

## Get More Profitable Processes



One of the easiest ways to make your business more profitable is to “fine tune” your processes.

This can include anything from pricing to training your employees.

For this section, we’re going to focus on improving your pricing to guarantee that all of your jobs are profitable.

### Growth Work:

1. **Audit your pricing** either using the free [Pricing Audit Calculator](#), or by using a Lawn Business Software that can do it for you (like [Service Autopilot](#))
2. **Identify your 5 worst jobs/clients** in the spaces below
3. If they are not profitable clients, **test a price increase** on those clients using the “Price Increase Letter” Template provided below.

Identify your 5 “worst” jobs, the ones where you’re making the least money (or losing money):

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_



## Pricing Increase Letter [Template]

**Dear [client's name],**

Due to rising economic factors, [company name] will be raising our prices soon.

Our billing reflects the labor, equipment, maintenance, fuel, office and billing expenses, and many other costs which make up for the price of our services.

In order to continue providing you with the high-quality service you deserve, our lawn maintenance price will increase to \$XX.XX on X/Y/Z.

We will continue to invest in the best materials, equipment, and training available.

This will allow us to send the best employees and use the safest procedures on your property. We guarantee that you will always be 100% satisfied with our services, or we will come back and fix it for free.

The price change will be reflected on next month's invoicing.

For any concerns, or to update your services, contact our office at (XXX) XXX-XXXX.

**Signed: [Owner's Signature Here]**