

# Lawn & Landscape Business Owners Guide



## Get More Customers in

# LESS TIME



By Tony Bass  
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# Table of Contents

- Part 1: Turn Your Truck into a 24/7 Sales Machine .....1
  - Step 1: Fix Your Advertising
  - Step 2: Duplicate Yourself
  - Step 3: Automate Sales
  - Step 4: Grow Your Business
- Part 2: Examples of Marketing in Action .....14
  - SLT Examples
  - Customer Examples
  - Photo Gallery
- Part 3: Action Plan .....24



# Part 1: Turn Your Lawn Truck into a 24/7 Sales Machine

By Tony Bass, Founder

Listen up lawn and landscape business owners.

I ride the roads of America every week, and I see it **over and over**. I see the beautiful landscape trucks – new shiny paint – expensive mowers – and hard-working crews.

But when I look at the **truck signs**? All I see is:

**Missed. Opportunity. Everywhere.**

That's right! Most landscapers are leaving money on the table **every single day!** Their trucks are nothing more than rolling toolboxes when they could be:

**24/7 sales machines!**

Fedzilla takes its taxes. Fuel prices climb. Employees need paychecks. And still, many landscapers make it hard for prospects to buy! It's like going fishing but not using any bait - **very inefficient**.

You need to make the sales process easier by using the **right tools!**

Let's fix this problem **today** using our:  
**4 - Step Truck Sign Sales Process**

# Step 1: Fix Your Advertising - Back to the Basics

Your truck is the front door of your business.

**Let's make sure you are showing people who you are!**

- **Company Name:**

- **Big & Bold.** Ditch the curly, artsy fonts. Make sure it is easy to read while going **40 mph** down the road
- **Go with strong, contrasting colors.** Matching colors and fonts create your brand.
- Consistent colors and bold words have built legendary companies! Think of companies like - **John Deere, UPS, Home Depot**
- **Your name should shout confidence even on a cloudy day!**

- **Phone Number:**

- Put the **full phone number** - with the area code
- **All four sides of the truck.** Make sure it is seen from every direction.
- **Make it Big.** Big enough to read from across the street.
- Don't make your next customer guess a single digit.
- **Always** include the **AREA CODE**
- **Everyone carries a cell phone.** Never make the mistake of leaving it off of your truck - you might just miss your next customer



- **Call to Action: The Missing Ingredient**

This is where **90%** of landscapers flat-out **blow it**. They stop at “free estimates,” which only invites price shoppers. Instead, invite folks to **engage** by using ONE of these powerful **call to action** headlines:

- **“Need Lawn Services? Let’s Talk - Free Recorded Message Here.”**

- Yes - you can automate your personal introduction with a Free Recorded Message. If you don’t have an office staff, or if you just don’t like to talk to strangers, make your initial introduction via a phone recording and you **instantly multiply yourself using technology.**

- **“Need Help with Your Lawn? Free Video Here.”**

- This is where you turn up your marketing, automate your sales process - begin your journey to become the dominant landscape pro in your market. **It all starts with your truck**, well thought out communication, and a sales plan.

- **“Want A New Landscape? Free Video Here.”**

- Customize this call to action to the service you are offering. **Be specific in what you offer.** If you sell landscaping but not lawn maintenance - if you specialize in irrigation repairs - if you're an expert in paver patios - if you make a living lighting up landscapes with outdoor lights or holiday cheer - **then say so - be specific.** The people who will respond are the people who say to themselves, “Hey that’s just what I need. I’m going to watch this video and see what they say” - so let them know what you offer.



- **Your Sales Plan:**

- That small shift, specific headlines, turns your truck sign from a billboard into a **sales engine.**
- People can see your **company name** and **phone number** - they now know who you are and how to call you.
- Your **call to action** on the side of your truck will drive the entire sales process.
- Free estimates is an offer - but it's an offer that only attracts price shoppers.

If your company provides FREE ESTIMATES - I get it. If that’s the way you want to roll, it’s up to you. But for crying out loud...keep reading this report so you’ll know how to duplicate yourself, automate your sales and **turn your truck into the best sales machine you’ve ever built.**

## Step 2: Duplicate Yourself

### Now for the secret sauce - TECHNOLOGY



Technology has given small business owners a gift that most are ignoring.

