Grow That Local

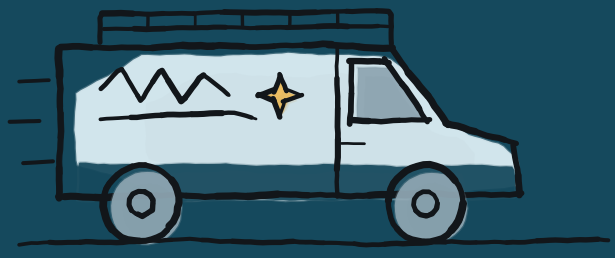
a free guide

25 neighborhood postcards for landscapers

Twenty-five ready card ideas for landscapers: your route streets, the seasons, storms and dry spells, new owners, past customers, proof and offers.

For landscaping business owners planning a mailing.

- 9 short sections in 4 parts
- 28 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Most trades mail around one finished job. You have a better target: the streets your trailer is already parked on every week. A new yard three doors from a current one costs you no extra drive time, and that neighbor has already watched your crew work.

This pack gives you 25 card ideas, grouped by what you want the card to do. Each card has four lines:

- **Headline:** the biggest words on the front.
- **Body:** two or three short lines under it.
- **Call:** what to do, with your number.
- **Photo:** what picture to use.

These are ideas to copy and change, not cards with results behind them. Fill in the brackets: [business], [your name], [phone], [street], [neighborhood], [town], [day], [month], [date], [year] and [number]. Print only what's true for you. If a card offers a free first mow, sprinkler work or snow removal, offer it only if you do it.

Two rules we kept while writing it:

- Every number and rule we quote has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every card and example is made up to show the idea. None of the names, numbers or results are real businesses.

Many cards ask people to text their address. When someone texts you from a card, answer their question. Before you add them to any marketing texts later, read our free guide Texting Customers Without Breaking the Rules.



Part 1

Before you mail

1 Every Door Direct Mail, in plain words

The idea. Every Door Direct Mail (EDDM) is the post office's way to mail a card to every address on the mail routes you pick, without buying a list. You don't need names or addresses. Each card is addressed to "Postal Customer." For a landscaper, that's a good fit: you can pick the exact routes your crews already drive. Here's what the USPS page says today (USPS, Every Door Direct Mail, usps.com):

- **Who it's for.** EDDM Retail is the version for small businesses. You need a free USPS.com account and no special mailing permit.
- **How many.** At least 200 and up to 5,000 cards per day per ZIP Code.

- **What it costs.** Postage is currently $0.26 a card for EDDM Retail (USPS, usps.com). Printing is extra.
- **How you pick.** In the EDDM Online Tool, search an address or ZIP Code, then open the route table. You can filter routes by residential count, age, household size and income, from Census data.
- **Size.** Not every card size qualifies. Check yours with the Mailpiece Size Checker in the tool before you print.
- **Drop-off.** Bundle the cards in stacks of 50 to 100, put a facing slip on each bundle, and bring them to the post office with PS Form 3587.
- **People who opt out.** The facing slip has a "Do Not Deliver Address" column. If a homeowner asks you to stop mailing them, list their address there.

EDDM mails whole routes, not a circle on a map. That fits route, season, weather, proof and offer cards. New homeowner cards and past-customer cards go to people you choose, so they need addresses and a stamp, or a printer's addressed mailing service.

GTL estimate: expect only a few calls per thousand cards from a single mailing, and more when you mail the same route streets again and again.

Example (sample numbers). A made-up landscaper marks every mowing stop on a map. Two mail routes hold 14 of their 60 stops. Together those routes have 980 homes. Postage at $0.26 a card comes to $255, plus printing. They mail the same two routes in March, May and September.

Do it in 24 hours

- [ ] Make a free USPS.com account and open the EDDM Online Tool.
- [ ] Search the addresses of your three busiest route streets and note the routes they sit on.
- [ ] Write down the residential count for each route.
- [ ] Ask a local printer for an EDDM-size card quote, and check the size in the Mailpiece Size Checker.

