

How to Start a Gardening Business

Checklist

1.	Determine if gardening is right for you. \Box
	1.1. Understand what a gardener does. \square
	1.2. Ensure you have the necessary skills. \square
	1.3. Consider the downsides and dangers involved. \Box
	1.4. Think about the type of gardening services you want to offer. \Box
2.	Plan your business. \square
	2.1. Prepare a business plan. □
	2.2. Create a start-up summary. \square
	2.3. Define your products and services. \Box
	2.4. Outline your finances. \square
3.	Take care of the legal requirements. \Box
	3.1. Open a business bank account. \square
	3.2. Choose a legal structure. \square
	3.3. Register with the IRS. \square
	3.4. Get the necessary licenses and insurance. \Box
	3.5. Review your insurance needs. \square
	3.6. Check if your state has a pesticide charter. \Box
4.	Buy gardening equipment and supplies. \square
	4.1. Purchase equipment. □



	4.2. Source gardening supplies. \square
5.	Define your prices. \square
	5.1. Set your rates. □
	5.2. Set up an invoicing and payment system. \Box
6.	Market your business. \square
	6.1. Create a website. □
	6.2. Create a business portfolio. \Box
	6.3. Define your target audience. \square
	6.4. Use a variety of marketing tools. \square
7.	Hire help. \square
	7.1. Determine if you need help. \square
	7.2. Create a job description. \square
	7.3. Set a salary. \square
	7.4. Look for suitable candidates. \square
	7.5. Register your new employee. □