

The \$0 to \$1M Landscape Growth Strategy

Built on 5 Principles for
Smart, Sustainable Growth



Hi there, thanks for checking this out.

If you're a landscape entrepreneur in that grind between \$0 and \$1M, this playbook is for you.

I put this together after working with hundreds of landscapers across North America and seeing one simple truth: success isn't about doing more—it's about doing the right things in the right order.

This strategy is built on five key principles that help you build trust, stand out, get noticed, and stay organized—all with the goal of building a real, sustainable business that works for you.

This isn't theory. These are battle-tested ideas—from showing up early and keeping your word, to using your truck like a moving billboard, to following up fast and organizing your sales funnel, so no lead gets left behind.

If you're serious about growing your business the smart way, you're in the right place.



Robert Murray
Co-Founder | Intrigue Media

Phase 1: Foundation (\$0–\$100K)

Principle 1: Show up early, smile, and do what you say you're going to do.

“If people like you, they'll listen to you, but if they trust you, they'll do business with you.” — Zig Ziglar

A. Arrive at every quote on time (or even a bit early), with a smile and a positive attitude.

Our energy influences perception, and first impressions are lasting; this phenomenon is known as the **Halo Effect**:

First impressions are sneaky. One good trait—like a sharp outfit or a friendly smile—can trick people into thinking you're also smart, reliable, and basically crushing life. **It's called the halo effect, and it's real.**

That's why showing up on time, looking put-together, and not smelling like a mystery sandwich from the backseat of your truck matters. Because if someone's first thought is, *“Wow, they've got it together,”* their second thought probably won't be, *“But I bet they're terrible at their job.”*

Stacking little wins back to back **builds trust**.

B. Follow up exactly when you say you will—this builds early trust and wins jobs.

Trust is built when we do what we say we're going to do when we say we're going to do it.

Example: Landscape XYZ Company says, I can be there tomorrow (Tuesday) to start the estimation process, they show up Wednesday.

Landscape ABC company says they can show up Wednesday, and they do.

Who builds more trust?

C. Treat small clients like big ones. They'll refer you.

If you decide to take on a small project, treat it like a regular project, or don't take it on. Your reputation takes years to build and seconds to ruin.

Execution Tips:

- Block Travel and Onsite visits in your calendar.
- Use a simple quote template so it's easy to get them out quickly after a site visit. Here is a sample quote you can get from a system like [SynkedUp](#), They help contractors price their jobs profitably. [Click here to see the whole quote.](#)
- Respond to all inquiries within 2 hours.
- Keep a whiteboard or app to track commitments, so nothing falls through.



Pro Tip: Customers are 80% more likely to work with the first business that they speak to, respond immediately when possible.

Goal: Close your first 10–20 clients with trust and reliability.

Phase 2: Momentum (\$100K–\$300K)

Principle 2: Marketing 101 – Hang out where your customers hang out.

“Your network is your net worth.” — Porter Gale

Step 1: Get clear on your ideal customer.

Are they luxury homeowners? High-end builds? Specific neighbourhoods? Cool—now figure out where those people spend time.

Step 2: Be there.

- Join the chamber, board of trade, or a local business group—these are goldmines for word-of-mouth leads.
- Serve on boards or committees. Leadership = trust. Trust = contracts.
- Show up where your clients are:
 - Charity dinners
 - Golf tournaments
 - Yacht clubs
 - Private gyms
 - Builders’ events
 - Luxury home shows

Step 3: Build the right relationships.

- Connect with realtors and custom home builders—they already have your dream clients.
- Join your local Builder’s Association. Become the go-to landscaper in that circle.

Remember: Visibility beats invisibility. Get in front of the right people before they even start searching.

