

BUSINESS IN A BOX

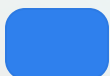
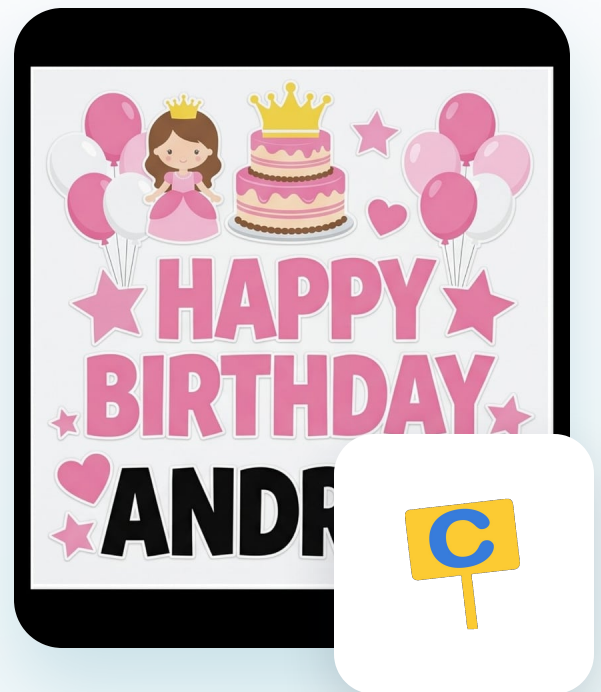
Client Launch Kit

Scripts, checklists, and the real numbers for starting a yard card side hustle. Written by someone who has done this, for someone who is thinking about doing it.

● 7 Day Launch Timeline

● Talk Tracks & Copy

● Ops Playbook



Blue



Pink



Navy



Sunshine

What this actually is

You stake big letters and graphics in a front yard the evening before a birthday, baby, or graduation. You take a photo. You pick everything up the next evening. Families book on your Cardie page, pay you, and you reuse the same signs over and over. This is a rental plus service business, not a print shop.

Cardie is the booking page, the catalog, the inventory counts, the install and pickup schedule, and Stripe. You bring the neighborhood and the signs. That is the whole split.

Why startup is a real buy, but still doable

You do need letters, numbers, a few mains, and stakes. You do not need a warehouse or a storefront. Start with birthdays. Buy new, buy used, grab a supplier value pack, or email support@hicardie.com about a Cardie startup pack shipped to your door.

What you buy	Need it?	What it usually costs
Starter sign set (letters, numbers, birthday mains, flair)	Yes	\$3,000 to \$8,000. Used or a value pack can come in lower. Grow as cash comes in.
H stakes, mallet, totes, headlamp, zip ties	Yes	Often bundled with a first sign order. If not, budget a couple hundred.
Door hangers	No	\$40 to \$60 if you want them. Skip them if you are talking to people you already know.
Flyers	No	\$30 to \$50 at home or a local print shop.

What a few displays actually pay

A neighborhood birthday display is often **\$75 to \$95**. Three of those in a month is about **\$225 to \$285** before your time. That is proof, not a ceiling.

Milestone layouts often run **\$110 to \$150**. An extra night is often **\$20 to \$35**. After the signs are paid for, most of each booking is yours minus Stripe and Cardie's 1% fee. The signs go back in the tote for the next lawn.

Already installing celebrations?

Keep your signs. Bring families onto a Cardie booking page so requests, inventory, and payouts live in one place instead of a group chat and a notebook.

Who this is for

Stay at home parents

Installs after dinner. Pickups the next evening. The work fits around school hours.

Neighborhood connectors

PTA, church, sideline chat. Those rooms are your first three bookings.

Retirees & organizers

Stay moving, help families mark the days that matter, keep the hours you want.

Your first week, explained

Days 1 to 3 are setup. Days 4 to 7 are momentum. Do not skip the people you already know. Do not hang hangers until signs are in your hands.

