CREW CONTENT CLUB | FOR LAWN CARE

Free Sample Pack

10 ready-to-post social posts for lawn care & landscaping pros

Made for lawn care & landscaping businesses. Real graphics, captions and hashtags, exactly like you'd get each month.



Ready-to-post content for local pros.

What you get every month

- **30 posts per trade, per month**, planned around your season
- **Finished graphics**, sized for Facebook & Instagram, with nothing to edit
- **Captions & hashtags** written for homeowners, ready to copy and paste
- **Seasonal tips** that are safe for homeowners and checked against public sources
- **Review-request & promo posts** to bring in reviews and booked jobs
- A **posting calendar** (spreadsheet) so you always know what goes out when

Pricing

Ready-to-Post

$79/mo

The full monthly kit. Post the images as-is; add your name and phone in the captions.

Branded

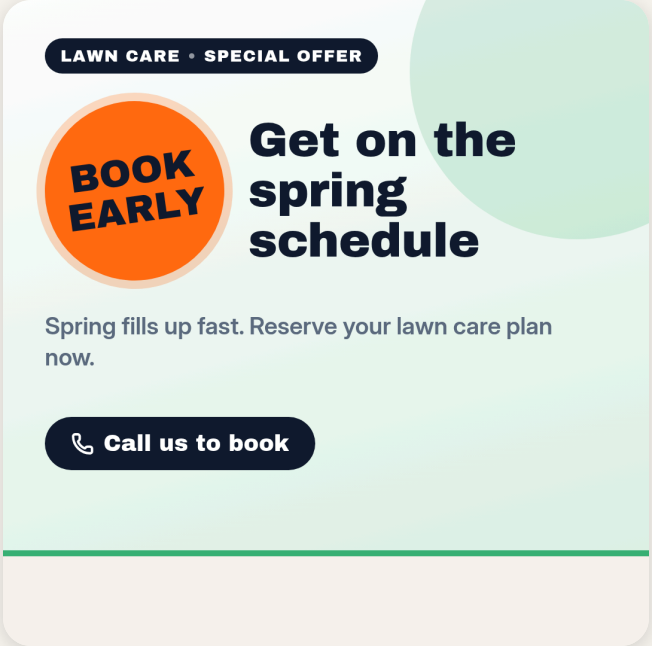
$197/mo

Everything in Ready-to-Post, plus your logo, name and phone on all 30 posts with captions filled in, 4 short videos, 4 Google Business Profile posts, your monthly promo done, and a review kit.

Founding price: **$49/mo** on the Ready-to-Post kit (normally $79) for our first 20 customers.

$79 vs. $197: same post, two ways

Example only. "Example Lawn Co." is a made-up company.



$79 Ready-to-Post: clean graphic, ready to post. Your details go in the caption.



$197 Branded: your logo, name, phone and offer right on the graphic.

The 10 sample posts



POST 1 · LAWN CARE & LANDSCAPING · TIP

Give your lawn a winter break

Your lawn works hard all year, so give it an easy winter. 🍂 Rake up any leftover leaves so they don't mat down on the grass. Try to keep foot traffic off frosty or soggy turf, and move toys, furniture and decorations off the lawn so they don't leave dead spots. It's also a good time to walk the yard and note anything you'd like to change in spring. Want help with a winter clean-up? Call [YOUR COMPANY] at [PHONE].

#LawnCare #Landscaping #[YourCity]LawnCare #WinterLawn #YardWork #LawnTips #Homeowners #CurbAppeal



POST 2 · LAWN CARE & LANDSCAPING · TIP

Decorating trees & shrubs this year?

Lighting up the yard for the holidays? 🎄 A few habits keep your trees and shrubs happy. Use lights rated for outdoor use, and wrap them loosely so branches aren't squeezed. Keep cords off walkways so nobody trips, and plan to take everything down before plants start growing again in spring. Skip anything that involves ladders near power lines; leave tall trees to a pro. Questions about your landscape? Call [YOUR COMPANY] at [PHONE].

#LawnCare #Landscaping #[YourCity]LawnCare #HolidayLights #Landscape #OutdoorDecor #HolidayDecor #YardTips

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts



POST 3 · LAWN CARE & LANDSCAPING · EDUCATIONAL

Should I water my lawn in winter?

We hear this one a lot this time of year! 💧 Grass grows much more slowly in cool weather, so most lawns need far less water in winter than in summer. How much yours needs depends on your grass type, your weather and your soil. Watering too much in winter can waste water and leave the lawn soggy. Not sure what's right for your yard? Ask [YOUR COMPANY] at [PHONE] and we'll help you set a smart schedule.

