

Lead Magnet: The Backyard Pool Buyer's Checklist

****Use:**** offer this free PDF in exchange for an email ("Get the free Pool Buyer's Checklist"). It builds your list so you're not 100% dependent on Google/Amazon. Deliver it via MailerLite's automated welcome email. You can paste this into Canva (free) to make a branded PDF, or export from Google Docs.

Suggested cover: *******"The Backyard Pool Buyer's Checklist — swimmingpoolfun.com"******* with a pool photo.

Before You Buy — 7 Questions to Answer

1. ****How will you use it?**** Cooling off vs. swimming laps vs. kids' play changes everything (size + shape).
2. ****How much space do you have?**** Measure length × width, and leave room to walk around it. Round fits more yards; rectangular is better for laps.
3. ****Is your ground level?**** Above-ground pools need a flat, compacted base. Budget for leveling if it's not.
4. ****What's your real budget?**** Include pump, filter, cover, chemicals, and heating — not just the pool.
5. ****How long is your season?**** A heat pump can add 2+ months. Factor running cost.
6. ****Who maintains it?**** A robotic cleaner + variable-speed pump makes upkeep almost hands-off.
7. ****Are you staying put?**** Renters/movers should favor inflatable or modular/relocatable options.

Pool Type Cheat-Sheet

Type	Best for	Watch out for
Inflatables	Budget, kids, renters	Shallow, least durable
Metal/resin frame (INTEX etc.)	Most families	Needs level ground
Steel-wall kit (Puri Tech etc.)	Durability	More install effort
Container/modular	Modern look, fast install	Highest upfront cost

The Gear Shortlist (don't forget these)

- [] ****Pump + filter**** sized to your pool (a weak pump = green water)

- [] **Robotic cleaner** (cordless = no tangle) — saves hours
- [] **Heat pump** sized to your volume for a longer season
- [] **Solar or safety cover** (cuts heat loss + evaporation)
- [] **Water test kit + chemicals** (chlorine/salt, pH, alkalinity)
- [] **Ladder / entry** and a level, compacted base

Sizing Rules of Thumb

- **Heat pump BTUs:** bigger pool = more BTUs; inverter models run quietest and cheapest. (Full sizing guide on the site.)
- **Pump:** turn over your entire water volume in ~8 hours; variable-speed pays back in energy savings.
- **Pool size:** if torn between two sizes, size **up** — nobody wishes they bought smaller.

Next Steps

- Read the full comparisons + current prices at **swimmingpoolfun.com**
- Reply to this email with your yard size and I'll point you to the right pool.

As an Amazon Associate we earn from qualifying purchases — at no extra cost to you.