



The Pond Owner's Handbook – HOW TO USE

General Information

- This brochure is full of information that will help a new or existing pond owner understand more about their pond as well as tips to give them the best possible experience with their water feature. It also gives them all the information they need to make sure that the proper maintenance is given to the pond, so there is no guessing.

Purpose

- No one likes for their customers to be frustrated with their product or service. This piece will help eliminate frustration for pond owners by giving them a handy reference on how to maintain their water feature on a regular basis.

Suggested Uses

- Hand your customer a copy after installation. Walk them through it to show them how valuable the information is, and make sure they are aware of the seasonal maintenance and care that needs to be given to the water feature.
- Have copies at your home shows for people to flip through before deciding whether or not they would like a pond. It will make them feel more comfortable knowing that there is a "How-To Manual" and they would not be on their own if they decide a water feature is for them.
- Include your company name and information on the back page by creating labels or a stamp. Don't forget your phone number and your website address.