Execution:

- Sponsor a golf hole, run a fun game, meet every player, and build your lead list before they Google anyone.
- Donate a garden installation to a charity auction. You'll be generous and prominent to people with cash.
- Build a community garden for a hospital or care home. It's marketing that keeps on giving (and gets press).
- **Use a clean pitch:** *"We design and maintain high-end outdoor spaces. Want me to send a few before-and-afters?"*
- **Listen to this sound bite** from an interview with Marty Grunder, CEO of **Grunder Landscaping Co.** and **The Grow Group**.
- Join your local Rotary Club. These are wealthy, mostly retired, awesome people who are super connected in your community.

Intrigue went from **\$0 — \$2,000,000** on the back of community involvement, nothing recommended above is theoretical.

Don't love networking? Just ask yourself: Do you like money more than comfort?

The bottom line: Get in front of clients with money and taste before they ever search on Google.

Phase 3: Awareness & Proof (\$300K–\$600K)

Principle 3: Wrap your truck(s) with bold colours.

“It's not what you sell that matters as much as how you sell it!”

— Brian Halligan | Founder of Hubspot

What to Do: Your wrapped truck is now a mobile billboard—park it *everywhere* strategically. Check out this truck wrapped by [Accel Graphics](#). It's loud, classy and stands out like crazy.



Consider covered trailers vs open trailers. You tell me what looks better:



Boost your visibility, look more professional, and keep your equipment dry, clean, and secure. You can find a great selection of Covered trailers at [Pace American](#).

Execution Tips:

- Bold colour = high visibility. Include phone number, URL, and a killer tagline.
- Curious what it'll cost you? Check out the next page for a breakdown of Covered vs. Open Trailers.

Open Landscape Trailer

Common sizes: 6'x12', 7'x16', 7'x18'

Typical features: wood or mesh flooring, side rails, ramp gate

| Type | Average Price (USD) |
|-----------------------------|---------------------|
| Basic 6'x12' single axle | \$2,000 – \$3,000 |
| Mid-size 7'x16' tandem axle | \$3,500 – \$5,000 |
| Heavy-duty 7'x18'+ | \$5,000 – \$7,000 |

Covered (Enclosed) Landscape Trailer

Common sizes: 6'x12', 7'x16', 8.5'x20'

Typical features: enclosed shell, ramp door, side door, interior lighting, shelving options

| Type | Average Price (USD) |
|-----------------------------|---------------------|
| Basic 6'x12' single axle | \$4,500 – \$6,000 |
| Mid-size 7'x16' tandem axle | \$7,000 – \$9,000 |
| Large/heavy-duty 8.5'x20'+ | \$9,000 – \$15,000 |

For an extra \$5,000, you have a best in class billboard that makes you look amazing and saves you money on maintenance and theft.

Is it worth it? You know it!

Principle 4: Get Google Reviews (at least 1/3 of clients).

- The top reason people don't leave reviews? They're not asked.
- The second? They don't know what to say.
- **After each job:**
 - Ask in person.
 - Send a thank-you and a direct link.
 - Then follow up—again and again.

Here's a sample email that works:

Subject Line: It would mean the world to us.....

Body:

Hi **[Name]**,

I hope you're doing better than great.

We're reaching out because we could really use your help. We're working on improving our Google presence, and a quick review from you would make a big difference.

It doesn't need to be long—just a few words about the work we did and what it was like working with our team would be amazing. Here's the link: **[Insert Google review link]**.

It only takes a minute, but it helps us a ton. Not sure what to write? You can keep it simple by answering:

- What work did we do for you?
- What was it like working with us?

Thanks so much in advance—we truly appreciate your support.

Warm regards,
[Your Name]

Execution Tip: Google Reviews are your go-to for trust building. No one wants to hear you think you're great. They want to hear it from others, so do everything you can to get as many Google Reviews as possible.

