

**Who is the avatar?**

Homeowner in suburban Southern California, age 40-70, Makes over 100k/year, has an office job Mon-Fri, married with kids, wants to be environmentally friendly.

**Where are they now?**

Currently has a decent front and back yard: decent amount of weeds, plants in his garden are drooping, grass has brown spots but is mostly green. Avatar doesn't maintain their yard often, maybe once every two weeks on Saturday or Sunday they do some weeding.

**What actions do I want them to take at the end of my copy?**

Click a button to go to one of the specific pages for the service they need. Ex: clicking the mulch section in the carousel to go view that sales page.

**What must they experience inside of my copy to go from where they are now to taking the action I want them to take?**

They need to see how their yard is making other people (friends, family, neighbors) think they are messy slob, then see how wonderful it will be to have a nice and beautiful yard (status among others, they feel more relaxed).

I'm a 45 year old guy from california and my weeds are messy, when I come home and I see that it makes me feel unexcited, stressed, not relaxed.

**Personal copy analysis and weakness:**

**Too long** : I have analyzed similar websites in the space like getsunday.com and floresartscape.com. Their websites have much less actual words and are more straightforward. I believe I need to lower the amount of words I am using or completely eliminate some sections, possibly the objection handling one.

**No urgency** : When reviewing my copy I also noticed I don't create a sense of urgency or scarcity. Knowing that many people in this space like doing tons of research before giving a call, I think the business owner could be losing lots of leads because they think "*I need to do my research*" and end up leaving the page. I believe I could amplify the pain more to the point where they feel like they have to do something now.

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The yard of your dreams starts with MyMulch

**Call Now : 805-630-3231**

**A done-for-you service for all your yard needs: We deliver, install, and clean up!**

Just grab the phone

Get the beautiful yard you deserve — without all the effort. You'll have zero guesswork with professional landscapers who know your region.

Weeds? Heat waves? Drought? No problem.

How it works

Delivery: We'll show up with the materials you need, our crew, and a great attitude!

Installation: Sit back and relax while we do all the heavy lifting!

Cleanup: We'll clean up all the edges and spills so you can enjoy your yard!

We've been helping homeowners for many years!

**Fixing some of the worst yards you could imagine:**

- Lawns that had more weeds than grass
- Gardens filled with burned and dying plants
- Eroded hills bare of any life

**And solved them all!**

Homeowners who had all but given up on their yard as a **“lost cause”**, now saw their yard become the centerpiece of the block!

See how we can help!

We've helped homeowners just like you!

Reviews

What would you do if you had the most beautiful yard on the block?

Watch your kids happily play outside? Unwind after a long week by watching the birds and butterflies fluttering among your plants? Perhaps give your back a chance to relax from the long weekends full of gardening?

Well now you can, so...

How do you want to get the yard of your dreams?

Service carousel

We help homeowners all over Southern California!

**-Los Angeles**  
**-Pasadena**  
**-Thousand Oaks**  
**-Oxnard**  
**-Santa Clarita**  
**-Palmdale**

Not sure if we serve your area? Give us a call and find out: **805-630-3231**

Service Areas Map

Should you do it yourself?... It depends, how much do you LOVE shoveling?

You might be asking yourself *'why don't I do it myself, after all, isn't it just as easy as gardening?'*... Not quite, while gardening is a fun and enjoyable pastime, it becomes grueling when you have to heave around tons of heavy stones, mulch, and compost all day long.

And don't worry, **we won't get rid of your weekly passtime**, we'll just help you focus on what you enjoy by getting rid of all the annoying parts: your plants getting burned from chemicals, drying up from the sun, and getting overrun with weeds.

***'But won't it save money?'***

While it might look like big savings to make a quick trip to the store and back, swiftly install everything, and then clean it up before the sun sets, the truth is...

It's probably not worth it.

By doing it yourself, you'll have to make multiple trips from your home to the store to buy lower quality, consumer grade materials, then unload and distribute all of it (taking several days), and finally walk the perimeter and clean up all the edges. By the end, you would've spent tons of money on low quality materials, gas, and most importantly...

**Wasted weekends you could've spent with your family.**

So unless you're the one percent of people who have a burning passion for shoveling mulch... We recommend you give us a quick call, and eliminate all that extra time you would've spent in the hot sun

After seven years of...

...Renovating some of the worst yards in Southern California, we've seen what actually works in real life, for real homeowners just like you.

Over time we've transformed tons yards, improving our processes and equipment along the way to get you the best results possible. Whether you're looking to have vibrant green grass, large healthy plants, or just an eye-catching garden...

Your yard will become a place so magical, your kids will be excited to play there all day. A place so calming, you can relax there after a long and tiring week at the office. And a place so dazzling your neighbors will stop by to ask you: *'How did you pull it off? It looks marvelous!'*

Not sure if we're right for the job?

We get it, you might even be wondering, *'Will this be like one of those botched jobs I've had with another landscaper?'*...

What it really comes down to, and what you should be asking is: *'What makes MyMulch different from all those other guys online?'*. And while we might offer similar services, we take pride in being professional, communicative, and honest with our customers. Here's what I mean...

## Testimonials

At MyMulch, you're not just another customer to us, you're part of our community.

And that's why we make sure to:

**Share our knowledge and experience with you** - We'll always give you the rundown so you can make an informed decision. Making sure you know what is best for your needs, what to expect from the process, and answer any questions you have about mulching.

**Always be on time** - We'll promptly arrive at your home with your desired materials, our tools, and a cheerful attitude to get you the best results possible, as quickly as possible!

**Thoroughly communicate with you** - We'll let you know everything that's going on, from unloading the mulch into your yard to raking the leftovers off your driveway once we're done. Making sure there's no mix ups or mistakes in the process of turning your yard into an oasis! We'll never leave you uninformed or cause you to overpay on things you don't need...

## And that's a promise!

If you're not sure if mulch is right for your situation, give us a call and we'll answer any questions you might have!

805-630-3231

So if you want a completely new yard as quickly as possible...

Call MyMulch!  
805-630-3231