2 What makes a card get read

The idea. A postcard gets a few seconds between the mailbox and the trash can. GTL estimate: in that time, a homeowner reads the headline, glances at the photo and maybe sees the number. So build the card around those three things.

- **The headline is about them.** Their street, their lawn, their season. "We mow 6 yards on [street] every Tuesday" beats "[business]: Your Full-Service Landscaping Partner."
- **One offer.** A price from their address, or a first mow free, or a design visit. Not all three.
- **The phone number, big.** As big as your business name, on both sides of the card. Say "call or text," since many people would rather text an address.
- **A real photo from near them.** A striped lawn or a finished bed on a street they know, with the house number out of frame. Not a stock photo of a golf course.
- **A reason to act now.** Spring spots filling, the first freeze coming, a sign-up date.

- **Who you are.** Your name and what you do: "Lawn care," "Landscaping," or both.

Leave off the list of every service, slogans, social icons and small print.

Example. A made-up landscaper's old card listed "Mowing, Edging, Mulch, Hardscapes, Irrigation, Lighting, Snow, Holiday Lights" over a stock photo of a mansion. The new card says "Your neighbors' lawns, every Tuesday" over a photo of a striped lawn two streets away, "Text your address for a price," and the number in big type.

Do it in 24 hours

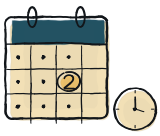
- [ ] Pick one card from this pack and write your version in under 30 words on the front.
- [ ] Make the phone number at least as big as your business name.
- [ ] Take one photo this week of a route lawn right after the mow, stripes showing.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Part 2

Cards for the street

3 Your route streets and finished jobs (cards 1 to 4)

When to use it. On the routes where you already have the most stops, and in the week after you finish a project. Mail every door.

The idea. A yard added to a street you already mow is the most profitable yard you'll ever sign. The card tells neighbors you're already there, on a set day, and that joining is easy.

Example cards (made up).

Card 1. Headline:
"We already mow 6 yards on [street], every [day]."

Body:
"Join the route and your yard gets the same crew on the same day. Text us your address and we'll send a price, no visit needed."

Call:
"Text your address to [phone]."

Photo:
A striped lawn on a nearby street, right after the mow.

Card 2. Headline:
"That new patio on [street]? We built it."

Body:
"Four days, start to finish, and the yard was cleaned up every night. If you've been thinking about yours, spring design visits are open now."

Call:
"Free design visit: [phone]."

Photo:
The finished patio in evening light, no house number in view.

Card 3. Headline:
"Fresh beds on [street] this week."

Body:
"We edged, weeded and mulched the front beds in one morning. Want yours done before summer?"

Call:
"Price from your address: [phone]."

Photo:
A crisp bed edge with dark mulch, close up.

Card 4. Headline:
"See our trailer on [street]? Wave us down."

Body:
"We're on your street every [day]. Ask the crew for a price, or text your address. A yard on a day we're already there is easy for us."

Call:
"Call or text [phone]."

Photo:
Your trailer parked at the curb with the crew mowing behind it.

Do it in 24 hours

- [ ] Mark every current mowing customer on a map.
- [ ] Circle the three streets with the most stops and find their routes in the EDDM tool.
- [ ] Photograph one finished lawn or bed on each of those streets.

4 Season reminders (cards 5 to 8)

When to use it. Late winter for spring sign-ups, before the first hot week for sprinklers, early fall for cleanups, and late fall for winter work. Mail every door on your route streets.

The idea. Each season brings one job everybody on the street needs at once. Mail the card a few weeks before it, and route those jobs onto the days you're already there. A leaky or broken sprinkler system can waste up to 25,000 gallons of water and $280 over a six-month season (EPA WaterSense, epa.gov), which gives a start-up card a real reason.

Example cards (made up).

Card 5. Headline:
"Spring mowing spots on [street] open [date]."

Body:
"Book now and get a day next to your neighbors. Same crew every week, from the first cut to the last."

Call:
"Text your address to [phone] for a price."

Photo:
The first mow of spring, fresh stripes and green.

Card 6. Headline:
"Sprinkler start-up before the first hot week."

Body:
"A leaky system can waste up to 25,000 gallons in a season (EPA WaterSense). We check every zone and every head, and fix what's broken."