Pair your call-to-action with a **QR code** right on your truck.

This is a marketing power move that takes a prospect to your webpage **almost instantly**. One scan with a smartphone and - **BAM** - your prospect is watching an introduction video to your company.

**Anytime - day or night - you duplicate yourself with video!**

Every new prospect wants to know **something** about the landscape company they are considering. They want to know what you look like - the services you can offer them - how the estimate process works - and how they can hire you.

**Do it with automation. Do it with a video.**

**Let that QR code become your secret weapon in the automated sales process.**

Here's the kicker:

You don't have to hire a Hollywood film crew. A simple **60–120 second video** recorded on your phone works wonders. This video needs to be posted to your company's webpage so you always have the control to update it as your company grows. **VERY IMPORTANT** - DON'T put YOUR introduction video on a YouTube or social media page, where your competitors can easily purchase advertising **right beside your video** or make other leach-like posts in an attempt to copy you and piggy-back off of your marketing.

Got it? I bet you do.

This isn't complicated, but the smallest details matter. So let's walk through this step by step.

## Use this 5 point script outline and you'll nail it:



### 1. Greeting:

- Warm welcome with a smile
- Thank them for stopping by

### 2. Introduction:

- **Explain who you are:** Your name, your company, the year you started the company - how long you have been in business
- Give a brief description of the services you provide. Focus on what your capabilities are and what you are good at

### 3. Proof:

- Show quick clips and pictures of you and your team mowing, planting, trimming, beautifying - the services you enjoy doing and want to sell more of
- Using photos in your video is an easy way to get your message across without having to do a bunch of film editing

### 4. Call to Action:

- Give the viewer a chance to see that you or your team are real people
- Tell them how to take the next step in your sales process. Offer to give a consultation, give them a link to schedule a meeting

### 5. Closing:

- Friendly smile
- Restate the next step in your sales process - a clear, easy-to-follow scheduling link can take the sales process to the next step - AUTOMATICALLY.

That's all it takes to **duplicate yourself digitally**, every hour of every day.

## How to Use This Script

- **Length:**
  - ~ **140 - 170 words**
  - **60 - 90 seconds**, delivered at a natural pace
- **Sound:**
  - Use a wireless, or wired, microphone to make sure your voice is clear, and background noise is minimal.
  - **Good sound = Great professional image**
- **Visuals:**
  - Use **simple shots** - owner greeting, crew at work, and **you and your truck**, and the **QR code** on your truck
  - **YOUR TRUCK IS YOUR BRAND**
- **Call to Action:**
  - Think carefully - What's your most popular service? What's your most profitable service? - That's your best call to action.
  - **Always** place a **QR code** beside your call to action.

This approach makes your truck sign, and your video, **work around the clock!** The perfect combo to “**get everything you can get out of your efforts, without having to work harder.**”

**If you get stuck. We are standing by. Let's see how we can help you today!**

Schedule a **15-minute** private phone call:

[CLICK HERE!](#)

Or scan the QR code

**Tony Bass**, Founder  
SUPER LAWN TRUCKS  
**CALL or TEXT 24/7/365**  
**478 - 822 - 9704**



## 60–90 Second Landscaper Introduction Video Script

**[ Opening Scene: Friendly smile. Standing in front of a clean, branded work truck. ]**

**Hi there, neighbors!** I'm [Your Name], owner of [Your Company Name].

Thanks for stopping by our digital front porch.

Here at [Company Name], we help homeowners and property managers keep their landscapes **clean and green, healthy and handsome** – from mowing and growing – to bright flowers with real power.

**[ Cut to footage: team working - mowing, trimming, planting flowers. ]**

**We know your time is valuable.** That's why our crew shows up on schedule. We keep our promises. And we treat your property as if it were our own.

Whether it's weekly lawn care, seasonal color, or a full landscape makeover, we've got the tools and the team to **make it happen!**

**[ Return to the owner with a truck sign and visible QR code. ]**

You probably saw our trucks around town, working on beautiful lawns and landscapes.

