

Subject:

Free: Put you Garden to Bed with this 7-Step Appointment

Email:

Dear [Client Name],

I'm emailing you with a personal invite to schedule your *free* Fall "Put your Garden to Bed" appointment. As a valued, loyal customer, you are receiving the first choice of scheduling dates for the season. We'll complete 7 key steps for you.

It's essential to finish seasonal maintenance for your landscaping. It helps improve the appearance of your yard through the winter. It also protects your grass and plants for a healthier spring start.

Putting your lawns and gardens to bed in the Fall includes 7 key activities:

- mowing lawns,
- cleaning up fallen leaves,
- aerating and overseeding,
- pruning shrubs,
- cleaning flower beds to remove debris and overgrowth,
- perennials and bulbs divided and replanted, and
- laying down mulch.

These Fall bed down activities keep your garden looking sharp through the winter and protects it from harsh weather. They also protect your yard from disease and pests and promote strong Spring growth.

There's no reason for you to worry about which plants need what care this season. Our experts know precisely how to prepare your garden based on the plants you grow.

As you can see, Fall is an important time for your lawns and gardens. Please call us at (555) 555-5555 to schedule your *free* appointment today.

You care about your yard. So do we. Let us help you keep your home looking its best.

Sincerely,

Bill Leighton
Founder, Green Leaf Lawncare, Inc

P.S. Don't forget to call (555) 555-5555 now. These appointments will fill up fast and open to new clients on [date].