

LAWN CARE EMAIL TEMPLATES

2022

LAWN CARE EMAIL SERIES: LEAD ESTIMATE FOLLOW UP



Service **Autopilot**[™]
by **xplor**



How to Use Your New Email Series

Your new lawn care email series for lead estimate follow-ups is ready for you to customize and start using today!

We recommend using these emails after an estimate has been sent to a lead.



Here is the email cadence we recommend:

- Initial estimate sent
- Next day (day 1): Email 1
- Three days later (day 4): Email 2
- Three days later (day 7): Email 3
- Four days later (day 11): Email 4
- Next day (day 12): Email 5

We also recommend calling your prospective client between emails 1 and 2 and between emails 3 and 4, as some people may prefer a phone call to an email reminder.

Also, DON'T FORGET to personalize your new email series with any branding or important business information!

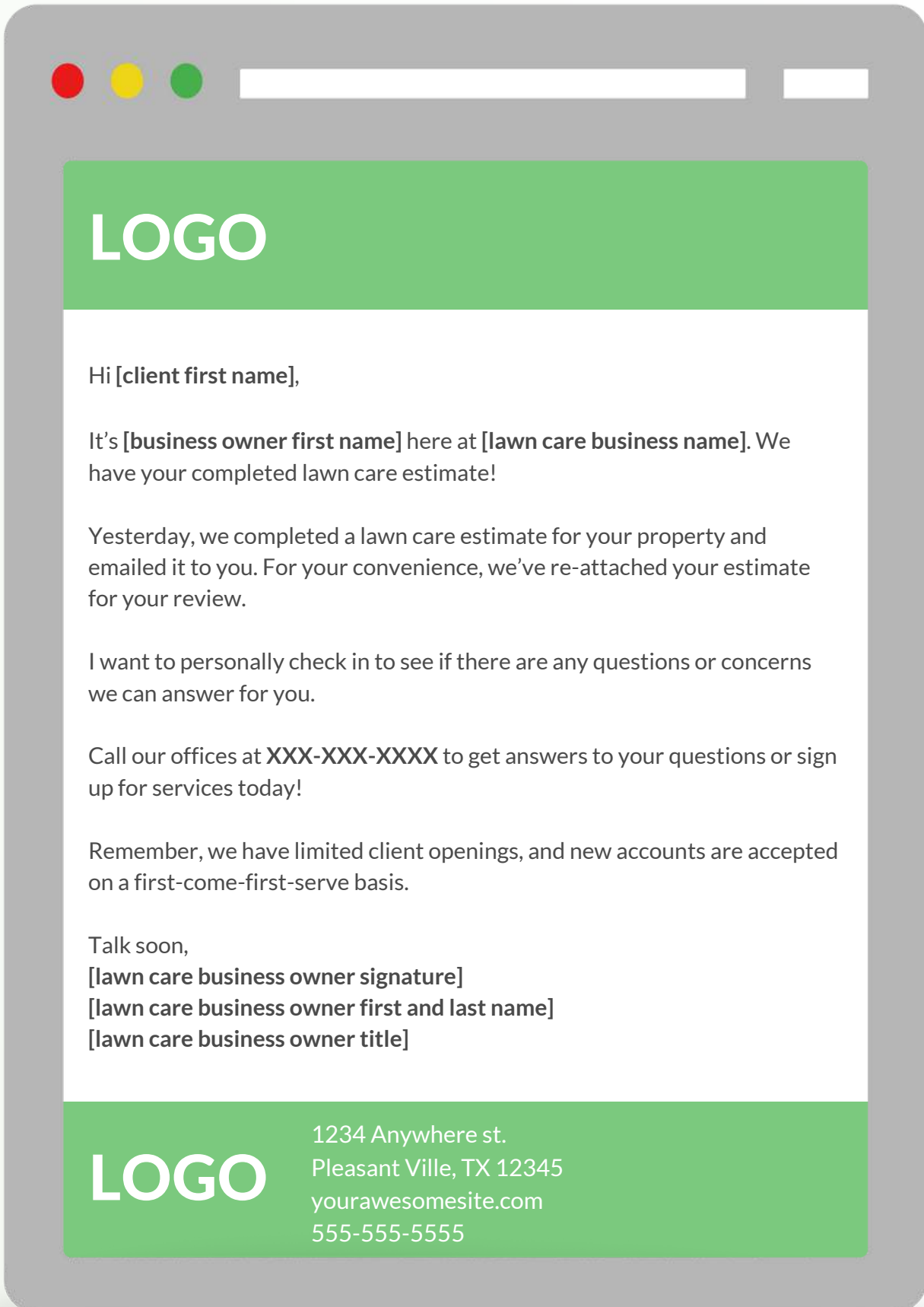




EMAIL 1

SUBJECT LINE:

We have your service estimate!