**Well, we would be proud to work for you too!**

So go ahead right now, while you're here, and click the link to schedule a quick, no-pressure conversation with me.

**[ Closing Scene: Warm smile and wave. ]**

It's easy: just visit [YourSchedulingLink.com/meet30] and pick a time that works best for you. Let's talk about how to keep your property looking its **best**—season after season, for a price that you will love.

**Thanks for watching, and we can't wait to help your landscape shine. Go ahead, follow the link, and select the time that works best for you. See you soon.**



## Step 3: Automate Sales

### Let me introduce you to your new best employee - AUTOMATION

Send prospects straight from the video to an **online appointment calendar**.

Setting appointments for estimates and consultations takes serious time, especially when it turns into phone-tag or having to spend forever reaching out and setting up appointments. This can be awkward for busy people, and frustrating for the people who are trying to buy today!

So consider another option: Give your prospects a way to schedule meetings with you at any time - day or night, weekdays or weekends - without you or your team having to lift a finger!

#### Try this out!

This is a tool we use here at [Super Lawn Trucks](#)

#### Scan the QR code!

It takes you to our webpage -

So you can schedule a meeting with Tony or Maxx Bass



**Use a QR code like this and now your truck isn't just marketing,  
It's booking appointments while you're working, sleeping, or playing around!**

**Now your sales process runs on autopilot, freeing up your time to do what you love!**

There may be a ton of free automated scheduling tools out there, but when you use them - they run ads with your video or whenever you open links or QR codes. Skip the cheap stuff, and go ahead and spend a little bit of money to make scheduling easy - without the ads - so you look professional.

I have bragged for years that my automated scheduling tool is a lady I call Ms. Dependable. She works 24 hours a day and 365 days of the year. She never calls in late or asks for a day off. And the best part, I only have to pay her a few hundred bucks a year!

**Personally, I want MORE affordable & dependable employees like that!**

Now - you will have to put some thought into your daily and weekly routine to make automatic scheduling work for you. But, you'll always need a routine to have control over your hours.

This is the difference between having an internal sales process that can goof up plans and having an internal sales process that allows you to control your plans.

### Here are two examples:

- **Example 1:**

- **“When would YOU like for me to come out to visit?”**
  - This example gives the customer control of your time. This is a recipe for disaster - leading to you having to work at 7pm or all day on a Saturday

- **Example 2:**

- **“Let’s meet at your property! I have Thursday at 7:30 am or Friday at 8:30 am. Which is better for you?”**
  - This example gives the customer a choice, but you are still in control of your schedule.

### Automation HELPS you control YOUR schedule!

### Tips for controlling your schedule:

You must decide what days and hours you will make yourself available for appointments for the people who want estimates AND are willing to follow your schedule. Guess what? You will be forever grateful you learned this simple - wealth building - time saver.

**Because until you fix this, you’re forever working on other people's schedules and not yours.**

I’ve been using the same personal schedule to manage my time for decades. Follow my link and schedule a 15 minute meeting. [Click here](#)  
OR - Scan this QR code and pick a time to meet with me.

**I’ll prove it to you.**

If you are able to schedule a meeting, AND YOU SHOW UP ON TIME - I will be there or I’ll have someone covering for me!



## Automate the Follow-Up - Because the Fortune Is in the Follow-Up

You got the truck sign. You got the QR code. You got the introduction video. You got the online scheduler. That's a great start - but **don't stop there**. Every person who scans your QR code, watches your video, fills out a form, requests an estimate, or schedules a conversation - has raised their hand and said: "I might need what you sell."

That does not always mean they are ready to buy today. And this is where most landscape companies drop the ball. They send the estimate, but they don't hear back. Then spring hits - the grass grows, your calendar fills up, work gets ahead of you, and that good lead gets buried in an inbox, a voicemail, or an old text message.

### That's why you need a CRM.

Now don't let that fancy three-letter word scare you.  
CRM simply means Customer Relationship Management.

It's like your **digital memory bank**. It keeps track of your prospects, customers, estimates, conversations, emails, texts, phone calls, appointments, and even future follow-up tasks. A good CRM reminds you WHO - and WHEN - to call, email, text, and even when you should send the next marketing piece. Sometimes it'll even do it for you! Your CRM helps you to keep the good leads from falling through the cracks.