Day 1	Claim your Cardie page, name the business, connect Stripe
Day 2	Set catalog packages and line up sign inventory
Day 3	Snap local photos and get print pieces ready
Day 4	Coming Soon warm outreach
Day 5	We are Live announcement and optional hanger drop
Day 6	Secure your first yard card order
Day 7	First install, first pickup, first review

Day 1

Claim your Cardie page, name the business, connect Stripe

Do this on a laptop. Name the business, finish your profile, connect Stripe, and claim [hicardie.com/\[YOUR-SLUG\]](https://hicardie.com/[YOUR-SLUG]).

Day 2

Set catalog packages and line up sign inventory

Add a neighborhood birthday package and a milestone package. Order signs, buy used, or email support@hicardie.com about a startup pack. Birthdays pay the bills. Start there.

Day 3

Snap local photos and get print pieces ready

Take 4 or 5 phone photos from the shot list in Getting Set Up. If signs have not arrived, use a sample display photo and swap later.

Day 4

Coming Soon warm outreach

Text and email 15 to 20 friends, neighbors, and sports parents. Post a Coming Soon note on your own social. Warm people first.

Day 5

We are Live announcement and optional hanger drop

Post Nextdoor and the We are Live captions. Hang 25 to 50 door hangers only if signs are actually in the garage.

Day 6

Secure your first yard card order

Follow up with anyone who replied. Approve the request in Cardie and collect payment in the app.

Day 7 Client Launch Kit

First install, first pickup, first review

Computer first, then your phone

Name, Stripe, catalog, and ZIP codes on a laptop. Adding the site to your phone comes after that.

Desktop

Open **hicardie.com**, click Login, and finish setup in a full browser. Catalog, Stripe, and templates are much easier on a real screen.

iPhone

Open **hicardie.com/[YOUR-SLUG]** in Safari. Tap Share (the square with the up arrow). Tap Add to Home Screen.

Android (Chrome)

Open **hicardie.com/[YOUR-SLUG]**. Tap the 3 dots in the top right. Tap Add to Home Screen or Install App.

Must have in the first buy

- Black letters A to Z, with extra vowels plus R, S, T, N, L.
- Numbers 0 to 9, with extra 1s, 0s, and 2s for ages and years.
- Happy Birthday mains (boy and girl, or one unisex set), It's a Boy, It's a Girl, Congratulations.
- Birthday flair: balloons, cake, presents, stars.
- 100 plus H stakes in mixed sizes, rubber mallet, headlamp, tape, zip ties, weatherproof totes.

Colors for anything you make



Celebration Blue

#2F80ED · headlines,
buttons



Party Pink

#F45B8A · badges, save
callouts



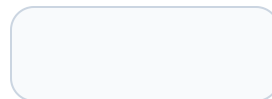
Night Navy

#172033 · body text



Sunshine

#FFD43B · highlights



Clean White

#F8FAFC · backgrounds

Keep layouts bright. One job per piece. Local name plus **hicardie.com/[SLUG]** at the top and bottom. Real lawn photos beat stock. Skip purple AI gradients and crowded paragraphs on a small flyer.

Five photos on your phone

Take these in daylight or at dusk with porch lights on. These go on hangers, posts, and your page.



1. Birthday lawn

Full display from the street so people see the wow.



2. Name close up

Letters sharp enough to read on a phone.



3 to 5. Baby, holiday, you

A baby lawn, a holiday lawn, and you standing next to a finished set.

Name it like a neighbor, not a franchise

Cardie is the software. You are the local name people trust. Keep it easy to say, spell, and type.

Simple structure

[Neighborhood / Landmark / Town] + [Cardie / Yard Cards / Celebrations]

Examples that work

Cardie Miramar Beach

Coosa Valley Cardie

Oak Mountain Yard Cards

Northwood Celebrations

Do

- Use a name people already say for your streets or town.
- Keep it short enough to text without thinking.

Do not

- Sound like a factory. Citywide Sign Solutions is a no.
- Use team names, copyrighted words, or a whole city if you only cover two subdivisions.

Webfront taglines

Pick one for [hicardie.com/\[YOUR-SLUG\]](https://hicardie.com/)

1. **Time:** "The party is tomorrow. The wow can already be in the yard."
2. **Local:** "Your neighborhood's favorite way to celebrate."
3. **Surprise:** "Skip the hand card. Go yard card."
4. **Plain:** "We install the night before. We pick it up the next day. You just watch them smile."