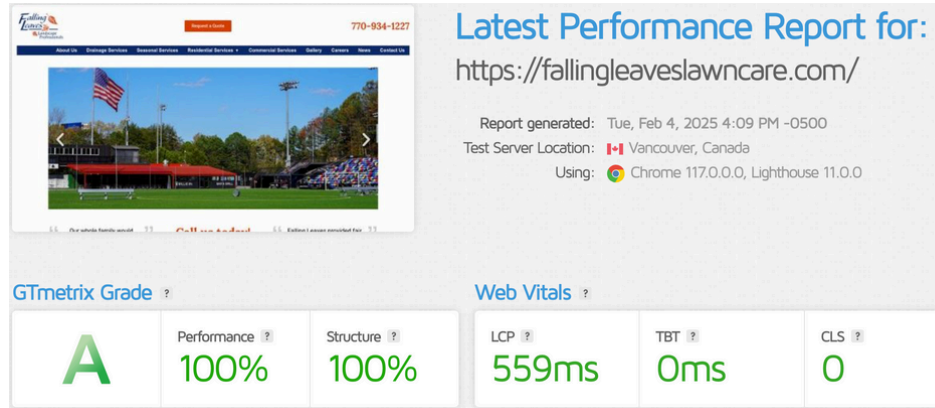
You can get the [Complete Google Review Playbook here.](#)

Goal: Build local brand authority—be the company everyone sees and hears about. “I see you guys everywhere!”

Bonus Tip: What a great website should do and look like:

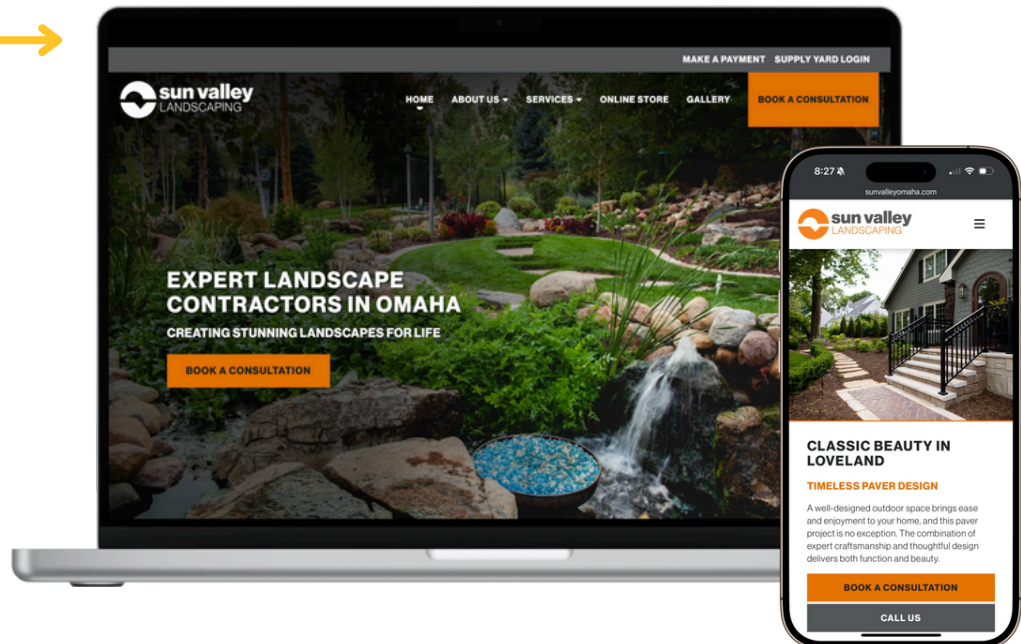
They load fast.

Speed matters. If your site takes more than a few seconds to load, people bounce. Use tools like **GTmetrix** to track your load time.