### Here is what we know about landscapers:

In spring and early summer - you have more opportunities than you can get to. Being busy feels good. But around August, many companies start hunting for work. And by December, too many contractors are staring at an empty schedule - wondering where all the customers went.

That is tragic, because many of those customers did not disappear. The follow-up disappeared.

Every good lead, every estimate that didn't turn into a sale, every proposal sitting in your files, every homeowner that said "maybe later," every prospect that said "send me something" deserves a **planned follow-up process** for at least 12 months. In an ideal world, you follow up for 3 years.

### Why?

Because your marketing may get them to raise their hand today, but that does not mean they are ready to buy today. There could be many reasons why they're not ready to buy today. Maybe they like you, trust you, and want to hire you - but the timing is not right yet. But if you quit following up, then you disappear - they stop thinking about you. And if you disappear, then the next guy gets the job!

## A simple automated follow-up plan might look like this:



- **Immediate thank-you email after the first contact.**
- Text message confirming the appointment.
- **Salesperson reminder to call two days after the estimate.**
- Follow-up email seven days later with photos of similar work.
- **Assistant reminder to mail a postcard or brochure three weeks later.**
- Monthly emails with timely landscaping tips.
- **An email in August about fall cleanup.**
- A follow-up in December to remind them about the upcoming spring season.
- **Offer off-season time limited specials and discount coupons.**

That's not being pushy. That's being professional.

### **Here is the big money idea:**

The contractor with the best follow-up does not always have to be the lowest bidder.

When your competitor sends one estimate and then disappears - but you send helpful reminders, photos of similar jobs, seasonal planning ideas, and emails showing the simple next steps. Now you have become the trusted company that is on the front of their mind.

### **Trust wins. Systems win. Follow-up wins.**

Now go back into your records - and count every estimate, quote, proposal, or consultation that your company has done - that did not turn into a sale.

Do not get discouraged. Get excited. You may be looking at a **virtual gold mine**.

Those people already know your company. They already had a problem you could solve. And even some of them still need your help. So start digging. One email at a time. One text at a time. One phone call at a time. One letter at a time. One postcard at a time. Follow up with them!

That is how you keep your schedule filled month after month, season after season, year after year.

A good truck sign creates attention! The QR code creates the next step! The video lets you duplicate yourself! The scheduler books the appointment! The CRM keeps the relationship alive.

Do not let good leads die in a voicemail, on a sticky note, in an old email, or buried in your phone.

### **Put them in a CRM.**

Take advantage of automation, and watch your company become easier to buy from, easier to trust, and harder to beat.

# Step 4: Grow Your Business

## Salt in the Wound - What You're Losing

Every truck without a proper sign, introduction video, and an automated scheduling link is a **lost opportunity**. You may have lost a sale to the guy who is already doing what we teach with truck signs. That could have cost you potential customers - and so much money!

Without using an automated scheduling system - you might lose the opportunity to be at your kids' ballgame on time, or miss another chance to hang out with family and friends. If you don't get this fixed and take control of your schedule, you'll continue to lose. **Don't let this happen.**

It starts with your truck - but a truck without the right plan is just an ordinary truck. There is a big difference between ordinary trucks and Super Lawn Trucks! I know...because I'm the guy who has been driving truck innovation for landscapers since 1998.

**Ordinary truck guys don't know the landscaping business like I do.**

Your business is a collection of systems. Combine a series of dependable systems and you will have a business that works for you, not just because of you.

Some of your systems include:

- How you load your truck
- **How you store your tools inside your truck**
- How you keep track of the tools
- **How you find employees**
- How you attract customers
- **How you sell services**
- How you collect your money
- **How you pay your vendors**
- How you manage your business



**Every time you establish a well thought out system inside your company, your business works MORE for you and you work a little less for it.**

Let me sum up this discussion on what you are missing without the right truck signs:

- You burn fuel and payroll - but fail to take the sales process two or three steps without even lifting another finger
- You compete on price because strangers don't know your company or personal story
- You stay chained to the phone instead of letting technology handle initial introductions and simple scheduling

That's not smart business. That's like running a weed eater with no string in the head...you might make some noise...**but you won't get the job done.**

## Making More Money Starts with Your Truck

**This isn't a theory. We've helped landscapers all over the country turn a single truck into a warehouse on wheels, immediate tool storage and inventory control system and a built-on fueling station with a full-time salesperson as a HUGE BONUS.**

**Even one-truck, one-crew companies can make a fortune from landscaping.**

Imagine what happens when you put 5 or 10 or 20 trucks on the road with this kind of thinking.

