



FREE STARTER GUIDE



LITTLE LEADERS LAUNCHPAD

# Start a Lawn Care & Yard Service!

The original kid hustle. Hard work, fresh air, and the kind of money that makes your friends jealous.

Ages 10 - 14

Best for: **THE HELPER** entrepreneur type

## The Business That Built a Million Entrepreneurs

More millionaires started with a lawnmower than with a laptop. That's not a joke — mowing lawns, raking leaves, and doing yard work is how generations of entrepreneurs earned their first real money. Warren Buffett mowed lawns. Mark Cuban mowed lawns. It's one of the most reliable, highest-demand, most-respected businesses a kid can run.

And unlike some businesses, lawn care pays you THIS WEEK. Not in 6 months. Not after 1,000 followers. This week. In cash.

**\$0-25**

Startup cost (use family equipment)

**\$20-40**

Per yard, per mow

**\$300+**

Monthly potential (5 regular yards)

### The Honest Part

Lawn care is PHYSICAL work. It's hot in summer. It's sweaty. It's real labor. That's also exactly what makes it valuable — most people don't WANT to do it, which is why they'll happily pay you. If you're looking for easy money from your couch, this isn't it. But if you want the kind of hustle that builds muscle AND a bank account, keep reading.

### Why This Business Crushes:

- ✓ Grass grows EVERY WEEK — guaranteed repeat business all season long
- ✓ Most neighborhoods have 20-50+ potential customers within walking distance
- ✓ You can use your family's mower to start with zero equipment cost
- ✓ Cash payment on the same day you work — no waiting for checks or transfers
- ✓ One happy client tells 3 neighbors — word of mouth grows this business fast
- ✓ Expand into leaf raking (fall), snow shoveling (winter), and garden work (spring) for year-round income
- ✓ Builds physical fitness, time management, reliability, and an incredible work ethic

### Sneak Peek: From the Full Guide

"The 'Before & After Photo' is your most powerful marketing tool. Before you start mowing, take a photo of the yard from the street. After you're done, take another from the exact same spot. Text both photos to the homeowner. They'll show their neighbors. Those neighbors will call you. I've seen kids double their client list in two weeks using nothing but before-and-after photos."

### The Full Startup Guide Covers:

- ✓ Equipment safety: mower safety rules, protective gear, heat and sun protection
- ✓ How to mow a lawn properly (patterns, edge work, cleanup — the professional way)
- ✓ Pricing by yard size (small, medium, large) with exact numbers
- ✓ How to land your first 5 clients this week using the door-knock method
- ✓ The "Before & After Photo" marketing strategy that grows your business for free
- ✓ Expanding into 4-season services: spring cleanup, summer mowing, fall raking, winter shoveling
- ✓ Managing your schedule when you have 5+ weekly clients
- ✓ First-week action plan + printable worksheets



This section is in the Full Startup Guide

[Unlock the Full Guide →](#)

## Ready to Turn Grass Into Cash?

You've got the energy. The lawns aren't going to mow themselves. Let's get you paid.

NEXT STEP

### Lawn Care & Yard Service Complete Startup Guide

8 pages covering safety, mowing technique, pricing by yard size, client-finding strategies, 4-season expansion, scheduling, and your first-week action plan with printable worksheets.

**\$5.99** instant download

[Get the Full Guide →](#)

THE FULL ADVENTURE

### Little Leaders LaunchPad Activity Book

The complete 88-page entrepreneurship curriculum with business plans, branding, marketing, money skills, and more.

**\$24.99** on Amazon

[Get the Book on Amazon](#)



**Parents:** The full guide includes comprehensive safety protocols for lawn mower use, protective equipment requirements, heat safety and hydration guidelines, and age-appropriate task recommendations. We strongly recommend parents supervise all equipment use and assess each yard for safety hazards before their child begins work. Children under 12 should not operate power mowers independently per AAP guidelines.