a photo when I'm done. If anything looks off in the yard, text me. Thanks for trusting us with it!"

Waitlist (outside your area)

OUTSIDE YOUR ZIP / NEIGHBORHOOD

"Hi [NAME]! Thanks for reaching out to [BUSINESS NAME]. Right now we cover [NEIGHBORHOOD / ZIP CODE], so we aren't mowing on [THEIR STREET] yet. I added you to the waitlist. When we get 3 more families in your pocket of town, we'll open that area. Drop your email here to stay first in line: [hiyardie.com/\[SLUG\]](mailto:hiyardie.com/[SLUG])."

Keep it clear so you can sleep

Say what you do. You mow lawns. You are not a landscaper, irrigation tech, or tree service.

No contracts

They pay per visit on [hiyardie.com/\[SLUG\]](https://hiyardie.com/[SLUG]). See Pricing & FAQ.

Point to platform terms

Your page links to Yardie's Terms. SKIP cancels one visit. STOP ends texts. Locked gate or loose dog: skip the yard and reschedule.

Carry your own insurance

Keep general liability and valid auto insurance on any vehicle you use. You are on other people's property with blades spinning. Yardie does not buy this for you.

Yardie is not your insurer

Yardie / Mahy Group LLC is not on the hook for property damage, wrecks, or claims from your (or a helper's) mistakes, and does not pay customer claims for you.

What not to promise

- **Golf course stripes every visit, on every yard.** Say: "We cut clean and tidy the edges. Grass type and weather change how it looks."
- **Exact minute arrival.** Say: "We mow on your visit day in a daytime window."
- **Irrigation, trees, or hardscape.** Say: "We mow, trim, and rake. We don't install sprinklers or cut trees."
- **Dumping clippings anywhere convenient.** Follow city rules. Never storm drains or the street.

Website footer one liner

Lawn visits provided by [BUSINESS NAME] are subject to terms at hiyardie.com/terms. Visits are billed after completion. SKIP cancels that visit only.

On you, not on Yardie

- **No profit promise.** Yardie gives you software, brand files, and this roadmap. It does not guarantee a dollar amount.
- **Fuel and blades are yours.** Gas, oil, replacements, and repairs come out of your pocket.
- **Marketing is your job.** The model works when you actually talk to people on your streets.

Print this. Cross it off.

This is Launch Day. Most of this maps to Day 5 of the timeline. Your kit should already be in the car.

1 to 2 days before

- ☐ Mower serviced, trimmer, fuel, glasses, tote packed.
- ☐ Yardie URL claimed (hiyardie.com/[SLUG]) and profile done.
- ☐ Stripe Connect linked so payouts can land.
- ☐ Service prices set: lawn, trim, bushes, leaves. Workdays and jobs per day set.
- ☐ Flyers or hangers printed only if you chose them. Custom link and local photos on them.

Launch morning

- ☐ **8:00 AM:** Publish We are Live on Nextdoor (swipe file, Variant 1).
- ☐ **8:30 AM:** Publish We are Live graphics and the Instagram Stories sequence.
- ☐ **9:00 AM:** Text the SMS invite to 15 local friends and neighbors with lawns.
- ☐ **10:00 AM:** Hang 25 to 50 door hangers on streets you want if you printed them.

Afternoon and evening

- ☐ Answer comments, DMs, and texts using Talk Tracks.
- ☐ Confirm first bookings in your Yardie dashboard.
- ☐ Stage the car for the first mow day.
- ☐ Take the win. You launched a lawn care side hustle.

Yardie HQ · For people building this in their own neighborhood · hiyardie.com

Grab what you need

You do not need to use all of these. Pick the pieces you will actually send this week.

When to post or drop

Type	Best time	Where
Nextdoor	Sunday 6pm to 8pm, or Monday 7:30am	Your local neighborhood group
Door hangers	Tuesday to Thursday, 9:00am to 11:30am	Streets with lawns you would actually take
Instagram Stories	Monday morning and Thursday afternoon	Personal and business Stories. Use a poll and a link.
Forwardable text	Sunday 2pm to 5pm	10 to 15 friends, PTA parents, neighbors with lawns
Neighborhood flyer	Saturday morning or after school drop off	Hardware store, garden center, coffee shop, HOA board

Nextdoor Variant 1. Launch day

Hi neighbors! Real question... is anyone else's Saturday disappearing behind a mower right now?

I started [BUSINESS NAME], a local lawn route for [NEIGHBORHOOD] (powered by Yardie).

How it works:

1. You pick weekly, every other week, monthly, or just a one time catch up.
2. I mow, tidy the edges, and send a photo when I'm done.
3. You're billed after the visit. Skip a visit by text.

No long contract. I'm capping launch so I can keep this personal. Grab a spot:
hiyardie.com/[SLUG]

Nextdoor + social captions

Nextdoor Variant 2. Get Saturday back

Kids in the grass again? HOA drive by this weekend?

Don't spend Saturday chasing the lawn. Let [BUSINESS NAME] handle the mow.

