Grow That Local

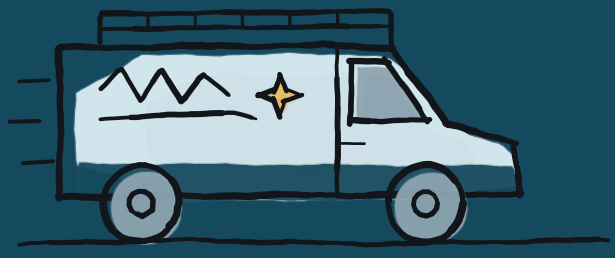
a free guide

5 wins in 24 hours for a landscaper

Five small jobs for today, and something you can see tomorrow.

For landscaping business owners with a few hours today.

- 5 short sections
- 20 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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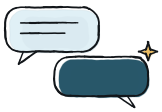
Before you start

These are the five fastest things a landscaper can do today that show up tomorrow: new reviews, a Google profile that matches the season, missed calls that get a reply, project quotes that start talking again, and next year's mowing customers locked in.

Each one has the idea, a short example and a checklist. All five together take about three hours, and none of them costs money.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real customers, reviews or results.



Part 1

Five wins for today

1 Text a review request to every yard you finished last month

The idea. Reviews decide which landscaper gets called. In BrightLocal's 2026 survey, 97% of consumers said they read reviews for local businesses, and 74% look for reviews from the last three months (BrightLocal Local Consumer Review Survey 2026, brightlocal.com).

Weekly mowing has no finish line, so pick the moments when the yard looks its best: a cleanup, a fresh mulch job, a patio reveal.

Check tomorrow. Open your Google profile and count the new reviews. That's your number to beat next month.

Example. A text sent the evening after a fall cleanup:

> **Your leaves are out, the beds are cut back and the lawn's ready for winter. If you like how it looks, a quick Google review helps a small crew like ours a lot. Here's the link: (your review link)**

Do it in 24 hours

- [ ] Get your Google review link from your profile (look for "Ask for reviews" or "Share review form").
- [ ] Save the text above in your phone as a shortcut.
- [ ] Text it to every customer whose cleanup or project you finished in the last 30 days.
- [ ] Pick your "ask moments" from now on: one for mowing customers, one for cleanups, one for projects.

2 Set your Google profile for the season you're in

The idea. The off-season is when landscapers' profiles go wrong. Some mark the business closed out of habit and lose snow, lights or pruning calls they could have taken. Others leave summer hours up while nobody answers.

Know Google's rule. If you're closed for more than seven days or for the off-season, Google asks you to mark the business "Temporarily closed." For seven days or less, use special hours (Google Business Profile Help, support.google.com). If you sell any winter work, you're open. Keep your hours and say what you do.

Check tomorrow. Look up your business on Google from your phone. The hours and services should match what you'll really answer this week.

Example. A made-up landscaper who plows in winter:

> **Hours: Monday to Saturday, 7am to 5pm. Services added: snow removal, holiday lights, winter pruning. New update with a plowing photo: "Booking snow routes for the season. Text us your address for a price."**

Do it in 24 hours

- [ ] Decide if you'll take calls this off-season, and set your hours to match.
- [ ] Add every off-season service you sell to your profile.
- [ ] Post one update with a photo of the work you're doing now.
- [ ] If you do close, put "reopen the profile" on your calendar for late winter.

3 Turn on missed-call text-back

The idea. You can't answer from a mower. The homeowner who doesn't hear back calls the next name on the list. In a well-known Harvard Business Review study, companies that contacted a lead within an hour were nearly seven times more likely to qualify that lead than companies that waited longer, and 23% never responded at all (HBR, "The Short Life of Online Sales Leads," 2011, hbr.org). The study is older and wasn't about landscapers, but the lesson fits.

Landscaping has a shortcut: you can often price mowing from an address. So have the text ask for one.

Check tomorrow. Have someone call your business line while you don't pick up. They should get your text within a minute.

Example. An automatic text sent when you miss a call:

> **Sorry we missed you, we're probably on a mower. What can we help with? If it's mowing, text us your address and we'll send a price today.**

Do it in 24 hours

- [ ] Turn on missed-call text-back on your business line (most phone systems and apps offer it).
- [ ] Use the text above, or your own version that asks for the address.
- [ ] Decide who checks messages during the day, and at what times.
- [ ] Call back every missed call from last week today.