#LawnCare #Landscaping #[YourCity]LawnCare #WaterSmart #LawnTips #Irrigation #Homeowners #GoodToKnow



POST 4 · LAWN CARE & LANDSCAPING · MYTH-BUSTER

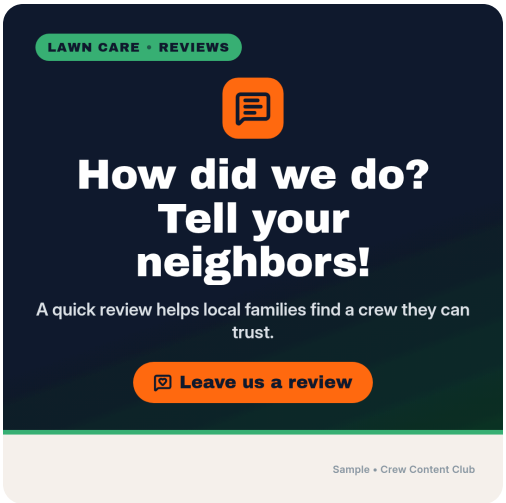
Leave the leaves all winter?

Myth: a thick layer of leaves on the lawn is fine all winter. 🍁 Fact: a heavy, wet layer can mat down, block light and smother the grass underneath. That doesn't mean every leaf has to go! Rake, mulch or bag the leaves on your lawn, and use some as mulch in garden beds instead. Don't have time for it? [YOUR COMPANY] can handle the clean-up for you. Call [PHONE].

#LawnCare #Landscaping #[YourCity]LawnCare #MythBusters #FallCleanup #LawnTips #Leaves #YardWork

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts

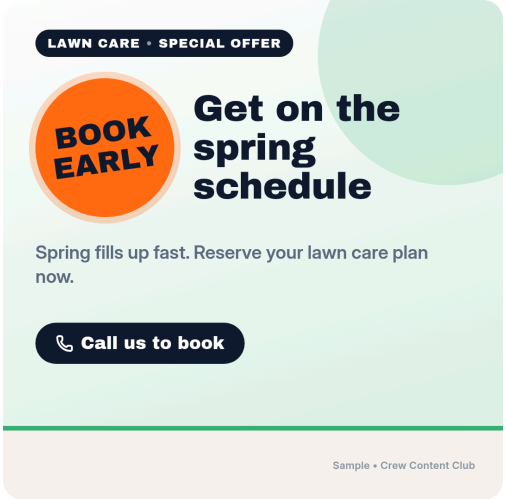


POST 5 · LAWN CARE & LANDSCAPING · REVIEW REQUEST

How did we do? Tell your neighbors!

Did our crew work with you this year? We'd love to hear how we did. Reviews help your neighbors find a local lawn care crew they can trust, and we read every one. Just tap the link and share a sentence or two about your experience, whatever it was. Leave your review here: [REVIEW LINK]. Thank you for supporting a local business! — The [YOUR COMPANY] team

#LawnCare #Landscaping #[YourCity]LawnCare #LawnCare101 #Reviews #SupportLocal #HonestReviews #LocalBusiness #CustomerFeedback



POST 6 · LAWN CARE & LANDSCAPING · PROMO

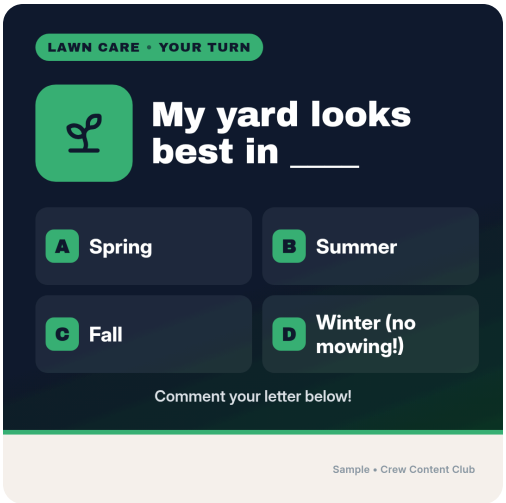
Get on the spring schedule

Spring will be here before you know it, and our schedule fills up fast. 🌱 Get ahead of the rush and reserve your spot now for mowing, clean-ups and lawn care next season. Book by [DATE] and get [OFFER]. One call and your yard is taken care of all year. Call [YOUR COMPANY] at [PHONE] to save your spot.

#LawnCare #Landscaping #[YourCity]LawnCare #BookEarly #SpringReady #LawnService #ShopLocal #Homeowners

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The 10 sample posts

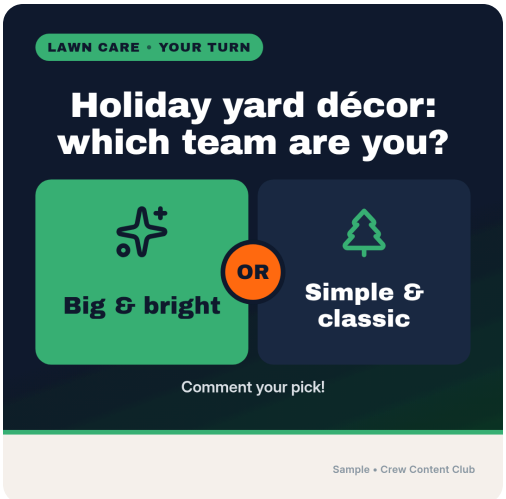


POST 7 · LAWN CARE & LANDSCAPING · ENGAGEMENT

My yard looks best in ____

Fill in the blank! 👇 Every yard has its moment. For some it's the first green of spring, for others a full summer lawn, fall color or a quiet winter morning (with no mowing!). Comment your letter and tell us what makes that season your favorite. We love seeing what our neighbors enjoy about their outdoor spaces. Follow [YOUR COMPANY] for simple yard tips all year long.