Call:
"Book your start-up: [phone]."

Photo:
One sprinkler head spraying a clean, even arc.

Card 7. Headline:
"Leaves, aeration and sprinkler blowout. One crew, one visit."

Body:
"Book your fall visit by [date] and we'll do it on the day we're already on your street."

Call:
"Call or text [phone]."

Photo:
A crew dragging a tarp of leaves across a clean lawn.

Card 8. Headline:
"Same crew, new season: snow removal on [street]."

Body:
"Your driveway cleared after every snow of [number] inches or more, on the same streets we mow all summer."

Call:
"Sign up by [date]: [phone]."

Photo:
A cleared driveway with sharp edges against the snow.

Card 8 is for snow country. Where winters are mild, swap in holiday lights or winter bed cleanups, if you offer them.

Do it in 24 hours

- [ ] Write your four season dates: spring sign-up, sprinkler start-up, fall cleanup, winter.
- [ ] Count back four weeks from each and put "mail season card" in your calendar.
- [ ] Pick the season card that's next and draft it today.

5 After a storm or a hard season (cards 9 to 11)

When to use it. In the week after a big storm, and at the end of a dry summer or a hard freeze. Mail every door on the routes that got hit.

The idea. Weather leaves marks a homeowner can see from the window: limbs on the lawn, brown grass, dead shrubs. The card names what they're looking at and says what you'll do about it. For storm cleanups, your trailer on the street is often the first ad. The card reaches the homes you haven't knocked on yet.

Example cards (made up).

Card 9. Headline:
"Limbs down on [neighborhood] after [day]'s storm?"

Body:
"We're booking storm cleanups this week: branches, debris and a lawn you can mow again. Anything near a power line, call the utility first."

Call:
"Call or text [phone]."

Photo:
A trailer piled with branches, crew raking a clean lawn behind it.

Card 10. Headline:
"Brown lawn after the dry summer?"

Body:
"Fall aeration and seed gives it a full season to root before next summer. Book by [date] and we'll do it on your street's route day."

Call:
"Price from your address: [phone]."

Photo:
A lawn half brown and half green, split down the middle.

Card 11. Headline:
"Shrubs brown after the freeze?"

Body:
"Some come back, some don't. Book a spring walk-through now, and once new growth shows what's alive, we'll replace only what's gone."

Call:
"Call or text [phone]."

Photo:
Frost-burned shrubs along a front walk.

Card 10 fits cool-season lawns. In the South, mail a spring card for warm-season grass instead.

Do it in 24 hours (after the storm)

- [ ] Note which neighborhoods got the worst of it, and pick those routes in the EDDM tool.
- [ ] Take a photo of your first cleanup there, with the owner's OK.
- [ ] Mail the card the same week, while the limbs are still on the lawns.



Part 3

Cards for people you pick

6 New homeowners (cards 12 to 14)

When to use it. In the first few months after a home sells, on or near your route streets. These go to named addresses, not every door.

The idea. A new owner inherits a yard they don't know: the sprinklers, the beds, the trees. GTL estimate: the first three months are the best time to reach them, before they've hired someone else. Find recent sales in your county's property records, or buy a new-mover list from a mailing list company, and mail with a stamp.

Example cards (made up).

Card 12. Headline:
"New to [street]? Your neighbors' yards are on our [day] route."

Body:
"Text us your address and we'll send a mowing price the same day. Same crew, same day, every week."

Call:
"Text [phone]."

Photo:
A striped lawn on their street, two doors down, with that owner's OK.

Card 13. Headline:
"New house, sprinkler system you don't know yet?"

Body:
"We'll walk every zone with you, fix broken heads and set the timer for this season."

Call:
"Book a walk-through: [phone]."

Photo:
A tech showing a homeowner the sprinkler controller.

Card 14. Headline:
"Welcome to [neighborhood]. Your first mow is on us."

Body:
"Sign up for the season by [date] and we'll do the first cut free."

Call:
"Call or text [phone]."

Photo:
A fresh-cut front lawn with the crew packing up.

