

Free Door Hanger and Flyer Templates



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Which one should I use?

1. **Brochure** - Motivates the buyer with Fear) - Use this brochure when you notice problem areas on a property or groups of properties.

Note: Why are there so many words? You might expect “full picture” flyers to produce better results. According to years of testing, that is not always the case.

Property owners trust marketing pieces with lots of copywriting because it adds a level of authority and quality to many pieces. They see a lot of words, and they think, “Oh, this must be important.” Even if they don’t read the whole message, brochure-style flyers perform very well in most markets.

2. **Brochure** - (Motivates with Self-interest) - Use this brochure with any target that buys lawn care services for their own property.
3. **Flyer** - (Motivates with Curiosity) - This one is very targeted toward

women. Most people who buy lawn care services (or who make the buying decision) are women. Use this one in residential situations.

4. **Sales Letter** - (Motivates with logic) - This letter uses a tactic called “the Greased Chute.” The step-by-step instructions make it easy for clients to visualize signing up for your service, and the resulting benefits. That takes out the “thinking” part of the process, and makes it easier for them to buy.
5. **Form** - (Motivates with self-interest) - Use this form when you perform 9 arounds, or when you hire an experienced employee to put out hangers. This one will generate very personal marketing and generates a powerful message: “You are important to us, even though you’re not our client... yet.”
6. **Door Hanger** - (Motivates with Self-interest and curiosity) - An eye-catching door hanger.

Note: We did not include a “door knob hole” on purpose. We’ve found it to be more effective to use rubber bands, or to slide these into the door crack. When you cut out a hole for the door hanger, it makes it too easy for them to throw away, and you lose valuable Headline space.

7. **Door Hanger** - (Motivates with Self-interest, logic). Free is a powerful word. This is an all-purpose door hanger. Use it in Residential or Commercial.

How do I Use these Letters and Hangers to Generate New Clients?

Once you print out your marketing templates, there are two basic ways to use them:

1. Build Richer Routes with 9 Arounds (also called 5 Arounds)

What is a 9 around? Here is a quick rundown:

1. Bring a stack of flyers with you in the truck
2. Two crewmembers are working on a property
3. The third crewmember walks around and puts the hangers on the 9 closest houses

The main benefit: 9 arounds build great route density. It takes far less time (and money) to get to a job that's one house over. It also has a very high success rate, because these potential clients can actually SEE your work - it's right there in the neighbor's lawn!

There are dozens of variations on this strategy.

Read our full guide to 9 arounds here:

<https://www.serviceautopilot.com/9-arounds-lawn-care-business/>

2. Increase Your Client Base with General Distribution

This option is more expensive, but it will allow you to dedicate more resources to your marketing efforts.

1. Target a neighborhood, zip code, or area
2. Choose the best time (see our Timing section below)
3. Send a 3rd party or an employee out with a stack of hangers, and tell them to put one on each house.

This method is great for getting into new neighborhoods, or to rapidly add a batch of new clients to your schedule, because you are not limited to "houses near your current jobs."

Get better results with *both* methods when you collect all of your leads and clients in one place. CRM (Client Relationship Management) Software is the best way to store this information.

Service Autopilot develops Lawn Care Software that will store all of your clients and leads, and allow you to easily track them, so you can maximize your returns and profits.

See how Service Autopilot will upgrade your business here:

<https://www.serviceautopilot.com/lawn-care-software/>

This Software will also do so much more for your business:

- Faster scheduling and auto route building
- Instantly generate all of your invoices and accounts
- Create thousands of unique estimates ... in a single click

See Service Autopilot in Action here

Where Can I Get My Hangers Printed?

Any print shop (FedEx-Kinko's, etc.) can change the text and insert the relevant details into your document, such as:

- Your Offer
- Phone number
- Your Company's Logo, etc.

You can also enlist the help of a graphic designer from freelancing websites.

They'll also be able to help you select the appropriate paper for your application.

Things to think about before walking into the print shop:

- Do your hangers need to survive rain? If this is a concern, talk to your printer about the kind of paper you'll need to choose.

- Consider a more substantive paper weight to give the hanger the feel of quality and to prevent it from flopping over in the wind.
- **Absolutely get your prints in color.** It's a fractional increase in cost, but our testing showed that color outperformed black and white by a longshot.

Your biggest expense in a hanger campaign is not printing, it's distribution.

Don't get hung up on increasing your cost per print by a few cents a hanger. If you think that a "matte finish" or "heavier paper" will secure you more clients, spend the money.