LOGO

Hi [client first name],

It's [business owner first name] here at [lawn care business name]. We have your completed lawn care estimate!

Yesterday, we completed a lawn care estimate for your property and emailed it to you. For your convenience, we've re-attached your estimate for your review.

I want to personally check in to see if there are any questions or concerns we can answer for you.

Call our offices at XXX-XXX-XXXX to get answers to your questions or sign up for services today!

Remember, we have limited client openings, and new accounts are accepted on a first-come-first-serve basis.

Talk soon,

[lawn care business owner signature]

[lawn care business owner first and last name]

[lawn care business owner title]

LOGO

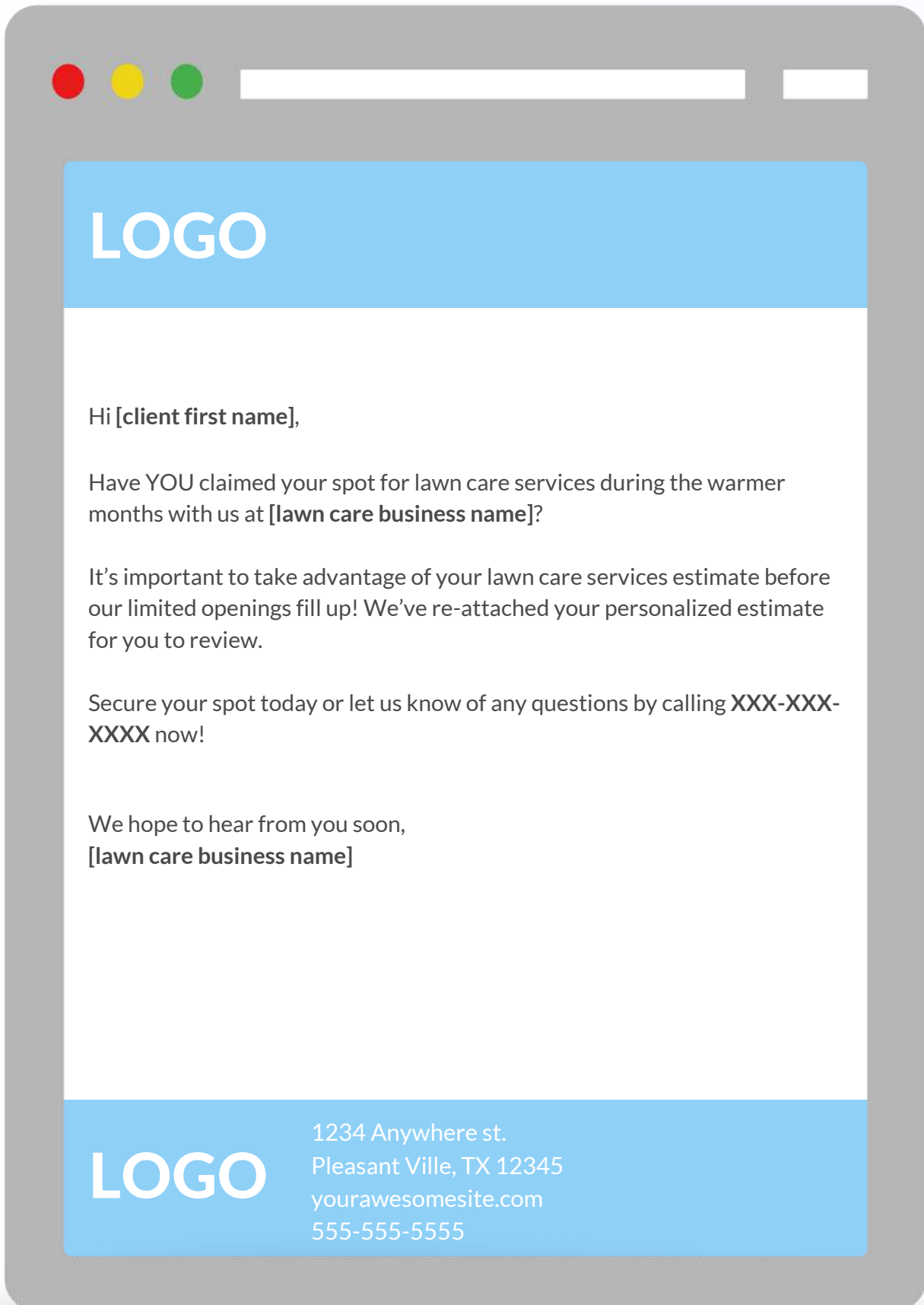
1234 Anywhere st.
Pleasant Ville, TX 12345
yourawesomesite.com
555-555-5555



EMAIL 2

SUBJECT LINE:

Have you claimed your spot?