#LawnCare #Landscaping #[YourCity]LawnCare #FillInTheBlank #YourTurn #YardGoals #OutdoorLiving #Seasons



POST 8 · LAWN CARE & LANDSCAPING · ENGAGEMENT

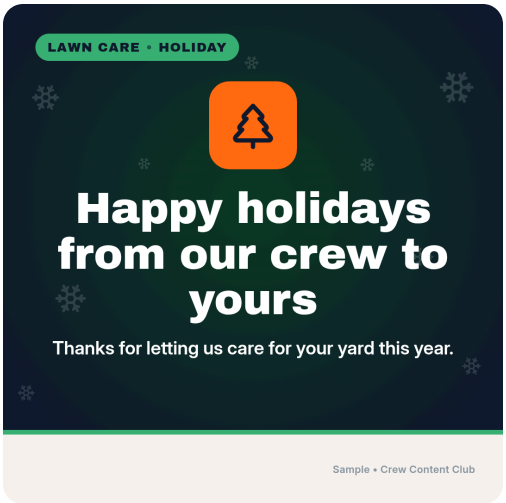
Holiday yard décor: which team are you?

This or that? 🎄 Some neighbors go all out with lights, inflatables and music. Others keep it simple with a wreath and a few white lights. Comment BIG or SIMPLE and tell us your favorite decoration on your street! Whatever your style, keep cords off walkways and use outdoor-rated lights. Follow [YOUR COMPANY] for more yard tips all season.

#LawnCare #Landscaping #[YourCity]LawnCare #ThisOrThat #HolidayDecor #HolidayLights #CurbAppeal #Neighbors

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The 10 sample posts

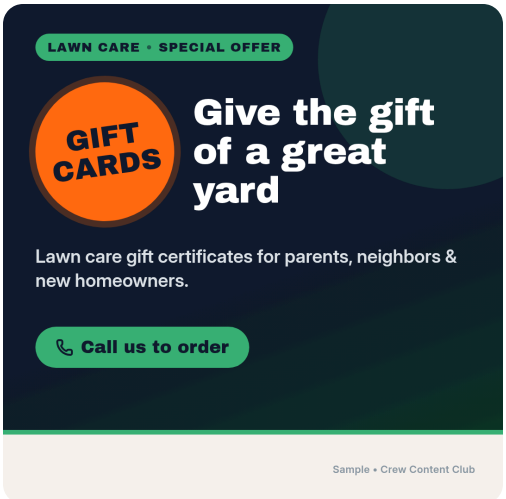


POST 9 · LAWN CARE & LANDSCAPING · HOLIDAY

Happy holidays from our crew to yours

Happy holidays from all of us at [YOUR COMPANY]! ✨ Thank you for trusting our crew with your yard this year. Whether you're hosting a houseful, traveling to see family or keeping it quiet and cozy, we hope your season is merry, bright and relaxing. Our crew is taking a little time to celebrate with our own families too, but if you need us, we're just a call away at [PHONE].

#LawnCare #Landscaping #[YourCity]LawnCare #HappyHolidays #SeasonsGreetings #FromOurFamilyToYours #ThankYou #LocalBusiness



POST 10 · LAWN CARE & LANDSCAPING · PROMO

Give the gift of a great yard

Still shopping for the person who has everything? 🎁 Give them a great yard! [YOUR COMPANY] gift certificates are perfect for parents, grandparents, new homeowners and that neighbor who's always lending a hand. It's a practical gift they'll actually use, it saves them time on yard work, and it supports a local business too. [OFFER]. Call [PHONE] to order yours before the holidays.

#LawnCare #Landscaping #[YourCity]LawnCare #GiftIdeas #HolidayGifts #GiftCertificate #ShopLocal #PracticalGifts

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CREW CONTENT CLUB | FOR LAWN CARE

Stop worrying about what to post.

Get a full month of ready-to-post content for your trade, delivered every month.

Start your subscription

crewcontentclub.com/lawn-care

$79/mo Ready-to-Post · $197/mo Branded
Founding price: $49/mo on the Ready-to-Post kit (normally $79) for our first 20 customers.

Crew Content Club · Ready-to-post content for local pros.