When is the Best Time to Put Out Door Hangers and Flyers?

Great timing = successful marketing. With great timing, your response rates will double, triple, or more...

So, how do you know the best time to send out marketing pieces (Door hangers, flyers, etc.)?

There are two things to consider: *your client's thoughts, and the weather.*

Why It's Critical to Think Like Your Clients

You can put out flyers all year... as long as they reflect what's in demand. Your headlines, images, and offers must speak to what your clients care about right now.

A couple of examples:

- When the leaves begin to fall, you want to advertise Fall Cleanups
- When the grass starts to wake up in Spring, advertise for

the Spring Rush (Mowing, edging, weeding, etc.)

- Don't advertise winterization services in the spring. Even if your client is "sold," they will forget about it when it comes time to actually schedule. Only put important, immediate services

What speaks to your clients and leads right now? It can be helpful to figure out "peak demand" for services on a separate Calendar. This foresight will ensure better profits from your marketing efforts.

Use the Weather to Your Advantage

When your season is about to start, you want to market around the weather.

The best time to advertise lawn care is when:

- Sun's out
- Weeds start to pop
- Leaves are growing
- And grass is just starting to turn

You want to put them out RIGHT when your clients are thinking about it. Too early, or too late, and they won't buy.

Warning: Pay attention to the clouds.

We have tested, and found that when it's rainy, overcast, or even a bit too cold, our response rate went WAY down.

Why? Because nobody is thinking about their lawn when it's rainy and cold.

How to "Own" a Neighborhood

There is one last tactic that we've had success with.

When you want to own a neighborhood for any reason...

- Beat out a competitor
- Get big name recognition
- Get access to larger accounts

...then you need to drench that neighborhood with flyers and door hangers.

We found that sending out a series of flyers once every 2 weeks was a winning formula. This might require that you use different flyers in sequence.

For example:

- Flyer 1 announces your company
- Flyer 2 talks about what makes you guys different
- Flyer 3 talks about the serious problem affecting the neighborhood, etc.

12 Irresistible Lawn Care Offer Ideas (that Your Future Clients Will Love)

These offers are specially designed to attract your clients' attention with SPECIFIC and EYE-CATCHING promises.

Replace the coupons or offers on your Door Hanger or Flyer Templates... Or ask your graphic designer or printer to do it for you.

Adjust numbers or services to meet your company's needs:

1. Get Your 3rd Mow ... 100% FREE!!!
2. Sign Up for the 6 Month Fertilization Program and get a Free Control Application!
3. \$100 Off Aeration & Seeding

4. Win a \$50 gift card for Every Referral
5. New Client Special: 50% Off Your First Mosquito Control (When You Sign Up for Our Mosquito Control Program)
6. \$25 Off Grub Control
7. Bonus Flower Installation - Sign Up for Our Full-year Lawn Maintenance Program and Get a Free Flower Installation!
8. Massive Discount - Up to 5% Off When You Prepay for Yearly Maintenance
9. 50% Off Your First Mosquito Control ... When you Sign up for the Yearly Mosquito Control Program
10. Get Your Yard Mowed for Free! Sign up for Yearly Lawn Maintenance and Get Your 2nd Mow FREE
11. Free Mulch Coupon (Up to 2 bags)
12. FREE Aeration: Sign Up for Any Two Prepaid Programs and Receive a Free Aeration Treatment!

How Do You Improve Your Marketing Success Rate?

Marketing can be expensive. If you're not careful, you can spend thousands of dollars, and see nothing in return.

Fortunately, there is a way to almost guarantee that you are more successful than not - which means you will grow consistently.

Warning: the answer is boring (but very, very important).

Track everything. Track all of your leads and clients, and all of your marketing campaigns.

The only way to know if any of your marketing efforts are working - as

in, actually generating a profit for your company - is to track.

Without tracking, you are guessing. You will have no idea what works.

Industry experts highly recommended you [use software dedicated to Lawn Care](#).

Service Autopilot is the best choice for Lawn Care owners who are serious about:

- a) Improving their marketing success
- b) Seriously growing or scaling their company

How? Service Autopilot allows you to easily tag clients and leads based on the marketing pieces you've given them. This allows you to see what you sent to them and what marketing pieces worked.

Service Autopilot will track and give you the data you need to make huge improvements in your marketing... and your business.

**See how Service Autopilot will upgrade
your business right now:**

See Service Autopilot in Action here