Instagram bio

Yard cards in [NEIGHBORHOOD]
Night before install. Next day pickup.
Birthdays, babies, grads, and more.
Book: [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG])

Facebook About

Welcome to [BUSINESS NAME]! We are a local yard card business powered by Cardie, serving busy families in [NEIGHBORHOOD / TOWN]. Tell us the occasion and the name. We stake a custom display in the front yard the night before, then pick it up the next day. No weekly plans. Book at [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG]).

Nextdoor profile

Hi neighbors! I'm [YOUR NAME], long time resident of [NEIGHBORHOOD] and founder of [BUSINESS NAME]. We help busy local families mark birthdays, new babies, graduations, and welcome homes with a custom yard card display. We install the evening before and pick it up the next day. Message me or tap [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG]).

Brand reminder

Pair your local name with Cardie: "[BUSINESS NAME], powered by Cardie." Your page lives at [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG]).

What to say out loud

School drop off, a ball game, or a driveway chat.

30 SECOND PITCH

"Hey! Quick question. Got any birthdays, grads, or celebrations coming up this month? I just started a yard card business called [BUSINESS NAME]. If you've got something to celebrate, I set up a big custom display in the front yard the night before, then pick it up the next day. No work on your end. It's like a surprise that shows up overnight."

WHAT IS CARDIE, FOR FAMILIES

"Cardie is yard cards for busy families. You tell us the occasion and the name. We stake the display the evening before and pick it up the next day. You pay per celebration. Once a year, every birthday in the house, or whenever you want to make someone's day. See Pricing & FAQ if they ask about plans."

When they push back

1. Price. "That's more than I thought for signs."

"I get it. Count the last minute store run, the stuff that hits the trash the next morning, and the stress of putting it together the day of. This is one booking. We handle install and pickup. Use it for the big birthday or a random Tuesday that needs a little wow."

2. Trust. "Is it weird having someone put signs in my yard?"

"We use our own clean inventory, wiped down between jobs. You tell us the name and where to set up. We send a photo when it's up so you can peek before they walk outside. Then we take it all down on schedule."

3. Habit. "I don't need extra signs in my yard."

"Most of our families don't want signs all the time either. They use us for the days that deserve extra. Milestone birthday, baby coming home, graduation. Not lawn clutter. Just the days that should feel like a big deal."

4. Schedule. "What if I'm not home?"

"You don't need to wait around. We install the evening before, usually [INSTALL_WINDOW, e.g. 5:00 PM to 10:00 PM], and pick up the next evening. Gate code, dog, HOA note: put it in the request. You get a photo when it's up and when it's gone."

5. Weather. "What if it rains or something gets ruined?"

"These signs are built for outdoor weather and we stake them for normal wind. If severe weather is unsafe, we reschedule or refund. Please don't let kids climb them or run a mower through the set. Missing or broken pieces may be billed at replacement cost. Photos next to them are great. Pulling them out of the ground is not."

The two pitches that get you running

BAKERY, BALLOON SHOP, PHOTOGRAPHER, PTA

"Hey [OWNER NAME]! I live right up the street in [NEIGHBORHOOD]. I'm starting a local yard card business, [BUSINESS NAME], for birthdays, babies, and grads. Families book on my Cardie page and I handle install and pickup. I'd love to leave a small stack of cards at your counter and offer your customers \$[DISCOUNT] off their first display."

NEIGHBOR HELPER

"Hey [NAME]! I'm launching yard cards called [BUSINESS NAME] and thought of you. I need help with evening installs and next day pickups in [NEIGHBORHOOD]. A typical stop is 10 to 20 minutes. You pick the nights you can do. Stay close to home. Extra money on a flexible schedule. Is that something you'd want to try?"

Your money, then theirs

How you should think about it

Families pick a package on your Cardie page. Every package should include delivery, setup, and pickup. Extra nights are an add on. You approve the total before they pay in the app.

