

*Are You Suffering From a GREAT BIG LAWN HEADACHE?*

**Introducing a Risk-Free Way to  
Enjoy a Perfectly Manicured Lawn  
That'll Make Your Neighbors  
*GREEN WITH ENVY***

- ✓ No Worries
- ✓ No Hassles
- ✓ No Contracts
- ✓ No Outrageous Fees

***Plus ...***

**You must be absolutely tickled pink with my work  
or you pay me *nothing* ... plus ... I'll pay you \$10  
as my penalty for wasting your time.**

Dear neighbor,

I've enclosed a packet of Tylenol just in case you need them. It should hold you over until we can meet in person and I can prescribe a permanent remedy.

**Symptoms of "Lawn Headache" vary widely depending on career, lifestyle, age and sex. These are the most common ...**

An overwhelming feeling in your gut that playing a round of golf, shopping or spending time with friends beats mowing the lawn hands down.

Sheer panic – you've got guests coming over and you want your place to look like a king's palace.

Claustrophobic Time Syndrome – you're just plain strapped for time as it is and the lawn is at the bottom of a long list of "to-dos." *Next page please ...*

**STEVE HABIB'S "NO-HASSLE" LAWN SERVICE  
ST. PETERSBURG, FL • 527-7345**

Recurring bouts of embarrassment because your lawn never seems to look as good as your neighbors' (and they let you know it!).

The last guy you called never showed up ... or worse, he did show up and left a big mess for *YOU* to clean up!

Those are just some of the headaches other folks in St. Pete had to deal with until they called on me to zap their headaches ... for good!

**It's time to enhance the appearance of your home ,  
put a little of that carefree nature back into your life  
and *WOW* the neighbors in the process.**

Are you eager to have your lawn mowed to perfection – including the trimming of edges along walkways and driveways?

Or how about basic tree trimming (up to about 15 feet high), or shrub and hedge trimming? Those little details mean a lot.

Clean out and replant flower beds? – because a few flowers can really turn a house into a home.

Looking for a **licensed tradesman** who will ...

- ✓ **Arrive on time ...**
- ✓ **In a presentable fashion ...**
- ✓ **Do the work you assign ...**
- ✓ **Clean up all the mess ...**
- ✓ **And truly appreciate your business?**

And do all this for a fair price without demanding you sign a contract?

**Then I urge you to call me right now at 527-7345.**

I'll set an appointment time convenient for you. When I arrive we can discuss your needs, wants and don't wants. I can make suggestions if you wish or you can tell me just what needs to be done. I will then give you a firm and fair price and a firm date and time for the work to be completed.

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***It's that easy!***

I urge you to not delay. Lawn headaches don't go away by themselves and advice from less qualified people may cause great injury to your standing in the community, your pride of ownership and your bank account.

***One more thing (and this one's really important) ...***

I realize you don't know me from Adam and a past bad experience with someone else may cause you to hesitate, so let me offer you

## **My "Scout's Honor" Promise**

I'm willing to take all the risk off your shoulders so you don't have to worry about a thing. I promise to always ...

- ✓ **Arrive on time**
- ✓ **Look and act professional (whether you're there or not)**
- ✓ **Perform all the work we agreed on**
- ✓ **Never charge for more than what we agreed on**

*Plus ...*

I do all the work myself. You won't have to worry about a gang of fly-by-night strangers assaulting your home with bad manners, bad language and bad attitudes. I will safeguard your reputation and your honor.

If for any reason, or for no reason at all, you are not pleased with me personally or with my work, I will refund every penny of your investment. I'll do this by mailing a check to you within 24 hours. And yes, I'll add another \$10 as my penalty for wasting your time. No quibbles. No hassles. We part as friends. Fair enough?

**So pick up the phone and call me at 527-7345. Be sure to use the coupon code printed on the next page for your FREE lawn care audit.**

Best regards,



*Next page please ...*

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**PS:** My schedule for this month is filling up quickly. I'd hate to disappoint you so call as soon as you can to arrange a meeting. If you get my voice mail please forgive the inconvenience. That just means I'm working hard to please one of your neighbors. Just tell me a good time to call you back.

**PPS:** Here are a few honest testimonials from loyal customers who wouldn't even dream of calling on anyone else to care for their lawn.

VALUABLE COUPON

**FREE LAWN CARE AUDIT  
VALUE \$30**

Save this coupon. When you call me, use the reference code below to ensure you receive your FREE lawn care audit.

**REFERENCE CODE : XXXXX**

**OFFER EXPIRES MAY 15, 2007**

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