

Green Leaf Lawn Care, Inc.

SUBJECT: How does free sound?

Dear [NAME FIELD],

It's Mike from Green Leaf Lawn Care. When I was a child, I would beg my father to tell me a bedtime story.

It was a nightly ritual consisting of steps I INSISTED must be done in a certain order. First, my father had to give me a drink of water. Then, he took out the book I chose. Next, I would have him read the story in that soothing voice of his. After he was done reading, he would kiss me gently on the head.

Lastly, he would turn the light off. I would sleep deeply...contentedly...all was right with the world. When you're caring for a garden, there are steps you must follow, too.

At the end of the year, you've got to:

- lime the bed to keep the soil sweet
- till the soil to coax out insects trying to burrow in for the winter
- cut back your perennials
- mulch your leaves so they compost into leaf mold and nourish the soil

And so much more. And even though a garden isn't a child, you still have to be attentive to its needs. The garden *knows* when it's being attended to. And when you give it some love, it will respond in kind and reward you with a rich and bountiful harvest in the fall.

Since you're an existing customer, we would like to come out to your house and put your garden to bed for you. We'll even do it for free. And afterwards, your garden will sleep the long night of winter away...

...dreaming of the coming spring, when it will burst forth in riotous blossom...just as the first plump, red-breasted robin flutters down from the sky...and alights gently on your lawn. All year long, we've cut your grass...and trimmed back your shrubs so that they're the envy of the neighborhood. Now we want to come back in the twilight of the year to work some more magic.

Call (206) 371-8645 today to schedule this free appointment!

Sincerely,

Mike