



**Learn To Start Your Own
*Highly Profitable
Landscaping Business***

By Loren "Lon" Greene

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Introduction

Hello, my name is Loren *Lon* Greene, and I assume you've been thinking about a career working with your hands, in the outdoors, that is both satisfying, and healthy. Of course, it goes without saying that while you enjoy working hard you also want to be paid well and be your own boss.

Certainly, a career as a self-employed lawn care expert can give you all of this and more. To that end, this writing can help you get started in our captivating business of landscape maintenance

I will begin with the guess that you know nothing or even less about accurately operating a landscaping business. I will also take for granted that you are a *self-starter* and *motivated*. Additionally, that you love the world around you: the vast variety of flowers, trees, shrubs, the attractiveness of a marvelously manicured lawn, and that you unquestionably don't mind getting your hands dirty!

The landscaping business today is wildly successful, in fact, there has never been a better time to enter our business. While, the lawn and garden industry is huge now and it is growing rapidly.

You can truly be your own boss, believe me, working for yourself allows you great flexibility and freedom. In this business you can be as busy as you want to be. Your future is in your hands, you can either grow your company to a cozy level and make an excellent living, or you can keep expanding making even more!

The start-up costs are low, you maintain complete control of your time and business. Also, this is a home-based business, you'll gain the benefit from the many tax benefits of having your office at home. Naturally, you'll need some necessary equipment, but you can begin work with just a few items and expand as the money starts rolling in.

How I can help you

This book will teach you the basics of lawn care and gardening and will provide advice on many aspects of running any business, in reality, you'll soon be able to hang out your sign and start acquiring work.

No matter what your previous level experience you will be continually required to add to your knowledge base by taking some self-directed study lessons, or perhaps by applying for recognized university courses.

Many continuing education departments offer evening courses on plants and lawn care, and some colleges offer one and two year programs dedicated entirely to the field of landscape maintenance, as well as, part-time programs that are sometimes available, permitting you to continue to run your business.

First, quite naturally, you must really decide that the landscaping business is definitely for you.

If you previously have a background in the field of landscape maintenance, you already have a distinctive advantage. Then again, where you are completely new to this business, with a lot to learn, you can rely on this book and my references.

While the information offered in this book will greatly reduce your learning curve, they will not of course replace actual experience.

Yet it's not enough to know your craft, you'll be running a business and if you run it badly, naturally, you'll fail. In order to make you the exception, one who succeeds thus permitting you to do what you love, while earning a great living and having a good time.

This is a book about the landscaping business. I'm not going to teach you how to plant flowers or what kind of fertilizer to use as there are lots of books that will help you in that area.

What I am going to do is show you how to set up your company, keep records, how to write a business plan, attract and hold on to clients, find and keep good employees, manage jobs, and a lot more.

You're going to learn how to do things right the first time. The nuts and bolts of landscaping, and you'll find it's all as fascinating as gardening.

As for yours truly, landscaping has been more than good to me. I live comfortably these days with plenty of work, sure we all have bad days, Yet when I consider the other choices I could have made over time, I'm glad about my life in landscaping, it's been challenging, and rewarding.

Best of good fortune;

Loren Lon Greene

Why A Landscaping Business?

You say you've always been fond of gardening and really believe you would be good at doing it professionally, *if only* you had a chance to devote yourself to the craft.

Then again, maybe you don't know a hydrangea from a hoe, but you've been longing to come across a way to earn a living working outdoors. Either way, you must be motivated and, in reality, serious about gardening or landscaping and unyielding about going into business for yourself.

Working in the landscaping business is a positive thing for yourself, for society, and for the environment. You'll be outdoors and getting a lot of exercise, doing something that's satisfying, positive and fun.

It's a great feeling knowing you're providing your clients with increased property values, beauty, outdoor living space, and a new admiration of gardens and nature.

Also, you'll be improving the environment by making available climate control for houses; controlling erosion; producing oxygen; providing food, shelter, and nesting materials for wildlife.

Yet, Is The Business Really Right For You.

Gardening is many people's favorite hobby. Do you love to putter around in the garden, trimming a few daisies, turning over the soil all over the place, leisurely cutting the lawn, etc.. Well, that's OK for your amusement, but that's not what this business is about.