It's the simplest, fastest way to multiply your marketing and instantly put proven systems into play that will work for you, without you working harder.

Remember the truck sign formula:

- **Big, bold company name.**
- **Full phone number on every side.**
- **Powerful call to action.**
- **QR code to a personal video.**
- **Instant online scheduling.**
- **Follow-up plan.**



This combo builds a **sales process with a digital backbone** strong enough to grow with you for years.

### Ready to Roll?

Let's get your sales growing. Call us.

**We will turn your truck into a billboard and put you on the road to building a legendary landscape business.**

The road to more profit starts right on the side of your truck.

Don't let another day - and another drive - or parking over at Mickey D's go to waste.

Just in case you didn't get the hint...

You can grab a time to talk with me, Tony Bass, or Maxx Bass by:

[CLICKING HERE](#)

**Or scan the QR code:**

Schedule a time, and let's brainstorm your sales plan.

I am looking forward to our time together.



## Part 2: Examples of Marketing in Action

### REMEMBER!

- **Take advantage of your truck - use it like a billboard for your company.**
  - Show off your company name or logo - make it **big and bold**.
  - Put your **phone number** on there - include the area code - on all four sides of your truck.
  - Use marketing messages that speak directly to your prospects.
  - Include a **call to action** - grab prospects' attention and start the sales process.
  
- **Use a QR code.**
  - If you want to jumpstart the sales process - avoid sending your prospect to your company homepage.
  - Take your prospect to a video introduction page - show your prospects who you and your company are.
  - Include an offer to schedule a meeting - make scheduling easy!
  - Automate a follow-up plan - stay on your prospects' mind.

## Check out this mock up we made for a 16' body.

The signs use contrasting colors and simple designs to grab attention, and make it EASY TO READ. They even have a **call to action** and **QR code** to automate the sales process. The **company name** and **phone number** are on all four sides in **big, bold** lettering. Now take a look at the rear signs - the company uses a small sign to advertise employment opportunities. This is a great way to let people know you're hiring without spending crazy money on online job ads.



# Vinyl & Changeable Fleet Graphics

- Market all sides of your truck using a combination of vinyl and changeable fleet graphics!
- Using changeable fleet graphics to market the sides of your truck is around 50% cheaper than using vinyl wraps.
- Many landscapers have never seen or heard of changeable fleet graphics. **Scan the QR code** and watch a video to learn more about changeable fleet graphics!



Guess what - Changeable fleet graphics are **CHANGABLE**! Keep your schedule full all year long - use different signs to show off the services your company offers throughout the seasons. And changeable fleet graphics signs aren't one time use, so you can cycle your signs year-after-year.

It's September and work slows down? Trade out the changeable fleet graphic sign on your truck to another one that advertises your leaf removal service. It's Winter and your company offers snow services, or even holiday lighting? Say that on a changeable fleet graphic and put it on your truck for the winter months. Does your company offer irrigation services and repairs? You guessed it - **SAY IT ON A CHANGEABLE FLEET GRAPHIC!**

Check out these mock ups of seasonal changeable fleet graphic signs you can use on your truck.