4 Text every project quote that went quiet

The idea. Mowing quotes are decided fast. Project quotes aren't. A patio or a new front bed is a big decision. The homeowner is talking it over, waiting on the HOA, or saving up. A lot of "no answer" means "not yet."

GTL estimate: three follow-ups over a month is a good default for project quotes. One message is easy to miss. More than three starts to feel pushy.

Check tomorrow. Count the replies. Each one is a project that's still alive, and some will want a start date.

Example. A made-up landscaper's three follow-ups:

> **Day 2:**
> **"Just checking the patio quote came through OK. Any questions about the design?"**
>
> **Day 10:**
> **"If your HOA needs drawings or a material list for approval, we can send them over."**
>
> **Day 30:**
> **"Still thinking about the patio? Our spring build schedule is filling up, so let me know if you'd like a start date held."**

Do it in 24 hours

- [ ] Pull every project quote from the last 90 days that didn't turn into a job.
- [ ] Send each one a friendly check-in text today, if they've agreed to texts.
- [ ] Set reminders for day 2, 10 and 30 on every new project quote.
- [ ] Write down the reasons people give. They show you what to fix in your quotes.

5 Ask your mowing customers to keep their day for next year

The idea. Your best new season starts with last season's list. Every mowing customer you keep is one you don't have to win again. A short text that asks them to hold their spot gets a yes or a no now, while you still have time to fill the gaps.

Only text people who've agreed to hear from you. Federal rules require consent for marketing texts, and you must stop when someone replies STOP (FCC, fcc.gov). If you're unsure, ask a lawyer.

Check tomorrow. Count the YES replies. The names that don't answer are your call list for next week.

Example. A text to a current mowing customer:

> **Hi, it's your lawn crew. We're planning next season's routes. Want to keep your same mowing day? Reply YES and you're set.**

Do it in 24 hours

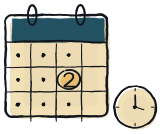
- [ ] List every current mowing customer.
- [ ] Check which ones have agreed to texts.
- [ ] Send the "keep your day" text to those customers today.
- [ ] Mark each YES on your route map, so you can see which streets have room.

or we can do it for you

Free sample: Your first 25 customers texted

Win-back texts is $100 a month, with a 7-day full refund.

Win-back texts: growthatlocal.com/services/win-back-texts



Your first 24 hours, in one list

If you do these five today, you'll have something to look at tomorrow:

- [ ] Text your review link to every cleanup and project from the last 30 days (section 1).
- [ ] Set your Google hours and services for the season you're in (section 2).
- [ ] Turn on missed-call text-back that asks for the address (section 3).
- [ ] Text every quiet project quote from the last 90 days (section 4).
- [ ] Send the "keep your day" text to your mowing customers (section 5).

Tomorrow, write down three numbers: new reviews, replies to your texts, and mowing customers who said YES. Check the same three next week.



Where to go next

These five wins come from The Landscaper Marketing Playbook, our free 33-section guide to the whole job of getting more landscaping calls: your website, your Google profile, reviews, posts, email, search, follow-up, door hangers, route density, the spring rush, winter work and tracking.

Pick the part that hurts most and do its checklist next week.



If you'd rather hand it off

Grow That Local does this work for landscapers every month. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Win-back texts. Free sample: your first 25 customers texted. Win-back texts is $100 a month, with a 7-day full refund.

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.

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.

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.

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

Every statistic above, with where to check it:

1. BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, published Feb 2026): 97% read reviews for local businesses. brightlocal.com (section 1)
2. Same survey: 74% look for reviews from the last three months. (section 1) (brightlocal.com)
3. Harvard Business Review, "The Short Life of Online Sales Leads" (2011): contacting within an hour made qualifying a lead nearly 7 times more likely. hbr.org (section 3)
4. Same study: 23% of companies never responded to the lead. (section 3) (hbr.org)

Rules and guidance cited (not statistics):

- Google Business Profile Help, "Mark your business as closed" (temporarily closed for more than 7 days or the off-season; special hours for 7 days or less): support.google.com (section 2)
- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (section 5)

GTL estimates

These are our own judgment, not measured facts:

1. All five wins together take about three hours (before you start). Reasoning: each is a short list of texts, edits or uploads from your phone, and none needs new software beyond the text-back setting.
2. Three follow-ups over a month on quiet project quotes (section 4). Reasoning: big outdoor projects take time to decide, one message is easy to miss, and more than three feels pushy.

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.

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