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Above: That's me and my Money making equipment

## Introduction:

This book was **created** to put you in the right frame of mind, to guide you in the right direction (for each of us it is a different one) towards **starting a successful lawn mowing business** and to **learn from my mistakes** so you won't make the same ones.

It is based on my **life experiences** in this business of over 15 years. In this book I chose to follow one of my basic philosophies in life **Keep It Simple to Succeed**.

**I don't fill your head full of "hype" or "hard sell";** we're just sitting at the kitchen table having a coffee. (or your favorite non-alcoholic drink)

## **Who should start a lawn mowing business?**

Lets' start with **who** should start a lawn cutting business?

**Anyone**, that is able bodied and **not afraid of a hard days work** can make **hundreds of dollars a day, thousands a year or more** it's all up to you.

By doing a **quality job** on each property, you will bring continuing **satisfaction to yourself as well as your customers** that'll result in as much work as you can handle.

A person who is **willing to learn from others** with more hard earned experience can **increase their profit margin in no time at all!**

You don't have to **start full time, part time** to start for some might be the **best way** to get your feet wet **before you invest**

**a larger amount** of your hard earned **money** only to find out that this is not for you.

Are you a **hard worker**? Do you get up every day **ready to go** and in a **positive frame of mind** when the alarm goes off the first time? Or are you the one who hits the snooze three times before unhappily finally getting out of bed.

By being a hard worker I mean, does working outside **12 hour days** by yourself **six days a week** sweating in **85 degree sunshine** or in some places even hotter depending on where you start your business sound good to you?

This is an **important basic** because you will be **working all day by your lonesome for the first year at least**, longer depending on how you decide to grow your business.

If **“yes”** is the answer to the above questions lets' keep going. Are you in **good physical condition**? Are you **able to walk 5 plus miles a day**?

Being able **to do so is a must** because that is what this business is all about in the beginning you'll have to **walk before you can ride**. If the answer is "no", then get ready to **go out and get yourself into shape**.

Another thing you have to do is **talk to people, friend or stranger, old or young with respect?** This could be answering your phone, walking down the street or buying groceries.

**Making positive contact with people on a daily basis is what will help set you set you apart from the competition.**

Above all **are you a quitter?** Things will go wrong, maybe not everyday or sometimes all in one day, **you have to bounce back, solve the problem and keep going**.

By **answering** these specific basic questions of yourself **honestly**, you're **preparing yourself for what this business is all about** or saving yourself from a lot of nasty hard learned surprises, as well as wasted time and financial resources.

## Where to Start?

Where do you want **to start**? Would it be safe to say deciding **why starting a lawn cutting business is a good idea?** O.K. there are **many great reasons** for starting such a business; **job satisfaction, profitability, demand** for this type of service to name a few.

This business is also recession proof as residential and too lesser extent commercial customers will still want their properties cared for. During these times being **A Cut Above** all your possible competition will help to ensure your success.

## Job Satisfaction

Let's talk about something called **job satisfaction**. What's that you ask? Well to me it's part of what **keeps me going each day** wanting to **do the best possible job for each customer** that I have.

Lots of jobs people work at day in day out and see very little change in what they do, they only see part of the job such as on a line in a factory, by only seeing one part of the product not the finished product there is little or no satisfaction.

**While cutting grass each time you finish cutting and trimming a property you will see a noticeable positive difference instantly.**

Here's an example, before you arrived at a customers property it was looking a little ragged. The grass was long and uneven there might have been the odd branch that had fallen off a nearby tree or a piece of garbage that had blown onto the lawn from the road, all which add up to a property not looking its' best.

**You come in with your quality equipment and your eye for detail and make that property stand out on the street.**

How? O.K. here goes. First the grass is long. What do you do with that, you cut it of course but you **cut it at longer height** than most average people would, you cut it at **3" (or higher)**

and you don't just cut it you **mulch it** with your **commercial mower**.

**Before cutting** this lawn you **pick up the garbage** and any other debris that doesn't belong there so that you don't leave shredded bits of garbage or sticks on the property.

**By picking these things up instead of cutting over them you show the owner that you care about their property.**

Back to the grass, you **cut it at 3" (or higher in the peak summer months)** because you care as well believe it or not you shouldn't cut lawns short as possible like most homeowners do.

Why? **Because** in its simplest terms **to keep a green lawn all year long you need a healthy lawn which happens when a lawn is cut long enough to provide shade for the roots of the grass plant protecting it from the scorching heat of the summer sun.**

**Lawns cut short won't have the ability to live through the hot and dry part of the growing season. This also makes the lawn weak and susceptible to weeds.**

**Choosing to cut at 3" (or higher) shows that you take enough pride in their lawn to want to cut it at a proper height that will keep it healthy as long as possible during the grass cutting season.**

You've **cut the lawn in a neat consistent pattern** (in a different direction from last cut), then **trimmed neatly** around any trees, along sidewalks and driveways.

You load up your equipment. Last but not least you take one last look before you go, looks great except for one big clump of grass that came off of the mower on the way back to the trailer, you hop out of your truck grab your blower blow that clump away.

You then get back in the truck, take that look again, Yep, looks great, **all the edges are straight along the sidewalks and driveway, while cutting you kept your pattern lines all straight.**

You think to yourself, wow, I really **made that property look great**. Just then the **customer** comes out walks across the lawn right to the door of your truck and **says "Thanks you do a wonderful job, I don't know what I'd do without you!"** You smile and reply "Thanks see you next week." **That's job satisfaction.**

Don't think **it's true**, sorry but it is and **it's happened many times over the years** I've been in this business, **it's a great feeling**, one you don't often (if ever) get when you work for someone else.

**Yes there is satisfaction, but there is money to be made as well.**