We come on a set day, cut it, send a photo, and bill after. Weekly or every other week.

Book: [hiyardie.com/\[SLUG\]](#)

(Local owner: [YOUR NAME], serving [NEIGHBORHOOD])

Caption 1. The weekend chore

The lawn does not care that you worked all week.

Stop spending Saturday behind a mower. [BUSINESS NAME] mows in [NEIGHBORHOOD], sends a photo, and bills after the visit.

Link in bio. [hiyardie.com/\[SLUG\]](#)

#Yardie #LawnCare #[NEIGHBORHOOD]Lawns #SaturdayBack

Caption 2. Photo when we're done

You don't have to be home. You don't have to wonder if it got done.

[BUSINESS NAME] mows the lawn and texts a photo. Skip any visit. No long contract.

Book this week: [hiyardie.com/\[SLUG\]](#)

Caption 3. How it works

3 steps to a lawn you don't have to think about with [BUSINESS NAME]:

1. Book weekly, every other week, monthly, or one time.
2. We mow and send a photo.
3. You're billed after the visit.

No long contracts. Serving [NEIGHBORHOOD] households. Link in bio.

Caption 4. First catch up

Lawn been sitting? Vacation growth? That's a catch up visit, not a cheap mow.

Book the cleanup in [NEIGHBORHOOD], then lock a weekly visit so it never gets that far again.

Grab a day: [hiyardie.com/\[SLUG\]](#)

Stories, texts, email

Instagram Stories (5 frames)

Frame 1. Hook

Visual: Tall grass against a sidewalk.

Overlay: “Be honest... how long since you really mowed?”

Sticker: Poll. This weekend / Don’t ask

Frame 2. Idea

Visual: Your mower and trimmer packed.

Overlay: “What if the lawn was done before you got home from work?”

Frame 3. Reveal

Visual: Fresh cut lawn, phone with a “done” photo on screen.

Overlay: “We mow. We send a photo. You get Saturday back.”

Frame 4. Freedom

Visual: Kids or a weekend in the yard (your family, or a customer who said yes).

Overlay: “No long contract. Skip any visit. Help when you need it in [NEIGHBORHOOD].”

Frame 5. Ask

Visual: Turf green and amber graphic.

Overlay: “Save \$[DISCOUNT] on your first visit. Tap below.”

Link sticker: hiyardie.com/[SLUG]

Forwardable text

Hey [NAME]! I just launched a lawn route for our neighborhood called [BUSINESS NAME] (powered by Yardie). I come on a set day, mow, send a photo, and bill after. Weekly or every other week. First visit \$[DISCOUNT] off with code [CODE]: hiyardie.com/[SLUG]

Email to friends

Subject: A quick favor (and a Saturday shortcut)

Hi [NAME],

I hope your week is off to a decent start.

I launched a local business for households here in [NEIGHBORHOOD] called [BUSINESS NAME] (powered by Yardie).

Lawn mowing. You pick weekly, every other week, monthly, or one time. I mow, tidy the edges, send a photo, and bill after the visit.

No long contract. Skip a visit by text.

I’d love for you to try it. \$[DISCOUNT] off your first visit:

hiyardie.com/[SLUG]

(Promo: NEIGHBOR[DISCOUNT])

Know another neighbor who would want Saturday back? Pass this along.

Thanks for supporting local,

[YOUR NAME]

Owner, [BUSINESS NAME]

Text: [PHONE] | Web: hiyardie.com/[SLUG]

Coming Soon, We are Live, review ask

Coming Soon

Something tidier is coming to [NEIGHBORHOOD]!

[BUSINESS NAME] is launching lawn mowing starting [LAUNCH DATE]. Recurring mows, a photo when we're done, no long contract.

Want in before we fill the book? Drop your email at [hiyardie.com/\[SLUG\]](https://hiyardie.com/[SLUG]).

We are Live

WE ARE LIVE IN [NEIGHBORHOOD]!

Lawn mowing is open. We mow, send a photo, and bill after the visit. Weekly, every other week, monthly, or one time.

First 10 lawns save \$[DISCOUNT] on the first visit with code: LAUNCH10

Book: [hiyardie.com/\[SLUG\]](https://hiyardie.com/[SLUG])

After the visit. Review and referral

Hi [CLIENT_NAME]! This is [YOUR NAME] from [BUSINESS NAME]. Today's mow is done and the photo is in your texts.

If the lawn looks like yours again, would you take 30 seconds for a Nextdoor or Facebook review? Word of mouth is how a small neighborhood business grows.

Bonus: Give \$[DISCOUNT], get \$[DISCOUNT]. Share [hiyardie.com/\[SLUG\]](https://hiyardie.com/[SLUG]) with a friend in [NEIGHBORHOOD]. When they book their first visit, you both get \$[DISCOUNT] off a mow.

That is the kit

Read sections 1 through 9 in order. Use this swipe file when you sit down to post or text. If a family asks about paying or skipping, send them to Pricing & FAQ instead of rewriting it in a caption.

Yardie HQ · hiyardie.com