To be successful in this business requires a lot of energy and a great deal of self motivation, so before you invest time and money in starting your own business, you should evaluate whether it is, in fact, right for you

Then Again, Are You Right For The Business.

This is the time to make an honest self-assessment, ask yourself;

Do you enjoy working hard and conscientiously, maintaining high standards, while having a preference to always do a thorough job.

When it comes to your knowledge of plants, do you love plants or learning about plants and their names?

Are you in good physical health, can you lift 60 pounds, do you refrain from getting your hands dirty?

Would you say, your a self-starter, working skillfully without a boss?

Do you like meeting new people, tolerating different religions and races, while managing employees?

Honestly, are you honest, standing by your word, and dealing with people fairly?

Are you creative, trying to think of new ways to do things?

Do you maintain a positive attitude, that is, usually do you see the cup as being half full, and prefer a happy work environment?

And, Do You Have What It Takes?

If I only had a dime for each time someone says to me "You must have so much fun to be in your business!"

Well, yes, it often is more than fun, it's deeply satisfying in many ways. Yet, there's another side to the business: long hours, and work that is at times emotionally stressful, brutally hard, risky, and not always a lot of money.

But still, it's always more than good enough to keep me and a bunch of other people going strong. The best way to manage the stress and strain is be, in the first place, the type of person to whom this lifestyle comes *naturally*.

From Amateur to Professional

Puttering around in your own backyard may be a lot of fun but your far from being a professional. This begs the question, just "how do you go from hobby to career?" "How do you learn enough to be considered a professional?" And, "Should you begin part time?"

Landscaping is a blend of many knowledge's, such as; art and design, horticulture, engineering, the life sciences, physical work, and business management. Chances are right now you've got a pretty good grip of *some parts* and will need help with others.

Happily, there are numerous ways for you to enhance your knowledge to the point where you'll feel comfortable about going into this business. Let me count the ways.

Gain First-Hand Experience

In reality, most of the important things about the landscaping business can't be learned from books. In fact, many landscaper's never go to school, yet they become very good at their craft. I believe you'll find that some type of formal education, maybe merely attending seminars is necessary at some point. Still, there's no substitute for laboring in the field.

Consider starting your landscaping career by working for somebody else for at least a year or two. In this manner, you can see how other people do things; you'll soon lose your innocence and get a full perspective of the business.

You may even desire to work for a few diverse companies, in different sectors of this business, such as; a landscape contractor, a gardener, a retail nursery, or an irrigation supply house. It's best if you work for someone who's really good, this way you'll learn how to do things right.

Remember though, that unless your lucky, few employers will be too interested in training you *beyond* their needs, as one of their biggest fears is that a sharp employee will sooner or later go into competition with them. Expect to learn more by observation and curiosity along with personal involvement.

Through Self-Study

Begin to read enthusiastically. Excellent books are abundant on the subjects of landscaping, contracting, horticulture, and business management.

In addition to your local bookstore or library, don't forget the library at the local college or any botanical garden, check out some of the sources of professional books listed in their appendix. Also, acquire trade and professional publications. Don't pass-up popular gardening magazines and of course, the Internet.

No End To It All

Face it now, you'll never really "learn" this business. It's too intricate and changes all the time. As for me, I still spend ten to twenty hours a week reading journals, studying, reading trade publications, and attending classes. So, plan on being a student for the rest of your life.

That's one of the really greatest joys of horticulture. By the way, in twenty years or so, you'll begin to get pretty good.

You Can Start Part Time or Full Time

A word to the wise, leaping in with both feet at first can be pretty scary, so perhaps plan on starting out part time, that's OK.

At first, dig up some Saturday gardening jobs to see if you like it; if you don't, it'll be pretty easy to back out. This way, you can keep your investment in tools and equipment to a minimum, perhaps borrowing some things from the family or friends or buying used tools at garage sales. Sometimes you can use your clients' tools, but I regard that as somewhat unprofessional, besides, what if you break something!

If you decide to start out part time, be honest with clients, advise them you're just beginning, rather than acting like an old hand. Demonstrate to them you can be trusted with their valuable landscaping, but don't try to be something you're not. They'll appreciate your honesty.

I suggest you stick to garden maintenance at first, because the complex demands of landscaping will at first tend to overwhelm you. Besides, it's pretty hard to tackle a landscaping project if you're only working one day. Another strategy would be to help out another gardener.