Charge what your streets will pay. Many markets land a neighborhood birthday at **\$75 to \$95** and a milestone at **\$110 to \$150**. You buy (or rent) your own signs. Families pay you through Stripe. Stripe takes its card fee. Cardie's 1% platform fee comes out through Stripe Connect.

No weekly plan. They pay per celebration. Say that once. If it comes up again, point them here.

Neighborhood birthday (easy to explain)

"One display, one price: \$[PRICE_STANDARD]. Name plus Happy Birthday plus standard flair. Installed the evening before, picked up the next day."

Milestone / extra night

"\$[PRICE_PREMIUM] for a bigger layout or milestone age. Extra night \$[PRICE_EXTRA_NIGHT]. Still includes install and pickup."

Answers families ask most

Q: How do I book?

A: Create a free account on [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG]), pick a package, occasion, and date, and submit a request. [BUSINESS NAME] reviews availability. You pay in the app after approval. We install the evening before.

Q: Do I have to sign up for a weekly plan?

A: No. Pay per celebration. Use us once a year or every birthday in the family.

Q: When do you install and pick up?

A: We install the evening before your event date (often 5:00 PM to 10:00 PM) and pick up the following evening. Extra nights are available. Ask when you request.

Q: Do I need to be home?

A: No. Share gate codes, pet notes, and where to set up in your request. We'll send a photo when it's up.

Q: What if it rains?

A: Light rain is fine. If severe weather makes install unsafe, we reschedule or refund. Please keep mowers, string trimmers, and climbing kids away from the display.

Your first 10 customers

The first ten come from people you can text, not from a billboard.

Step 1. The personal 5

Text 10 friends, neighbors, or PTA contacts using the SMS in the swipe file. Aim for 3 founding celebrations in the first three weeks.

Step 2. The Nextdoor drop

Post Nextdoor Variant 1 Monday 8:00 AM or Sunday 7:00 PM in your neighborhood group.

Step 3. Hanger walk (optional)

Walk 50 homes on the two streets around your founding families and hang door hangers if signs are in hand.

Step 4. First install done right

Level stakes, proof photo, on time pickup, handwritten thank you, then the review text.

Install night checklist

- ☐ Pull the job in Cardie. Confirm name spelling, occasion, and special notes.
- ☐ Stage letters and flair in totes before you leave. Count vowels.
- ☐ Install in the evening window. Stake deep. Photo from the street.
- ☐ Send the "it's up" text with the photo.
- ☐ Next evening: pick up, wipe signs, log anything damaged, send the review text.

If they answer the door

INSTALL GREETING

"Hi [CLIENT_NAME]! I'm [YOUR NAME] with [BUSINESS NAME]. I'm setting up [HONOREE]'s display. I'll send you a photo when it's done. We'll pick it up tomorrow evening. Thanks for trusting us with the surprise!"

Waitlist (outside your area)

OUTSIDE YOUR ZIP / NEIGHBORHOOD

"Hi [NAME]! Thanks for reaching out to [BUSINESS NAME]. Right now we cover [NEIGHBORHOOD / ZIP CODE], so we aren't installing on [THEIR STREET] yet. I added you to the waitlist. When we get 3 more families in your pocket of town, we'll open that area. Drop your email here to stay first in line: [hicardie.com/\[SLUG\]](mailto:hicardie.com/[SLUG])."

Keep it clear so you can sleep

Say what you do. Do not promise a perfect surprise if the weather will not cooperate.

No contracts

They pay per celebration on [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG]). See Pricing & FAQ.

Point to platform terms

Your page links to Cardie's Terms. Signs are rental inventory. Missing or damaged pieces may be billed at replacement cost.

Carry your own insurance

Keep general liability and valid auto insurance on any vehicle you use. You are staking signs in front yards. Cardie does not buy this for you.

Cardie is not your insurer

Cardie / Mahy Group LLC is not on the hook for wrecks, accidents, or claims from your (or a helper's) mistakes, and does not pay customer claims for you.

