

The First-10 Client Sprint

Fourteen days. One tight service pocket. A clear offer, real proof, and fast follow-up.

Start dense, not wide

Choose one neighborhood or compact group of streets that you can reach quickly from an existing client, your home, or a commercial anchor. The first goal is ten accounts that create a sensible service day.

Residential mowing in [town]. Weekly or bi-weekly mowing with trimming, edging, and blow-off. Send the address and two lawn photos for a quote.

Fourteen-day field plan

- ☐ Day 1: Choose one tight service pocket and map every existing stop nearby.
- ☐ Day 2: Write the one-sentence offer and set the minimum price.
- ☐ Day 3: Collect three job photos and one clear before-and-after pair.
- ☐ Day 4: Update the Google Business Profile services, phone, website, and photos.
- ☐ Day 5: Knock or leave a simple card at twenty homes around a finished job where local rules allow it.
- ☐ Day 6: Post the real result in one relevant local group without pretending to be a customer.
- ☐ Day 7: Follow up with every reply and quote while the work is still visible.
- ☐ Day 8: Ask current customers in the pocket for one nearby introduction.
- ☐ Day 9: Visit small commercial sites and property managers in the same area.
- ☐ Day 10: Publish a pricing explanation using a real, claim-safe example.
- ☐ Day 11: Re-contact every open quote with one clear next step.
- ☐ Day 12: Place a yard sign at an approved active job and talk to immediate neighbors.
- ☐ Day 13: Review which source produced conversations, quotes, and booked work.
- ☐ Day 14: Keep the best source, remove the weakest task, and repeat in the same pocket.

Field scripts

Door introduction

Hi, I'm [name] with [company]. We're already servicing a property nearby and opening a few recurring mowing spots on this street. We handle the mowing, trimming, edging, and blow-off. If you want, I can take a quick look and text you a clear price.

Neighbor text

Hi [name], this is [your name] with [company]. We're mowing for a neighbor near [street] and have room for another stop on that route. If you send the address and two lawn photos, I can tell you whether it fits and what the visit would cost.

Quote follow-up

Hi [name], checking whether you still want us to hold a mowing spot near [area]. I can confirm the schedule once you approve the price. If the timing is not right, just tell me and I'll close it out.

Daily scoreboard

Measure	What it tells you
Real conversations	Whether the message and channel reach the right people
Addresses received	Whether interest becomes a quoteable opportunity
Quotes sent	Whether the response process works
Recurring clients booked	The result
Average drive between new stops	Whether growth improves or damages the route

Do not undercut blindly. A cheap scattered account can cost more than it contributes. Win with a clear offer, fast response, visible proof, and a route that lets you show up consistently.