



# The 5 Mistakes Landscape Entrepreneurs Are Making

...and how to fix them



# Are These 5 Mistakes Hurting Your Landscaping Business?

If your phone isn't ringing or your leads aren't turning into jobs, it might not be your fault. Many landscape businesses fall into these same five traps, and they don't even realize it.

**In this quick guide, you'll discover:**

- Why not having industry benchmarks is hurting your marketing
- The #1 thing you need to define upfront before you market your services
- Why talking about your business instead of your customer is costing you sales
- How new business drives revenue (and what's stopping it from happening)
- Why marketing to the wrong part of your client's brain leads to missed opportunities

These mistakes are easy to fix once you spot them. And fixing just one could be the key to growing your business faster than ever.

## Mistake #1:

# Marketing to the Wrong Part of the Brain

**Most people think marketing is about listing what you do:**

*“We build patios. We use quality materials. We’ve been doing this for 20 years.”*

That’s awesome—but it’s not what makes people choose you. People don’t buy with facts. They buy with feelings—then use facts to justify the choice.

Think about choosing a vacation spot. You don’t pick the spot because the hotel has 500-thread-count sheets. You pick it because you want to feel relaxed, recharged, maybe even a little adventurous. The amenities just help you explain why it was a “smart” choice.

It’s the same with your business. If your marketing only talks about what you do or how you do it, you’re speaking to the logical brain—the part that thinks but doesn’t decide.

**Simon Sinek calls this the Golden Circle:**

- **Why:** What you believe. Why you care.
- **How:** What makes you different.
- **What:** The service you offer.

**Here’s how it looks in landscaping:**

- Why → “We believe beautiful landscapes should work with nature, not against it.”
- How → “We use native plants, eco-friendly materials, and sustainable practices.”
- What → “We provide environmentally conscious landscaping design.”

**Hit play to watch Simon Sinek’s full TEDx talk on 'Start with Why'**



Here are real examples that start with why:

*“To bring people  
outside into  
beautiful spaces.”*

**Wentworth  
Landscapes**

*“To make the  
outdoors safe  
and beautiful.”*

**CSL Group**

*“To help families  
spend more time  
together, not on  
screens.”*

**Father Nature  
Landscapes**

*“To create inspired  
urban outdoor  
living.”*

**SE Landscape  
& Design**

These companies don't just sell landscaping. They stand for something. And that's what people connect with.

**Want your marketing to connect? Ask yourself:**

- Why do you care about the work you do?
- Why do you do it differently?
- Why does that matter to the people you serve?

When you lead with your why, people feel it. And when they feel it, they're far more likely to say yes.

## Mistake #2:

# Most Revenue Comes from New Business

Most landscaping companies depend on large projects to bring in revenue. That can work—but it's not the only growth path.

If you want a steadier income, it helps to look beyond just design-build work. The good news? You can improve your numbers at any point in the revenue formula.

1

### **Leads × Conversion Rate = Clients**

10 Leads × 40% Conversion Rate = 4 Clients

Meaning, out of 10 leads, 4 become customers.

2

### **Clients × Average Sale = Total Sales**

4 Clients × \$25,000 = \$100,000 Total Sales

Meaning 4 clients spend an average of \$25,000, totalling \$100,000 in sales.

3

### **Total Sales × Gross Margin % = Profit**

\$100,000 × 30% Gross Margin = \$30,000 Profit

Meaning after costs (materials, labour, etc.), you keep \$30,000 as profit.

4

### **Profit × Gross Margin \$ = Gross Profit**

\$30,000 × \$15,000 Gross Margin \$\$ = \$450,000 Gross Profit

Meaning the actual profit, considering the margin, is \$450,000.

5

### **Gross Profit × Frequency of Purchase/Year = Total Profit per Year**

\$450,000 × 1 Purchase/Year = \$450,000 Total Profit per Year

Meaning each client purchases one major landscaping project per year.

6

### **Total Profit per Year × Lifetime of Customer = Lifetime Value**

\$450,000 × 5 Years = \$2,250,000 Lifetime Value per Customer

Meaning each customer brings in \$2.25 million over their 5-year relationship with your company.