Sources That Can Help You

Always, remember *that you are not alone*. There are thousands of other people in the landscaping business, a quantity of which, like you are just starting out, still others are long-term veterans. Of these, most are more than willing to share their experience with you, *if you only ask*.

Also, landscaping associations give you the chance to network with other business people, and doing so benefits everyone, as you will learn from other people's experiences as well as them learning from yours.

Associations can also be your voice in government and keep you abreast of laws and bylaws in your area that may affect your business.

A plus is, some of these associations offer *certification programs*, and I highly recommend that you complete such a program. If you are certified, you can proudly display the certification logo on your advertising material, of course, proving that you have met their established criteria and possess certain abilities.

Naturally, you usually will have to pay an annual fee to become a member of an association, yet you can consider this money as well spent. Additionally, as a member, you will be offered direct savings, such as fuel discounts.

In these United States, contact the Professional Landcare Network (PLANET). Their website is www.landcarenetwork.org.

In Canada, contact the Canadian Nursery Landscape Association (CNLA). Their website is www.canadanursery.com.

You'll find also, there may be other organizations and associations in your area, such as the local chamber of commerce that can be helpful and provide good networking opportunities.

An additional excellent source of information is the Internet, so, if you do not have a computer with an Internet connection, I would highly recommend getting both.

There is a world of information at your fingertips when you are online, even though you every now and then sort past a lot of fluff to get some quality information, but once you have found some good sites, you can visit them again and again.

Opportunities In The Landscaping Business

Few things brighten peoples lives more than walking along and viewing attractive landscaping. And, as a profession, landscaping can be a positive thing for you to do, not only for yourself, but for society and for the environment.

In this business you'll get plenty of exercise while doing something that's satisfying and fun while working with nice people. You'll be supplying your clients with increased property values, beauty, outdoor living space, and a new awareness of nature.

You'll be improving the environment by preventing erosion; making available climate control for houses; producing oxygen; and reducing the urban heat-island effect; also many other beneficial consequences like safeguarding native plant life.

Your living in the most exciting period in the history of horticulture. Today we've gone from the conventional, basic idea of exterior decorating to the intricate and growing practice of landscape design that can benefit both nature and people when accurately done.

Today's professional landscaper deals with such vital issues as; fire safety, water conservation, pest management, waste reduction, watershed management, and the preservation of local ecosystems.

Never before has there been such an understanding of the consequences of our profession, and you can be a part of it. We need more thoughtful, progressive people to carry on with this great work.

Types Of Work Available

The world of landscaping ranges from the small, limited work of a gardener to the landscape architect whose tasks might include; urban and regional planning, rainforest management, restoration, or even global concerns,

The landscape business is comprised of both the backyard grower of a few plants, to the huge wholesale nursery with hundreds of acres of plants, employing dozens, and sponsoring an endless stream of trucks distributing plants all over the country and world.

Not all landscaping, however, is performed outdoors; the interior landscape business is a profitable and fun specialty. The part you play in this amazingly diverse world depends on your; *interests, your energy, and your talents.*

In the beginning you'll probably get your start in lawn maintenance, as many people do. Apart from this being the easiest place to enter the business, gardening is also the best place for most people to start.

If you make the long trek from gardener to landscape contractor, and then to landscape architect, as I did, you'll have a deep understanding of what you're doing from the ground up, so to speak. I believe everyone should be required to start this way.

A Maintenance Gardener

The gardener is the one who is hired to care for the landscaping *after* it has been designed and installed. It is said, that "The gardener is a person who keeps things from growing."

It's an odd saying, yet very true as the main job of the gardener is to come in on one day and make everything look the same as it did a week before when he or she left. Yes, *status quo* is the gardener's occupation, husbanding an atmosphere of calmness by making the landscape look as though nothing ever changes.

Keeping things under control is a major part of gardening, often made necessary by bad design. In fact, one of the gardener's main duties is to constantly cut back plants that have become too big for their assigned spaces.

The gardener is also a nurturer, one who must look closely at the places under his or her care and make needed adjustments, often subtle, to keep things moving in the right direction.

Naturally, despite the illusion to which the gardener is an co-conspirator, the garden, of course, does change. In reality, weather and seasons will always do their dirty work, along with pests and their predators.