Do it in 24 hours

- [ ] Search your county property records or assessor site for recent sales on your route streets.
- [ ] Or ask a local printer which new-mover list they use and what it costs.
- [ ] Pick one card and print a first batch of 50 to mail with stamps.

7 Win back past customers (cards 15 to 18)

When to use it. Late winter before spring sign-ups, and early fall before the shut-off. These go to named addresses on your own list.

The idea. Last year's customers already know your crew. Some moved, some went with a cheaper quote, and many just never got asked back. A card with their old route day or their own project on it is hard to ignore.

Example cards (made up).

Card 15. Headline:
"Want your old mowing day back?"

Body:
"We had you on our [day] route in [year]. Spots on [street] open [date], and past customers get first pick."

Call:
"Text your name to [phone] and it's yours."

Photo:
Their street on mowing day, from the curb.

Card 16. Headline:
"We built your patio in [year]. How's it holding up?"

Body:
"We'll check the joints, the sand and the edges, and tell you plainly if it needs a clean and reseal."

Call:
"Free check: [phone]."

Photo:
Their own patio on the day you finished it.

Card 17. Headline:
"We drew up your backyard plan last [season]."

Body:
"The plan's still on file. If you're ready this year, we can update the price in a day and hold a [month] start."

Call:
"Call [your name] at [phone]."

Photo:
The sketch or plan you drew for them.

Card 18. Headline:
"We started your sprinklers in April. Book the blowout."

Body:
"Water left in the lines can freeze and crack pipes and heads. We'll clear them before [date]."

Call:
"Book it: [phone]."

Photo:
A compressor hose hooked up at a backflow valve.

Do it in 24 hours

- [ ] Export every past customer with an address, their service and their last year with you.
- [ ] Split them into lapsed mowing, past projects, open quotes and sprinkler customers.
- [ ] Pick one group and one card, and mail the first 25.



Part 4

Cards that make the call easy

8 Reviews and proof (cards 19 to 21)

When to use it. Mixed in with your other mailings to the same routes, so the second or third card they see has proof on it.

The idea. A homeowner choosing a crew wants to know you show up every week and leave the yard clean. Real reviews and real route counts do that. Two rules. Use only real reviews, word for word, with the customer's yes to use their first name; the FTC's rule on consumer reviews bans fake ones in ads (FTC rule, 16 CFR Part 465, govinfo.gov). And never offer anything in return for a review; Google treats that as rating manipulation and removes those reviews (Google Maps content policy, support.google.com).

Example cards (made up).

Card 19. Headline:
"What your neighbors say about [business]."

Body:
One real review, word for word, with the customer's first name and street area. Pick one that mentions showing up on the same day or how clean the yard was left.

Call:
"Price from your address: [phone]."

Photo:
The reviewer's lawn or beds, with their OK.

Card 20. Headline:
"[number] yards in [neighborhood], every week."

Body:
"Every dot on the back is a yard on our route. Yours could be the next one on the same day."

Call:
"[phone]"

Photo:
A simple map of the neighborhood with a dot for each stop. No addresses.

Card 21. Headline:
"Thanks for having us in your yard."

Body:
"A Google review helps your neighbors find a crew they can count on. Scan the code to leave one, good or bad. If anything isn't right, call me directly."

Call:
"[your name], [phone]."

Photo:
The finished project, or the crew on your route.

Card 21 goes to your own customers, after a project or at the end of the mowing season. Mail it to every customer, not only the happy ones.

Do it in 24 hours

- [ ] Pick three real reviews that mention the crew, the day or how the yard looked.
- [ ] Ask each customer if you can print it with their first name.
- [ ] Count your stops by neighborhood for card 20, using only numbers you can show.

9 Offers (cards 22 to 25)

When to use it. When you want sign-ups inside a set window: before the spring rush, to fill a route day, or to sell projects in the slow months.

The idea. One offer, a real end date, and nothing hidden. For mowing, the best offers make joining the route easy. For projects, the best offers get you in the yard with a tape measure.

Example cards (made up).

Card 22. Headline:
"Sign up for the season by [date]. First mow free."

Body:
"Same crew, same day, every week, from the first cut to the last."

Call:
"Text your address to [phone]."

