

ITM Sheet 1 – The Battery

The Metaphor: If the pH is 'corroded,' your lawn won't hold a 'charge.'

Layman's Logic: Grass needs balanced soil chemistry to absorb nutrients and grow strong.

ShawnLawn Service: Lawn Health Analysis

ITM Sheet 2 – The Lungs

The Metaphor: Compaction suffocates the roots. We help your lawn breathe.

Layman's Logic: Roots need air, water, and space to grow deeply.

ShawnLawn Service: Lawn Aeration

ITM Sheet 3 – The Diet

The Metaphor: Feeding the grass organic fuel so it can out■compete weeds.

Layman's Logic: Healthy turf crowds out weeds naturally.

ShawnLawn Service: Organic Fertilization

ITM Sheet 4 – The Shield

The Metaphor: Targeted defense that strikes pests and weeds at the source.

Layman's Logic: Defense protects healthy turf from invaders.

ShawnLawn Service: Weed & Pest Control

ITM Sheet 5 – The Hydration

The Metaphor: Deep saturation over surface sprinkles.

Layman's Logic: Deep watering promotes stronger roots.

ShawnLawn Service: Water Management

ITM Sheet 6 – The Standard

The Metaphor: Where the science meets the art.

Layman's Logic: Proper cutting enhances health and appearance.

ShawnLawn Service: The Classic Cut