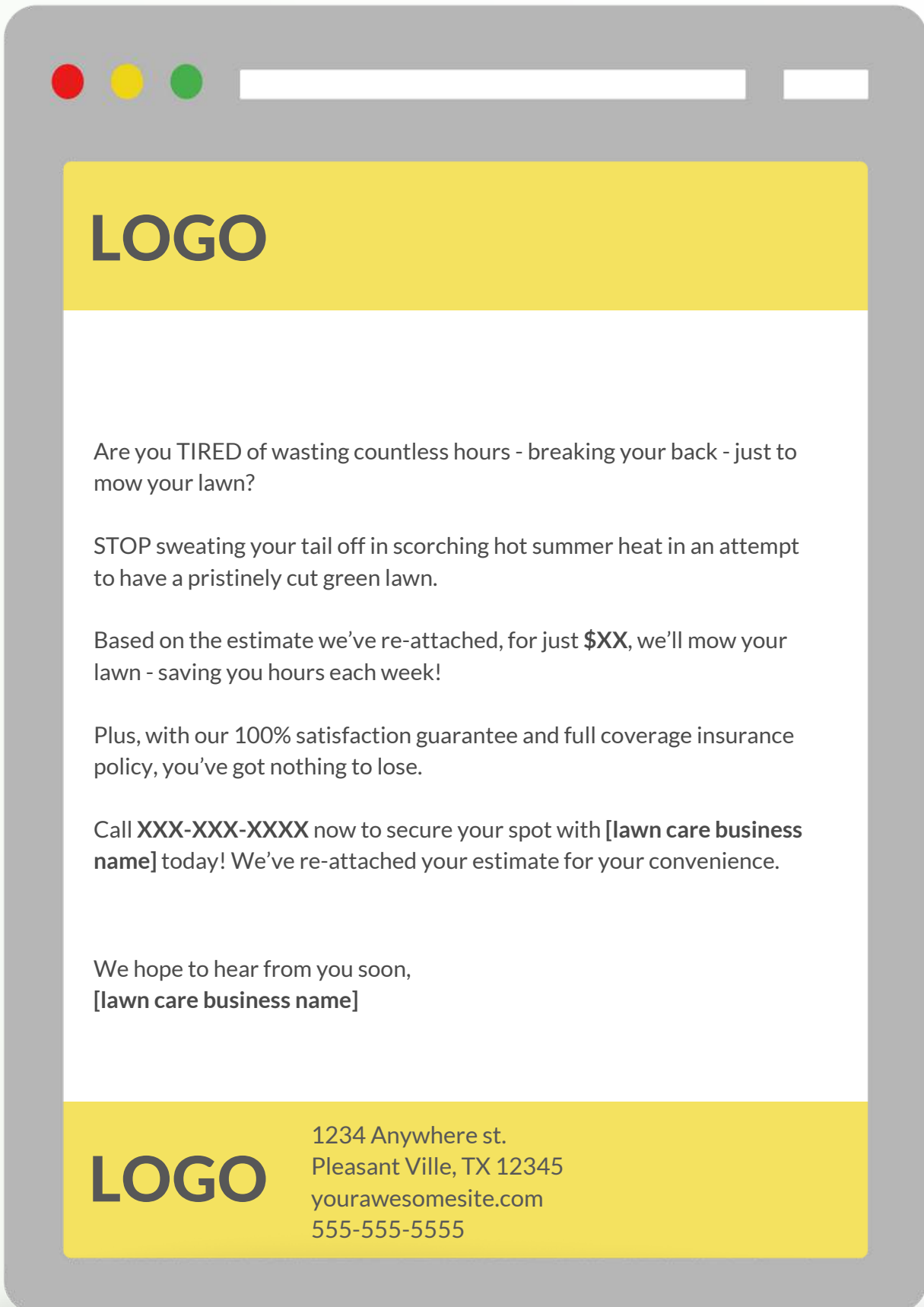




EMAIL 3

SUBJECT LINE:

Want to save hours each week?