# Side of Truck Marketing

## Super Lawn Trucks

Reference - Maxx Bass

- Biggest area to market your company - your **BILLBOARD**
- The side should tell your customers **WHO** you are and **WHAT** you do/offer
- Use the addition of a **QR code** to turn your truck into a 24/7 sales machine
- The QR code should take customers to an **introduction video** and your company website
- Side of trucks - Changeable Fleet Graphics
- Changeable Fleet Graphics cost around **50%** less than vinyl wraps



# Front of Truck Marketing

Reference - Maxx Bass

- The more marketing you have means making a bigger **impact** wherever you may travel
- Add a **logo** and **phone number** to the front of your truck
- Add a company marketing message to the top of your **windshield**
- Add graphics to the front of cab or on a truck marketing license plate
- Vinyl is rugged 3M manufactured product, made for longevity
- Front of truck - Vinyl graphics



# Rear of Truck Marketing

Reference - Maxx Bass

- Market the back of your truck with a **composite sign** - give the cars behind you a chance to see your company
- Sign should include: **company name**, **phone number**, and a **QR code**
- Use QR codes to help prospects get to a specific page on your company website or an **introduction video**
- Your truck should promote your digital marketing machine
- Use strong **contrasting colors** to help make your phone number easy to read - make sure people can see it from across the street
- Rear of truck - Light Weight Composite Sign Board With Vinyl Graphics



# Outdoor Living Southeast Valdosta, Georgia

## Super Lawn Truck Eco Series

Reference - Brent Moore

- Company name in blue, bold words on the side and back of the truck- **attention grabbing** and **easy to read**
- The services the company offers are listed on the side of the truck
- High resolution **photos** bring your signs to life
- Bold graphics, and photos turn the truck into a **24/7 sales machine**
- Side of truck - Changeable Fleet Graphics 82" tall x 18 feet wide
- Rear of truck - Light Weight Composite Sign Board With Vinyl Graphics 30" tall and 92" wide



# All Seasons Property Care

## Lubbock, Texas

### Super Lawn Truck Eco Series

Reference - David Gillispie

- **Logo** is large on the side of the truck - easy to see from far away
- **Phone number** is big and easy to read on the side and front of the truck
- Uses contrasting colors and appropriate design to grab attention
- Focuses on the color **blue** in their branding
- Uses graphics, easy to read words, and **great branding** to turn their truck into a **24/7 sales machine**
- Front of truck - Vinyl Graphics 24" tall and 92" wide
- Side of truck - Changeable Fleet Graphics 82" tall x 16 feet wide
- Rear of truck - Light Weight Composite Sign Board With Vinyl Graphics 30" tall and 92" wide



# Tuxedo Yard Care

## Salt Lake City, Utah

Super Lawn Truck Eco Series with Side -Tipping Debris Dumper

Reference - Jame Winget

- Company logo is shown in **big** words on the back and side of the truck
- Uses contrasting colors to make words **stand out**
- Uses simple designs to **grab attention** - design is not busy or distracting
- Uses a QR code to turn the truck into a **24/7 sales machine**
- Side of truck - Changeable Fleet Graphics 82” tall x 12 feet wide
- Rear of truck - Light Weight Composite Sign Board With Vinyl Graphics 30” tall and 92” wide



# Father Nature INC.

## Hilton Head, North Carolina

### Super Lawn Truck Eco Series with Side Tipping Debris Dumper

Reference - David Lopez

- The company's name and services are shown on the side and back
- **Phone number** is large - easy to read from across the street and far-away
- Words are big and bold, but the company name is made to **stand out**
- Combines graphics, color scheme, easy to read words, and a QR code and turn the truck into a **24/7 sales machine**
- Side of truck - Changeable Fleet Graphics 82" tall x 16 feet wide
- Rear of truck - Light Weight Composite Sign Board With Vinyl Graphics 30" tall and 92" wide



# Greenworks Commercial

## Mooreville, North Carolina

### Super Lawn Truck Eco Series

Reference - Greenworks Commercial

- Uses a consistent color scheme: Green, Black, White
- States the Company's name and purpose in big, bold words - easy to read
- QR code is used so customers can easily access the company website
- Combines bold, simple, effective graphics and a QR code to turn the truck into a **24/7 SALES MACHINE**
- Company saves money using Changeable Fleet Graphics instead of Vinyl Graphics, and makes money by using their truck as a billboard
- Side of truck - Changeable Fleet Graphics 82" tall x 16 feet wide
- Rear of truck - Light Weight Composite Sign Board With Vinyl Graphics 30" tall and 92" wide