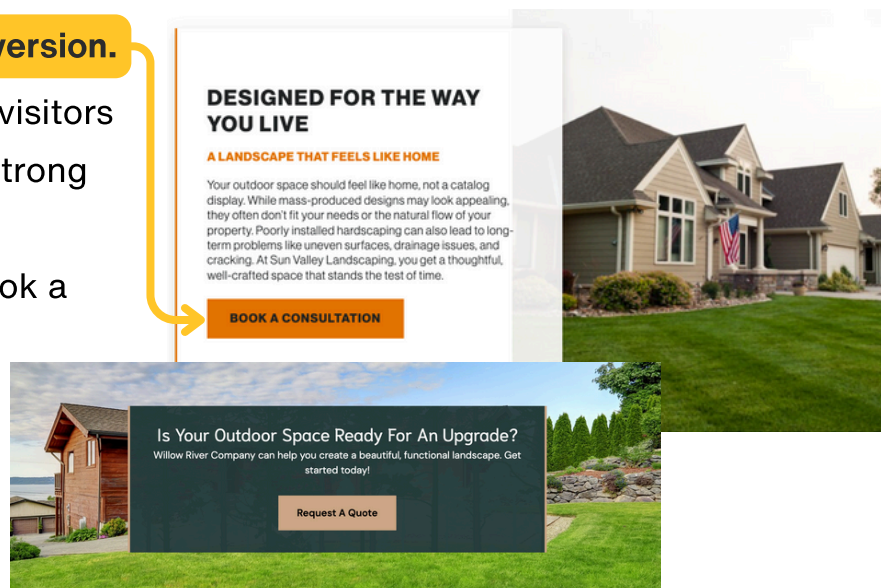
They look great.

First impressions count. A clean, modern design builds trust instantly.



They're designed for conversion.

Every page should guide visitors toward action. Highlight strong calls to action (CTAs) like "Request a Quote" or "Book a Consultation" in visible, consistent spots across your site.



They qualify leads.

A smart quote form on your website does more than collect contact info—it helps filter in your best-fit clients. It asks the right questions without overwhelming the user.

It's written more about your customer—less about you.

The best websites talk directly to the customer's needs, challenges, and goals.

REQUEST A QUOTE

Start your project with a team that listens and delivers

- Indicates required fields

Name *

First Last

Phone * **Email ***

Property Address *

Street Address

City Postal Code

Please select your property type *

☐ Residential
☐ Commercial

What is your desired budget? *

Under \$2,500

Please upload any photos you have of your property.

Drop files here or
SELECT FILES

Max. file size: 2 MB, Max. files: 3.

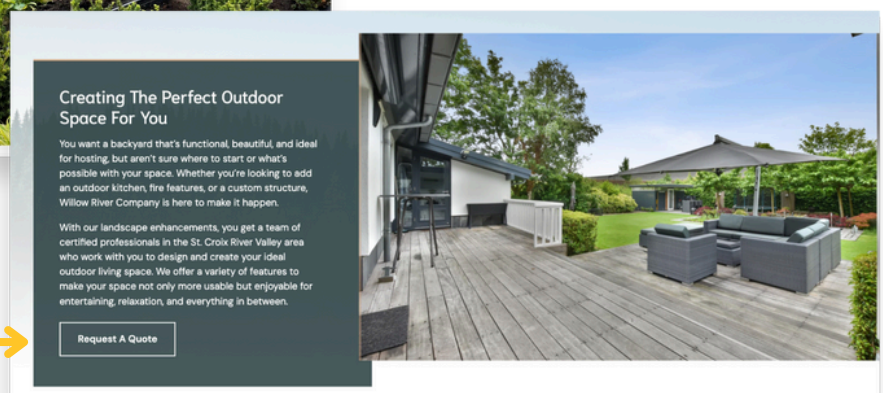
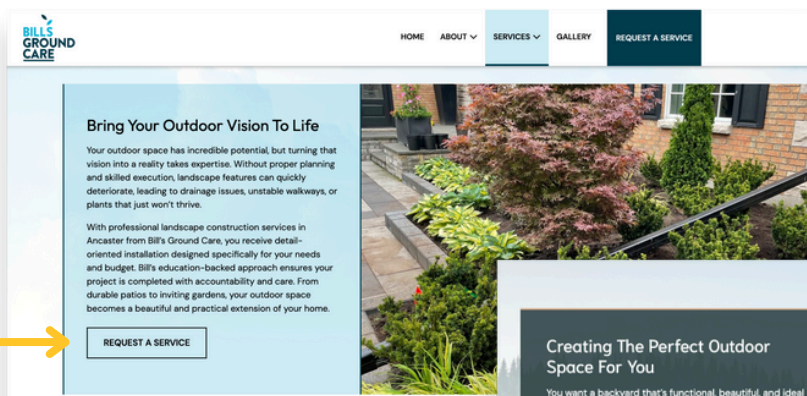
Please provide some details about your project. *