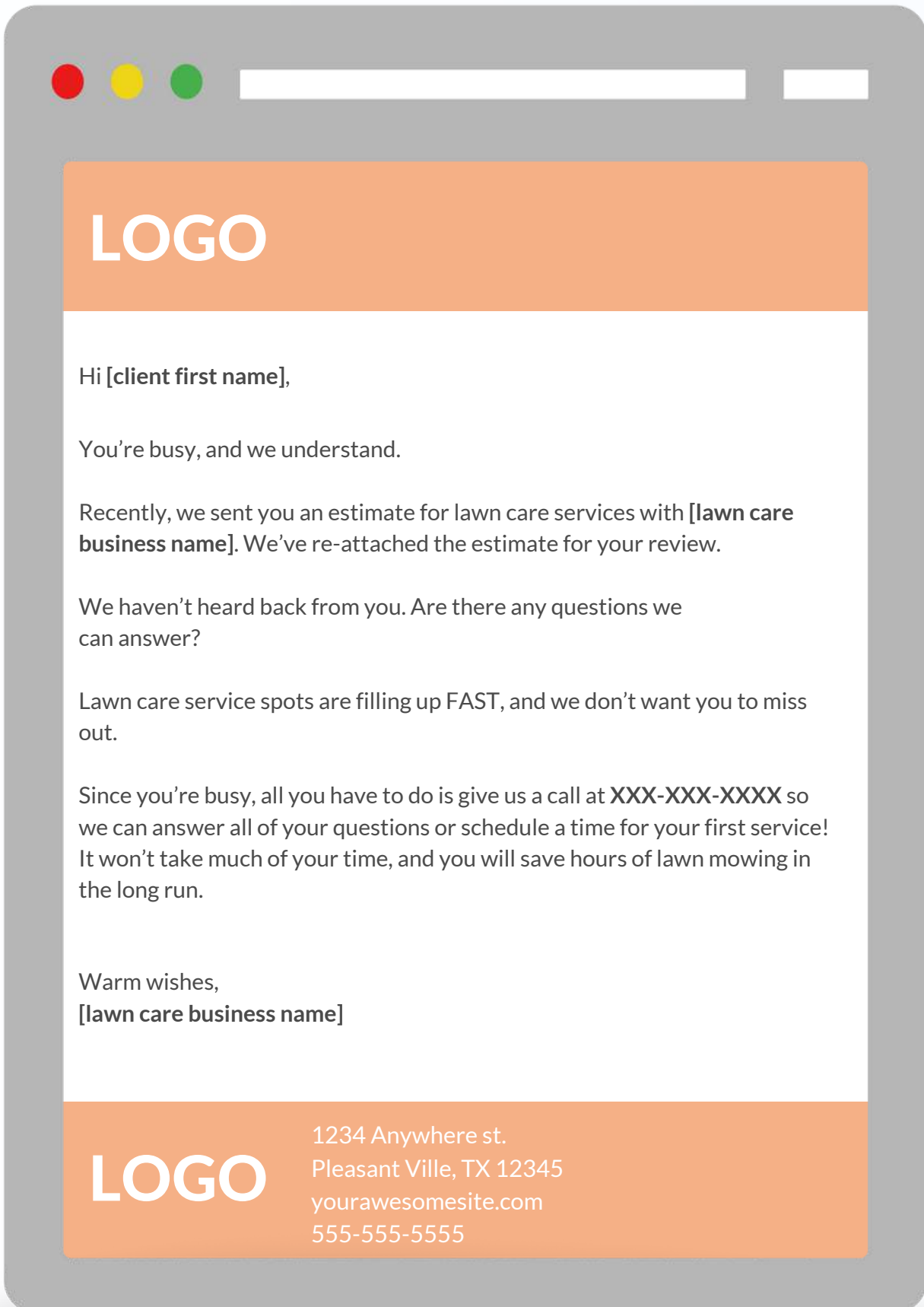




EMAIL 4

SUBJECT LINE:

Any questions we can answer?



LOGO

Hi [client first name],

You're busy, and we understand.

Recently, we sent you an estimate for lawn care services with [lawn care business name]. We've re-attached the estimate for your review.

We haven't heard back from you. Are there any questions we can answer?

Lawn care service spots are filling up FAST, and we don't want you to miss out.

Since you're busy, all you have to do is give us a call at XXX-XXX-XXXX so we can answer all of your questions or schedule a time for your first service! It won't take much of your time, and you will save hours of lawn mowing in the long run.