Plants have different needs at different times and at different points in their life spans. Even the soil is alive, packed with; earthworms, bacteria, insects, good and bad fungi, and dozens of other things that often appear to be creatures straight from another world.

All these things and more, are inescapable as well as on the job seven days a week. It is the gardener who must recognize them, work with them, while being *for or against* them as the situation warrants. Truly, the gardener can be a wizard, a little god.

Gardening is an ideal business to operate out of your home because most of your equipment can stay in the truck overnight, you will need little office space, and you don't need to be open to the public, as you might imagine, very few people bring their gardens *into your shop*.

To be an superb gardener can be a fine well paying occupation. Yet, after a few years, you might decide you'd like to do more, say get into commercial maintenance, add employees, maybe you'll want to create gardens instead of merely maintaining them.

If you're good, these opportunities will come your way. By looking after your clients, you'll find they'll want you to do more for them, they'll tell their friends, and you'll find yourself soon in demand.

You'll have to make some business decisions along the way in relation to how big you want to get, also, in which direction you eventually want to go.

However, whatever you do with your career, you will have made a wise beginning by choosing to enter at *ground level*. And, if you decide to stay there, there's absolutely no shame in that.

Remember that in many cultures, the gardener is revered, as people understand and appreciate the value shown in their chosen profession.

A Landscape Contractor

As you might imagine, a landscape contractor is a builder who *specializes* in the construction of gardens and landscapes. The extent of their trade is very wide and varied, from planting a few plants in your client's backyard to heavy construction on a commercial site, such as a public park or office building.

As a landscape contractor you can be a one-person company restricted to small specialty gardens, or a giant corporation with hundreds of employees. Naturally, at first you will probably be more interested in a small operation, but keep in mind that the average landscape contractor must have at least a number of employees in order to be competitive.

A small landscaping business can easily be operated from your backyard, however should your business gets bigger, you might of course require more space, yet to start out there's no problem with a simple, low-budget, home-based approach.

While the potential rewards are greater, the work is hard, and much more demanding than maintenance gardening. Also, the amount of knowledge required to be really good is exceptional. In addition, most states require a contractor to be licensed. A state license is issued after a qualified applicant passes an exam, pays a fee, and posts a license bond.

Many landscape contractors specialize in both designing and building of landscapes; while others work from plans already drawn by someone else. Each approach has its merits, and it's good to do both in the beginning.

The move from maintenance gardener to landscape contractor is really hopping in with both feet, *however*, unless you're very comfortable with simplicity, you'll most likely, like me, and become bored with the routine of weeding and mowing at some point and yearn for the over-enthusiastic life of a "real" landscaper.

Supporting Fields

While most people do begin with general landscaping, or garden maintenance you may discover that you have special interests, due to the complexity of the landscaping business. As you may have guessed there are even specialties within specialties.

For instance, the *landscape contractor* may focus on native plants or water gardens or *landscape construction* paying special attention to patios, walks, retaining walls, etc.. Others provide pest management, outdoor lighting, irrigation repair, even spas. The opportunities are nonstop, and no doubt you'll find your own special thing to love.

The Landscaping Architect

The landscape architect is a licensed *designer*. In contrast to the *landscape contractor*, who can design only private gardens that they then build, the *landscape architect* can design any type of landscaping but *can't build anything*. The extent of the work is far-reaching and goes beyond most *uncomplicated* garden designs.

The training to become a *landscape architect* is rigorous, yet should you believe this is what you want to do *right now* rather than coming up through the ranks, look into available college programs, as that's the fastest and easiest way to get the training you'll need.

Countless landscape architects, including some reasonably celebrated ones, work out of their homes, reasoning, why do so when mere design doesn't require trucks and tools.

However, as clients often visit landscape architects to have meetings, to go over plans and so forth; accordingly any office needs to be attractive and easily accessible.

Some individuals label themselves as a "Landscape Designer!" In other words a *self-appointed* expert without testing or licensing.

While, some of these individuals are indeed very capable, others may not bet. In a quantity of states a license is not required to do a simple residential planting design, nevertheless in others the "designer" would be operating outside the licensing laws.

Growing And Selling Plants (Nurseries)

There are two basic ways to make money, *retail* and *wholesale*, and like any merchant the retailer buys plants and supplies from wholesalers and sells them to the public.