0 of 600 max characters

By submitting this form I agree to be contacted by Landscapes by D&J. I understand I can opt-out at any time.

SUBMIT

Privacy Policy



Phase 4: Scale & Systems (\$600K–\$1M)

Principle 5: Be organized – Use The Landscape CRM.

“If I had six hours to chop down a tree, I would spend the first four sharpening the axe.” — Abraham Lincoln

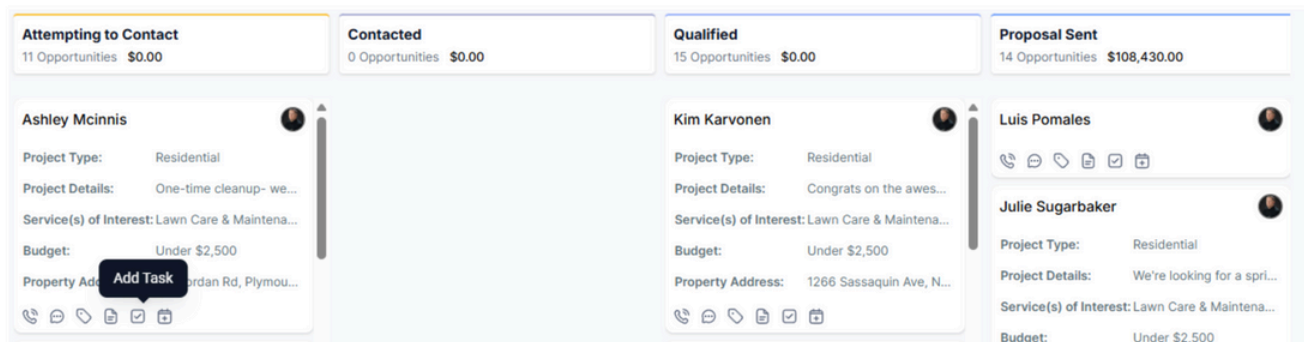
What to Do: Track every lead, quote, and job in [The Landscape CRM](#). When you know your numbers, you make better decisions—and win more work.

Running a landscaping business means balancing a lot—calls, emails, site visits, and quotes. When things live in too many places, it’s easy for leads to slip through the cracks.

With [The Landscape CRM](#)

- See where every lead is in your pipeline
- Identify who’s ready, who needs a follow-up, and where to focus
- Save time and stay organized

Here is an example of what it could look like:

