



# **How to Open & Operate a Financially Successful Landscaping, Nursery, or Lawn Service Business: With Companion CD-ROM**

*Lynn Wasnak*

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# How to Open & Operate a Financially Successful Landscaping, Nursery, or Lawn Service Business: With Companion CD-ROM

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## **How to Open & Operate a Financially Successful Landscaping, Nursery, or Lawn Service Business: With Companion CD-ROM** Lynn Wasnak

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)

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