What not to promise

- **Exact minute arrival.** Say: "We install in the evening window, usually 5:00 PM to 10:00 PM."
- **Every letter in every color on one day's notice.** Say: "We'll build the best display we can with the inventory on hand."
- **HOA approval.** Ask the family to confirm their HOA allows temporary yard displays.
- **Unlimited replacement.** Point to care terms for wear, theft, and mower damage.

Website footer one liner

Yard card displays provided by [BUSINESS NAME] are subject to rental inventory terms at hicardie.com/terms. Displays are temporary and picked up after the celebration.

On you, not on Cardie

- **No profit promise.** Cardie gives you software, brand files, and this roadmap. It does not guarantee a dollar amount.
- **Inventory cost is yours.** Signs, stakes, fuel, and replacements come out of your pocket.
- **Marketing is your job.** The model works when you actually talk to people on your streets.

Print this. Cross it off.

This is Launch Day. Most of this maps to Day 5 of the timeline. Signs should already be in the garage.

1 to 2 days before

- ☐ Starter inventory arrived (or Cardie startup pack confirmed). Stakes, mallet, totes packed.
- ☐ Cardie URL claimed (hicardie.com/[SLUG]) and profile done.
- ☐ Stripe Connect linked so payouts can land.
- ☐ Catalog packages and extra night price set.
- ☐ Flyers or hangers printed only if you chose them. Custom link and local photos on them.

Launch morning

- ☐ **8:00 AM:** Publish We are Live on Nextdoor (swipe file, Variant 1).
- ☐ **8:30 AM:** Publish We are Live graphics and the Instagram Stories sequence.
- ☐ **9:00 AM:** Text the SMS invite to 15 local friends and neighbors.
- ☐ **10:00 AM:** Hang 25 to 50 door hangers in target subdivision streets if you printed them.

Afternoon and evening

- ☐ Answer comments, DMs, and texts using Talk Tracks.
- ☐ Confirm first bookings in your Cardie dashboard.
- ☐ Stage totes for the first install night.
- ☐ Take the win. You launched a yard card side hustle.

Cardie HQ · For people building this in their own neighborhood · hicardie.com

Grab what you need

You do not need to use all of these. Pick the pieces you will actually send this week.

When to post or drop

Type	Best time	Where
Nextdoor	Sunday 6pm to 8pm, or Monday 7:30am	Your local neighborhood group
Door hangers	Tuesday to Thursday, 9:00am to 11:30am	Target subdivisions / driveways
Instagram Stories	Monday morning and Thursday afternoon	Personal and business Stories. Use a poll and a link.
Forwardable text	Sunday 2pm to 5pm	10 to 15 friends, PTA parents, sports parents
Neighborhood flyer	Saturday morning or after school drop off	Coffee shops, sports fields, school community board

Nextdoor Variant 1. Launch day

Hi neighbors! Real question... is anyone else scrambling for birthday decorations the night before?

I started [BUSINESS NAME], a local yard card service for [NEIGHBORHOOD] (powered by Cardie).

How it works:

1. You book the occasion and the name.
2. I install a custom display in the front yard the evening before.
3. I pick it all up the next day.

No weekly plan. Use it when someone deserves a wow.

I'm capping launch so I can keep this personal. Grab a spot:
[hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG])

Nextdoor + social captions

Nextdoor Variant 2. Birthday week

Got a birthday on the calendar this month?

Don't spend the night before taping streamers to the mailbox. Let [BUSINESS NAME] handle the wow.

We install a custom yard card display the evening before and pick it up the next day. Name, age, Happy Birthday, the whole bit.

Book: [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG])

(Local owner: [YOUR NAME], serving [NEIGHBORHOOD])

Caption 1. The infinite party store run

The party store run is infinite. Your evening isn't.

Stop spending the night before a birthday hunting for decorations that hit the trash tomorrow. [BUSINESS NAME] stakes a custom display in the front yard in [NEIGHBORHOOD] and picks it up the next day.

Link in bio. [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG])

#Cardie #YardCards #[NEIGHBORHOOD]Moms #BirthdayWow

Caption 2. Wake up to it

They walk outside. Their name is in the yard. That's the whole product.