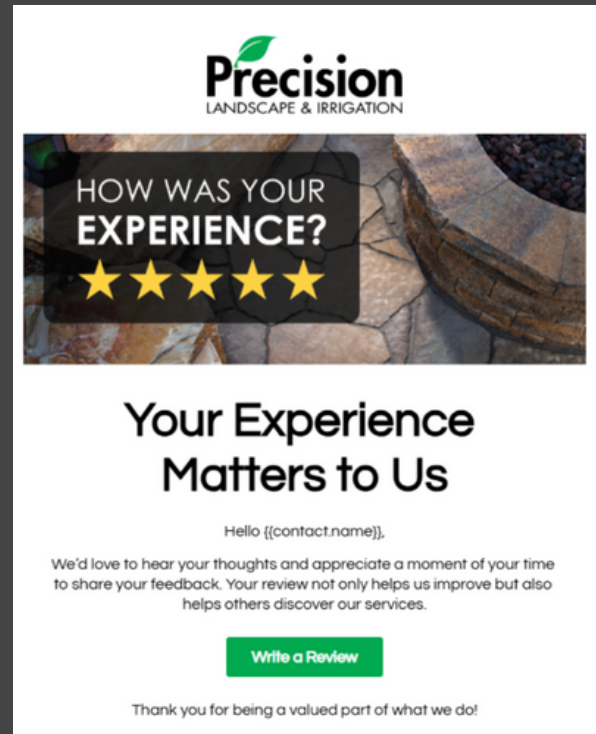


- Set up automated workflows to follow up, send estimates, and request reviews.

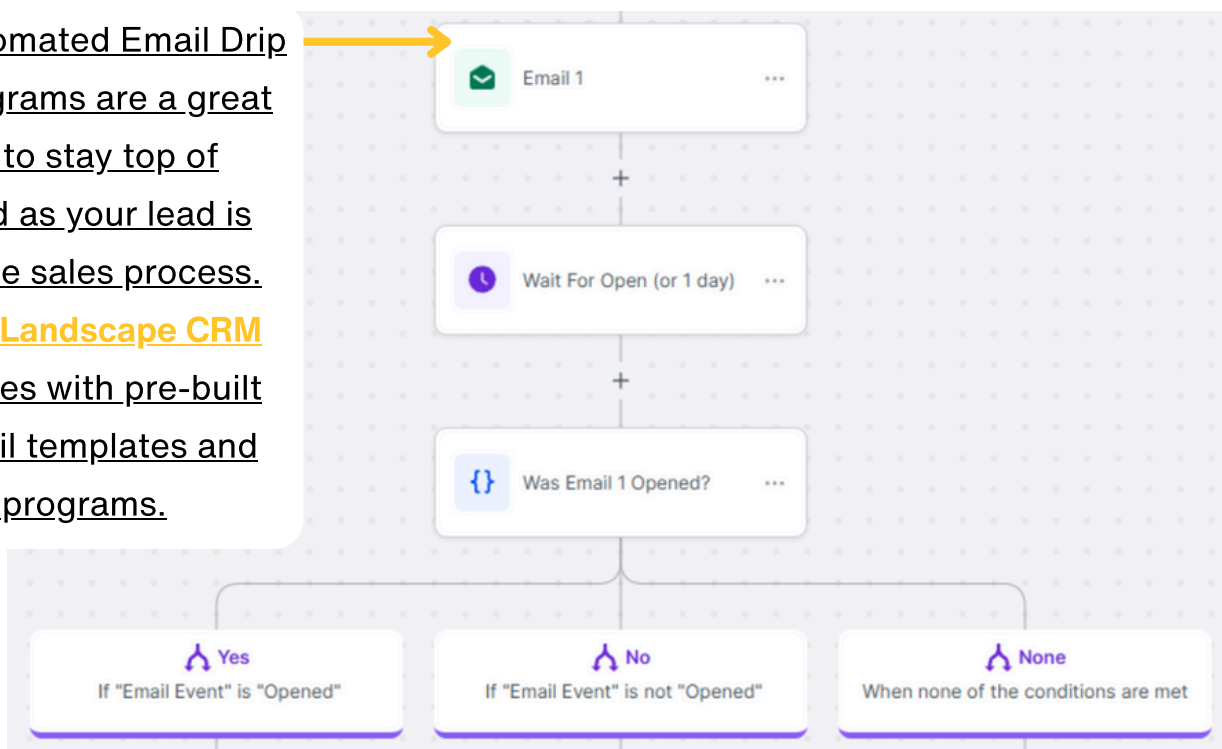
Google Reviews build trust—but most clients need a reminder. They want to hear from others, not just you. **The Landscape CRM** makes it easy. Set up automated workflows to:

- Send estimates
- Follow up
- Request reviews from your best jobs

Pick your top projects, set the timing, and the system sends a direct link to your Google Business Page. Less chasing. More 5-star reviews.