The wholesale nursery, grows plants from seeds, cuttings, or divisions in the ground or in containers, selling them to retail nurseries and to landscape contractors. Some wholesalers grow a wide variety of plants; others specialize in one thing, such as trees, roses, perennials, or ground covers.

You may be wondering if you can operate a nursery out of your home? In fact, many people make a comfortable and complementary income from plants they grow in their backyard.

Most people who become involved in horticulture soon develop a fixation about certain groups of plants. People often go overboard over, say ornamental grasses, or native plants, or whatever.

Of course, there's often a strong market for specialty plants, in particular *rare or choice* varieties that the commonplace growers just don't handle.

Also, if zoning laws permit it, you can sell directly to the public, otherwise, you can wholesale your plants to retail nurseries or landscapers.

The profit per square foot can be high, especially when you can do without employees, additionally, you're already paying for the land. Glancing out your kitchen window can make you feel rich especially when you see rows of happy, thriving plants.

Pest Control (Operator-Advisor)

As you might imagine, the pest control *adviser* and the pest control operators job is to manage pests and diseases. *First* by making proposals for control and second by applying pesticides, herbicides, and releasing beneficial insects.

Modern pest control people use *biological* methods whenever possible to minimize the application of dangerous chemicals. They are highly trained and licensed and often must take continuing education courses in order to hold on to their licenses.

Now, the thought of endless days squirting noxious chemicals onto rosebushes may not thrill you. Yet, there's a whole new awareness in the pest and disease control business that involves the use of *beneficial* insects, *nontoxic* along with least toxic sprays are designed to achieve the same goal as harsh chemicals.

This field, called *integrated pest management*, is really expanding and there are opportunities to do a lot of good. It's a mesmerizing study of the interrelationships of pests, plants, diseases, as well as the environment. This is a field where you'll never get bored, and you may just get in on the ground floor of some exciting new research.

Operating a pest control business out of your home should be reasonably easy, except that you probably won't be able to store chemicals in a residential area.

A Tree Trimmer (An Arborist)

An *arborist* is a professional who is trained in the care of trees along with other perennial woody plants, thus often labeled *a tree trimmer*. An arborist can consult on and treat tree diseases and problems. Arborists become certified after taking an exam.

A tree trimmer does just that - prune and sometimes remove trees. Without saying, the work is very physical and can be quite dangerous.

However, if you love trees consider this profession. In the beginning you can start out with a truck, some ladders, a couple of chainsaws, and safety equipment, then as your business grows you can graduate to large trucks, and other heavy equipment.

For safety reasons, the crew size requires at least two people, so plan on becoming an instant employer. Licensing is required in some places, while not in others. A lot of knowledge is required to do a good job in this fascinating field. You can easily operate a small tree-care business from your home.

So, if trees are your thing, look into this absorbing '*branch*' of the business.

An Irrigation Contractor

Today, it seems most *professionally* installed landscapes include an irrigation system, naturally, more than ever in dry southwest climates. Many of these systems are very complex, and their design, installation, and maintenance are most often conducted by specialists. While, the landscape contractor commonly supervises this aspect of the job, you may prefer to focus in on just this specialty.

At the start, contemplate doing only irrigation troubleshooting and repair. While, this market is relatively small it's steady work, this because things are always in need of repair.

You can work for homeowners, landscapers, gardeners, or public or commercial clients. The best way for you to learn the trade is to go to work for someone else, at least for a year. Depending on the area, licensing may or may not be required, also working out of your home usually is no problem.

This is a good business for the *nuts-and-bolts type* of individual and is in particular good if you don't want any employees, at least, right away, as you can do most things without anyone's help. Later, you may decide to move on to design and installation, which can involve some pretty motivated projects.



Thanks for reading these brief few pages, of one of the most successful and original career course manuals available on building your own home-based Landscaping business. Learning from an established professional is the best way to starting your own profitable home business.

If you'd like to consider the complete course, [click here...](#)

For information on our other career courses go to either [anezbizz.com](#) or [ahow2.com](#)

Note: To read another *sample edition* of our famous home study courses follow this link... [Learn](#)

Whatever, your decision may I talk this opportunity to wish you the best of good fortune, and remember, don't leave your future to *the whim of others*.

Your friend;

Joe Myna