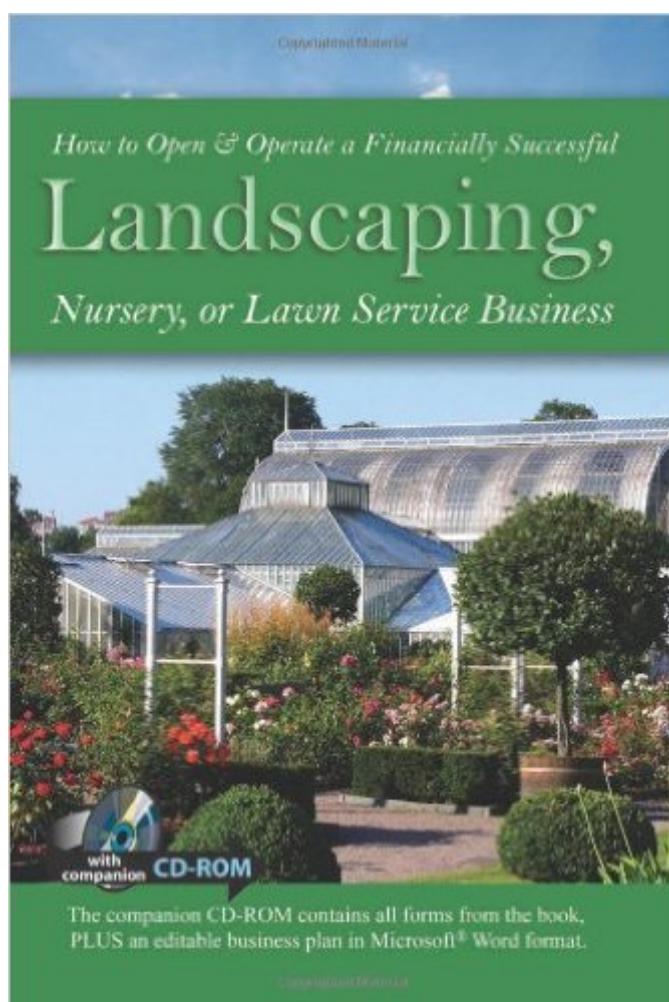


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# How To Open & Operate A Financially Successful Landscaping, Nursery, Or Lawn Service Business: With Companion CD-ROM



## **Synopsis**

If you enjoy working with people and working outdoors, operating a small nursery, landscaping, or lawn service may be the perfect business for you. In fact, many operators combine all three of these elements to make an ideal year-round business. This complete manual will arm you with everything you need to get started and run with your new business, including: business forms, contracts, and worksheets and checklists for planning, opening, and running day-to-day operations. You will learn dozens of other valuable, timesaving tools of the trade that no business should be without. While providing detailed instructions and examples, this book leads you through every detail that will bring success. You will learn how to draw up a winning business plan and about deciding on a name, choosing the right equipment, and selling your other services to your present customers. You will learn about advertising, insurance, basic cost control systems, and market research. You will learn how to build your business by using low and no cost ways to satisfy customers, as well as ways to increase sales and have customers refer others to you. The companion CD-ROM is included with the print version of this book; however is not available for download with the electronic version. It may be obtained separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com) Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed.

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## Customer Reviews

How to Open and Operate A Financially Successful Landscaping, Nursery, or Lawn Service Business: With Companion CD-ROM is a beneficial necessity for anyone looking to start a business of their own. But, don't let the cover fool you. This guide can be used as a reference for any kind of business. Complete with 290 easy-to-read pages, it is a realistic portrayal of what developing a business truly means. It is broken down into nine sections with step-by-step instructions. The format helps in strategizing and creating a distinct "personality" for your business, ultimately becoming the anchor that will bring in your customers. The author is very responsible in explaining not only the background of business development and management, but also the details on financing and hiring as well, going into such distinct detail as to what equipment will work best for your particular goals. From the opening sentence, we can be assured that nothing is sugar-coated: "This book does not sell dreams - rather, it shows you, step by step, how to make your personal dream for working for yourself in the outdoors come true." It explains how "passion" is a great first step, but cannot be the only driving force. Taking a very holistic approach to entrepreneurship, the book even examines how knowing yourself and your limits before you open your business will be beneficial in the long run. And, to help give you a better understanding of what that truly means, it's equipped with a Personality Quiz (my favorite part!). The layout of the book flows seamlessly, from the basics all the way down to the "nitty gritty" details. The resource section in the back of the book is an excellent tool for aspiring business owners. I would definitely recommend this book to anyone looking to be profitable with their business.

This book has 290 pages and deals with "How to" start a landscaping or an outdoor business. The nine sections in the book provide a step-by-step guide for a person new to business. The author set out to provide detailed instructions for setting up a landscaping/ lawn business and succeeded in doing this. After reading this book, the reader will have more than enough information to know how to start and run a business. I found this book to be very informative and recommend it for the following reasons:- if you are in the landscaping business or trying to decide if that is the business for you, then this book will show you how to shop for the right equipment, provide you with information on the procedures and practices required in starting your new business. The case

studies in the book provide information on how others have built their businesses. If you are not in the landscaping business, this book provides you with great information too. You can skip Section 2 which deals Landscaping as a business, and use the outstanding information in the remaining sections. Information such as: characteristics of a small business; the book talks about, "Passion" being a prime ingredient. A successful business is "more than a business to its owner". It encourages you to know yourself before you start a business, and to plan for success while branding your business. This is simply a great book for any person interested in starting a business, any kind of business -outdoor or otherwise. However, I feel that the title of this book may prevent business owners in a different niche from purchasing it, because they may assume that it deals specifically with starting an outdoor business, which unfortunately is not the case at all. I rate this book as a 4 star.

This book completes all the background research necessary in order to understand the landscaping business as a whole so that prospective owners will make the best choices as they are first beginning their business. From detailed information on equipment, advertising, business forms, hiring practices, financial backing and narrowing the focus of services to offer, no area of concern is left unexamined or open ended. Beginning with a Personality Quiz to better identify what type of business owner the reader aims to be, the chapters work through partnerships, franchise possibilities, and independent ownership as an option. The following chapters provide information on forming a Business Plan, determining the bottom line to cover expenses, estimating job bids, marketing, finding the best customers and even how to set up an office. Taking the guesswork out of business ownership, there are checklists that cover the pieces of a business plan, forecasting revenue, insurance requirements, services to offer to customers, seasonal services, and additional information on the permits, regulations on hiring, use of chemicals, and laws that vary from state to state. I recommend this book not only to anyone who is considering running their own business in Landscaping, Nursery or Lawn Service, but also to anyone who may dream of opening their own business of any type. It forces the reader to weigh all options in advance, warns against bidding low on jobs that it harms their end product, and arms the future business owner with all necessary tools to become successful and profitable.

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