[BUSINESS NAME] installs the night before. We pick it up the next day. You just watch the smile.

Book this month: [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG])

Caption 3. How it works

3 steps to a yard that does the celebrating with [BUSINESS NAME]:

1. Book the occasion and the name.
2. We install the evening before.
3. We pick it up the next day.

No long contracts. Serving [NEIGHBORHOOD] families. Link in bio.

Caption 4. Baby or grad

New baby coming home? Cap and gown this weekend?

Those days deserve more than a balloon from the grocery store. Book a custom yard card display in [NEIGHBORHOOD].

Grab a date: [hicardie.com/\[SLUG\]](https://hicardie.com/[SLUG])

Stories, texts, email

Instagram Stories (5 frames)

Frame 1. Hook

Visual: Empty front yard at dusk.

Overlay: "Be honest... how last minute are you on birthday decorations?"

Sticker: Poll. Already done / Still hunting

Frame 2. Idea

Visual: You staking the first letter.

Overlay: "What if the yard did the celebrating for you?"

Frame 3. Reveal

Visual: Finished birthday display from the street.

Overlay: "Installed the night before. Picked up the next day."

Frame 4. Freedom

Visual: Name letters close up.

Overlay: "No monthly plan. No contract. Help when you need it in [NEIGHBORHOOD]."

Frame 5. Ask

Visual: Blue and pink graphic.

Overlay: "Save \$[DISCOUNT] on your first display. Tap below."

Link sticker: hicardie.com/[SLUG]

Forwardable text

Hey [NAME]! I just launched a yard card service for our neighborhood called [BUSINESS NAME] (powered by Cardie). I install a custom display the night before a birthday, baby, or grad, then pick it up the next day. Handy when you want a wow without the store run. First display \$[DISCOUNT] off with code [CODE]: hicardie.com/[SLUG]

Email to friends

Subject: A quick favor (and a birthday shortcut)

Hi [NAME],

I hope your week is off to a decent start.

I launched a local business for families here in [NEIGHBORHOOD] called [BUSINESS NAME] (powered by Cardie).

Yard cards. You book the occasion and the name. I stake the display the evening before. I pick it up the next day.

No weekly plan. Use it when someone deserves a wow.

I'd love for you to try it. \$[DISCOUNT] off your first display:

hicardie.com/[SLUG]

(Promo: NEIGHBOR[DISCOUNT])

Know another parent with a birthday on the calendar? Pass this along.

Thanks for supporting local,

[YOUR NAME]

Owner, [BUSINESS NAME]

Text: [PHONE] | Web: hicardie.com/[SLUG]

Coming Soon, We are Live, review ask

Coming Soon

Something bright is coming to [NEIGHBORHOOD]!

[BUSINESS NAME] is launching yard cards starting [LAUNCH DATE]. Night before install, next day pickup, no weekly plan.

Want in before we fill the calendar? Drop your email at [hicardie.com/\[SLUG\]](http://hicardie.com/[SLUG]).

We are Live

WE ARE LIVE IN [NEIGHBORHOOD]!

Yard cards are open for birthdays, babies, and grads. We install the evening before. We pick it up the next day.

First 10 families save \$[DISCOUNT] with code: LAUNCH10

Book: [hicardie.com/\[SLUG\]](http://hicardie.com/[SLUG])

After pickup. Review and referral

Hi [CLIENT_NAME]! This is [YOUR NAME] from [BUSINESS NAME]. [HONOREE]'s display is packed up and the lawn is clear.

If the surprise landed, would you take 30 seconds for a Nextdoor or Facebook review? Word of mouth is how a small neighborhood business grows.

Bonus: Give \$[DISCOUNT], get \$[DISCOUNT]. Share [hicardie.com/\[SLUG\]](http://hicardie.com/[SLUG]) with a friend in [NEIGHBORHOOD]. When they book their first display, you both get \$[DISCOUNT] off your next one.

That is the kit

Read sections 1 through 9 in order. Use this swipe file when you sit down to post or text. If a family asks about paying or extra nights, send them to Pricing & FAQ instead of rewriting it in a caption.

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