Warm wishes,
[lawn care business name]

LOGO

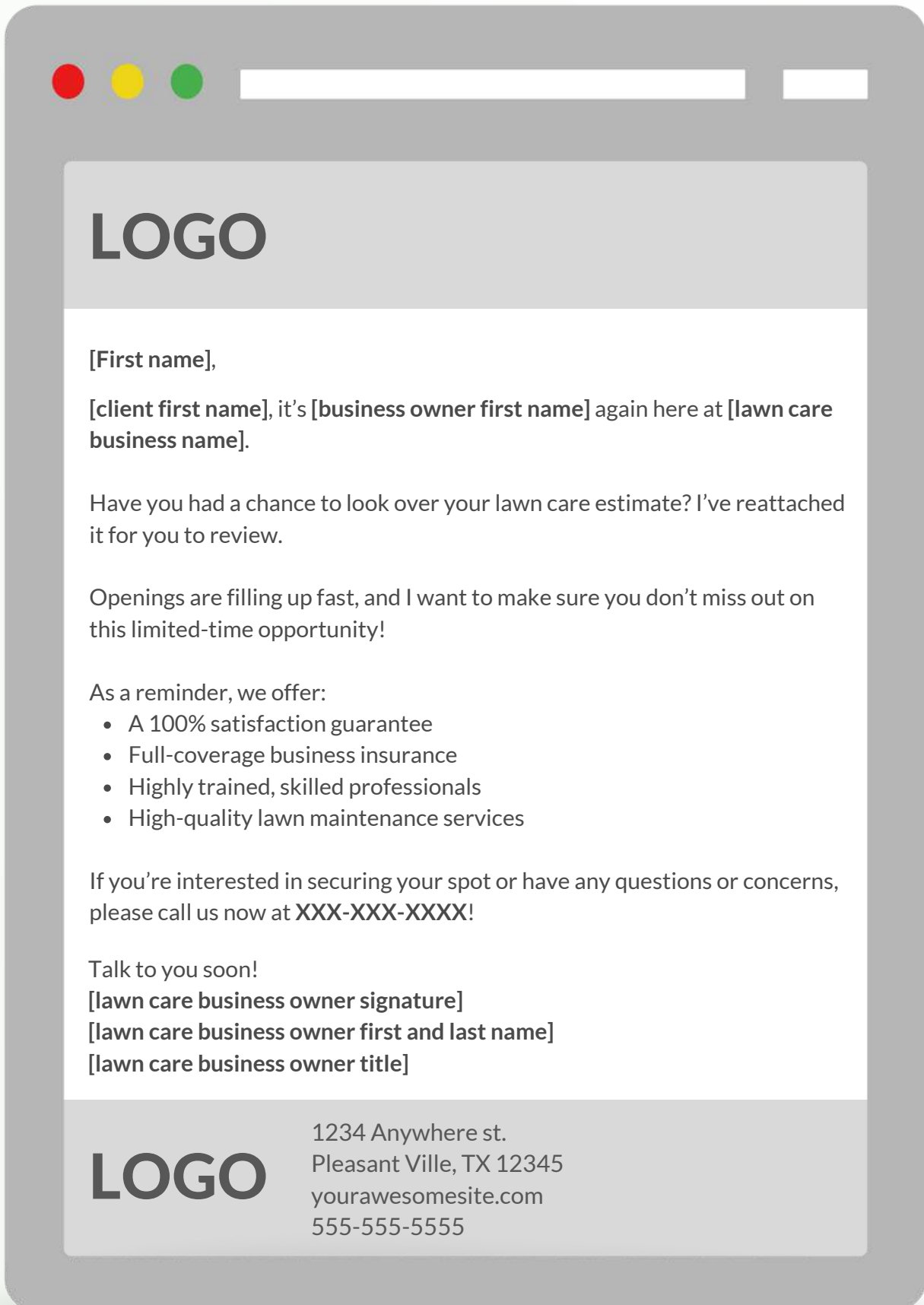
1234 Anywhere st.
Pleasant Ville, TX 12345
yourawesomesite.com
555-555-5555



EMAIL 5

SUBJECT LINE:

[client first name], what are you waiting for?





AUTOMATE Your New Lawn Care Email Series TODAY!

Did you know you can AUTOMATE your new lawn care email series using the [#1 lawn care software](#)?

Simply upload your emails into [Service Autopilot](#), set your cadence, and let the software do the rest.

Discover for yourself how Service Autopilot has the power to automate your everyday tasks. [Claim your FREE tour](#) of Service Autopilot now!

[TAKE A TOUR](#)



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