# Photo Gallery:



## Vinyl Graphics

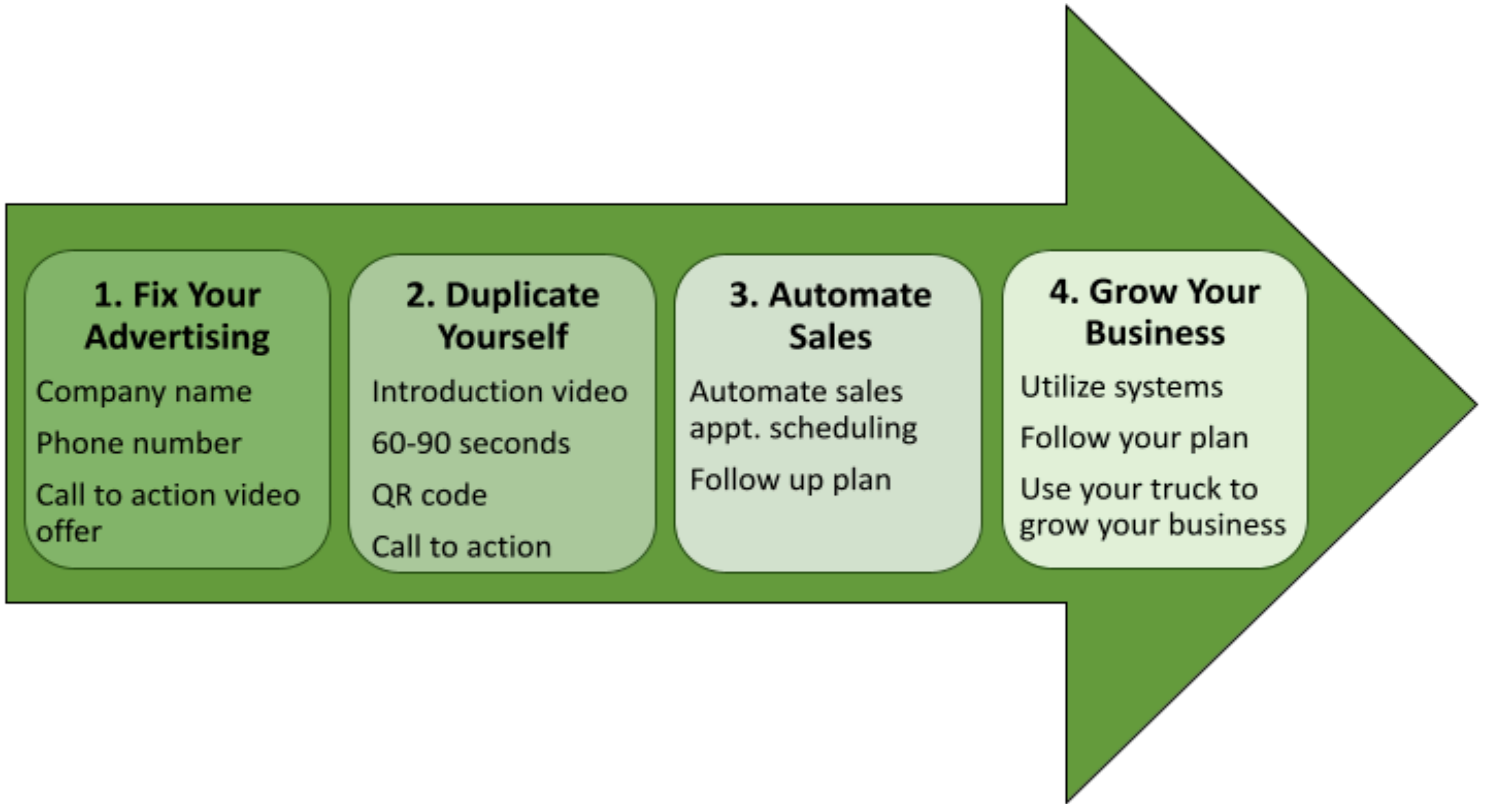


## Changeable Fleet Graphics





## Part 3: Truck Sign Action Plan



If you want help turning your truck into a

**24/7 sales machine**

go ahead and schedule a phone call:

[www.superlawntoolkit.com/meet15](http://www.superlawntoolkit.com/meet15)