Photo:
A striped lawn and a mower at the curb.

Card 23. Headline:
"Neighbors on the same route save $5 a mow."

Body:
"Sign up with the house next door and you both pay less every week. Fewer stops for us, a lower price for you."

Call:
"Call or text [phone] with both addresses."

Photo:
Two neighboring lawns, both freshly striped.

Card 24. Headline:
"Free design visit and a drawn plan in [month]."

Body:
"Plan your patio, beds or new lawn in the slow months, and get a spot on the spring build calendar."

Call:
"Book your visit: [phone]."

Photo:
A hand-drawn yard plan next to a finished job that matches it.

Card 25. Headline:
"Aeration and seed booked by [date]: $40 off."

Body:
"Done on your street's route day, before the ground gets cold. One offer per home."

Call:
"Price from your address: [phone]."

Photo:
An aerated lawn with plugs showing, close up.

Do it in 24 hours

- [ ] Choose one offer you can afford on every yard it brings in.
- [ ] Set an end date two to three weeks after the cards land.
- [ ] Put the end date on the front and the back of the card.

or we can do it for you

Free sample: Your ad, designed and shown on the card

Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard: growthatlocal.com/services/neighborhood-postcards



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Find the routes your three busiest streets sit on in the EDDM tool (section 1).
- [ ] Write one card with the phone number as big as your name (section 2).
- [ ] Mail card 1 to the route with the most of your stops (section 3).
- [ ] Put your four season mail dates in your calendar (section 4).
- [ ] Pull last year's lapsed mowing customers for card 15 (section 7).



Where to go next

This pack comes from The Landscaper Marketing Playbook, our free guide to the whole job of getting more landscaping work: your website, your Google profile, reviews, posts, follow-up, routes and seasons.

Before you mail, our free postcard return calculator shows how many jobs a mailing would need to bring in to pay for itself.



If you'd rather hand it off

Grow That Local designs ads for local businesses and puts them in mailboxes on the streets you want. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Neighborhood postcard. Free sample: your ad, designed and shown on the card. Neighborhood postcard is $400 a month, with a 7-day full refund.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Each was checked on 2026-11-12:

1. USPS, "Using Every Door Direct Mail": EDDM Retail needs a USPS.com account and no special permit; at least 200 and up to 5,000 pieces per day per ZIP Code; currently $0.26 a piece for Marketing Mail flats up to 3.3 ounces; addressed to "Postal Customer"; routes filtered by residential count, age, size and income; Mailpiece Size Checker; bundles of 50 to 100 with a facing slip and PS Form 3587; the "Do Not Deliver Address" column. usps.com (section 1)
2. US EPA WaterSense, Sprinkler Spruce-Up: a leaky or broken system can waste up to 25,000 gallons of water and $280 over a six-month irrigation season. epa.gov (section 4)

Rules cited (not statistics):

- FTC rule on the use of consumer reviews, 16 CFR Part 465 (effective October 21, 2024): bans fake or false consumer reviews. govinfo.gov (section 8)
- Google Maps user-contributed content policy: no incentives for reviews, no selectively asking for positive ones. support.google.com (section 8)

GTL estimates

These are our own judgment, not measured facts:

1. A single mailing brings only a few calls per thousand cards, and repeat mailings to route streets do better (section 1). Reasoning: only the few homes shopping that month act, and repeat cards build on the trailer neighbors already see every week.
2. A card gets a few seconds between the mailbox and the trash (section 2). Reasoning: most people sort mail standing up, and a card with nothing for them in the headline goes straight in the bin.
3. Season cards go out about four weeks before each season's job (section 4). Reasoning: far enough ahead to fill route days before the rush, close enough that the job is on their mind.
4. Storm cards go out the same week (section 5). Reasoning: once the limbs are gone, the reason to call is gone too.
5. The first three months are the best time to reach a new homeowner (section 6). Reasoning: in those months they're still choosing their crews, and once a yard is on someone's route it rarely moves.
6. An offer should end two to three weeks after the cards land (section 9). Reasoning: long enough to call after a weekend, short enough that it doesn't get put off.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow *That* Local