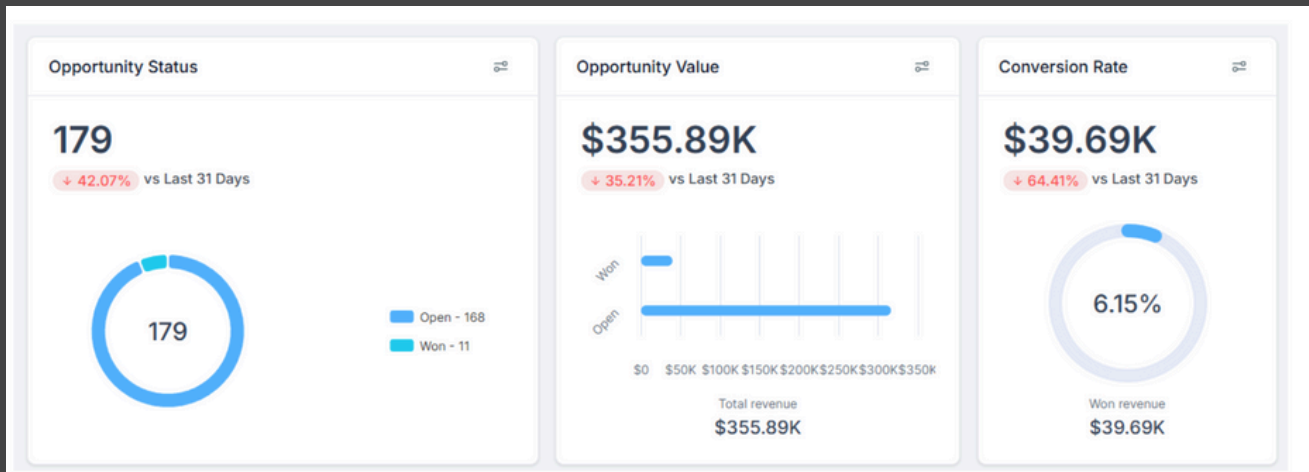


Automated Email Drip Programs are a great way to stay top of mind as your lead is in the sales process. **The Landscape CRM** comes with pre-built email templates and drip programs.



- Use dashboards to track sales performance and forecast crew demand.

Understanding your sales performance helps you grow. Track your potential projects or clients as soon as you have an estimated dollar amount. Tracking how often and why you lose deals is important. Here is an example of dashboard from [The Landscape CRM](#):



Execution Tips:

- Use deal stages: Lead > Quote Sent > Follow-Up > Won/Lost.
- Track close rates by service type and sales rep (if applicable).
- Set monthly review goals, job size targets, and client acquisition costs.

Goal: Operate like a \$1M+ business before you hit it. Scale what works. Cut what doesn't.

Pro Tip: If you want to get your pricing figured out so you never lose money on a project, check out [SynkedUp here](#).

Summary:

| Phase | Revenue Range | Primary Focus |
|------------|---------------|---|
| Foundation | \$0–\$100K | Build trust. Deliver. Earn fans. |
| Momentum | \$100K–\$300K | Show up where high-end clients are. Network smart. |
| Awareness | \$300K–\$600K | Get seen (truck wraps). Get proof (reviews). Look amazing (website) |
| Scale | \$600K–\$1M | Use a CRM. Price right. Run like a pro. |

This playbook is just the start. If these principles resonate, and you're ready to move forward, join my live workshop—we'll install all five directly into your business.

You'll leave with:

- A real marketing system
- Tools to track leads and close more deals
- Templates, quoting tools, and truck wrap assets
- The mindset that separates \$200K contractors from \$1M+ companies.

It's a hands-on session, not a seminar. Seats are limited to 6 so we can dig in. If you're ready, I'd love to work with you. **Let's build something great together.**

[Click here to save your spot.](#)



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