

STEPS TO START A LAWN MOWING BUSINESS

IDENTIFY YOUR WHY

1

<input type="checkbox"/>	Why do You Want to Start? a lawn mowing business?
<input type="checkbox"/>	What type of garden care services would you like to offer?
<input type="checkbox"/>	Research your city to Determine if This is a Viable Business Model
<input type="checkbox"/>	Be Realistic About Your Physical Abilities-Mowing is Hard Work-Can You be on Your Feet All Day?
<input type="checkbox"/>	Lawn Mowing is Customer Intensive-Do You Have the Patience to Deal with Customers Issue?
<input type="checkbox"/>	Are You Prepared to Work Long Hours and put family and friends on the back burner?
<input type="checkbox"/>	Decide if You Can Quit Your Job to Start the Business or Start Part-time While Retaining Your Job

RESEARCH NEIGHBORHOOD YOU WANT TO SERVICE

2

<input type="checkbox"/>	Why do You Want to Offer Lawnmowing In These Neighborhoods?
<input type="checkbox"/>	Who are the primary residents? What is their Lifestyle?
<input type="checkbox"/>	What do They Need?
<input type="checkbox"/>	How will You Provide What They Need?
<input type="checkbox"/>	What will be the Major issues for You to Address?

IDENTIFY TYPE OF SERVICE TO OFFER

3

<input type="checkbox"/>	Research the Competition in Your City
<input type="checkbox"/>	Identify the successful Lawn Mowing Companies
<input type="checkbox"/>	How Will You Compete?
<input type="checkbox"/>	Identify Your Brand and the USP You will Use to Attract Your Target Market
<input type="checkbox"/>	Design Garden Care Resources Configuration-Number of People You Will Send on Each Appointment

TAKE CARE OF THE LEGAL STUFF

4

<input type="checkbox"/>	Define Your Business Structure
<input type="checkbox"/>	Create Your Business Name
<input type="checkbox"/>	Obtain Your Business License, ABN, Insurance and Other Requirements in Your City
<input type="checkbox"/>	Open a Business Bank Account
<input type="checkbox"/>	Obtain a Business Phone Number

DESIGN YOUR BUSINESS

5

<input type="checkbox"/>	Create a Business Plan
<input type="checkbox"/>	Complete Your Goal Setting to Identify How You Will Meet Your Goals
<input type="checkbox"/>	Locate Products and Equipment That Fulfill Your USP and That Your Clients Will Appreciate
<input type="checkbox"/>	Create Your Marketing Plan and Design Your Ads
<input type="checkbox"/>	Set Your Hourly Rate
<input type="checkbox"/>	Order and Customize Business Forms and Cards