# How We Can Optimize Our Revenue Model



## **Offer Seasonal Maintenance**

After completing projects, keep the momentum going by offering seasonal services like cleanups, planting, and lawn care. It keeps you busy year-round and builds long-term relationships with clients, making them more likely to return for bigger projects.



## **Reconnect with Past Clients**

A quick email or call can bring past clients back for new work. Reaching out keeps you top of mind, and can lead to repeat business and referrals.



## **Raise Minimum Project Size**

When your team is busy, raise your minimum project size. This helps focus on larger, more profitable jobs, boosting your revenue and efficiency without spreading your team too thin.



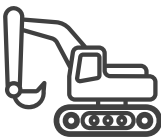
## **Attract Leads with Local Marketing**

Use Google Ads, SEO, and referrals to target ready-to-book clients in your area. A strong online presence and local word-of-mouth make you the go-to choice when people need landscaping.



## **Improve Sales with Training**

Sales training boosts your team's ability to close deals. The more confident they are in pitching and following up, the more jobs you'll win. It's a simple way to increase conversions and grow your business.



## **Save Time with Better Equipment**

Investing in new tools can save time and get more projects done faster. With better equipment, your team works more efficiently, reducing downtime and allowing you to finish jobs quicker, and take on more.

## Mistake #3:

# Talking About Yourself, Not Your Client

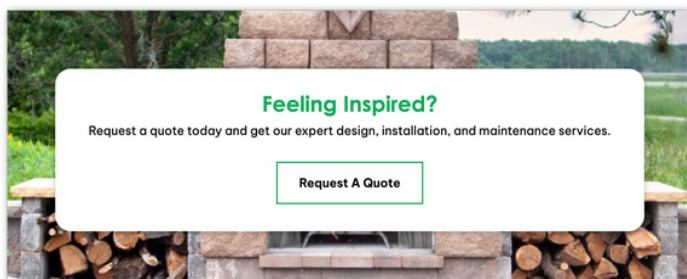
In marketing, the key rule is simple: It's not about you—it's about your customer. While it's tempting to talk about your business, your customers care more about how you can help them.

### Why Focusing on Yourself Can Backfire

- **It Doesn't Solve Their Problems:** Customers want solutions; they need to know how you can fix their problems, like a messy yard or unused outdoor space.
- **You Miss the Emotional Connection:** People connect when they feel understood. Focus on what they need, and you'll build trust.
- **It's Forgettable:** Marketing about "us" gets ignored. Customers want to hear how you'll help them.

### What to Do Instead:

- **Address Their Problem:** "Tired of a messy yard?"
- **Offer a Clear Solution:** Say how you'll solve it: "We'll turn your yard into a beautiful, low-maintenance space."
- **Use Proof:** Share testimonials and before-and-after photos.
- **Show Value:** Explain how your service will make their life easier, like saving time or boosting home value.
- **Encourage Action:** Invite them to get in touch with a friendly CTA: "Let's chat about how we can help."



### Tired Of Spending Weekends Cleaning Leaves Or Trimming Shrubs?

Is your Muskoka property becoming harder to keep up with? Between garden care, lawn work, and constant cleanup, it's easy to lose your free time to chores instead of enjoying your space.

At Mike's Landscaping, you get a family-run team that treats your property like their own—offering clear communication, local know-how, and personalized maintenance plans that fit your needs. Get your time back and a yard that always feels clean, natural, and well cared for.

[REQUEST A QUOTE](#)

# Mistake #4: Marketing Without Benchmarks

Gone are the days when marketing results were a mystery. If someone tells you, “If I had a crystal ball, I could tell you what to expect,” run the other way! Good marketers know how to measure and predict outcomes using real data.

Working with professionals who understand your industry will give you clear goals and measurable results. They can help you understand what you should expect from your marketing efforts and how to track progress. This way, you’ll know exactly what’s working, what’s not, and what actions to take.

## Key Goals to Drive Revenue:

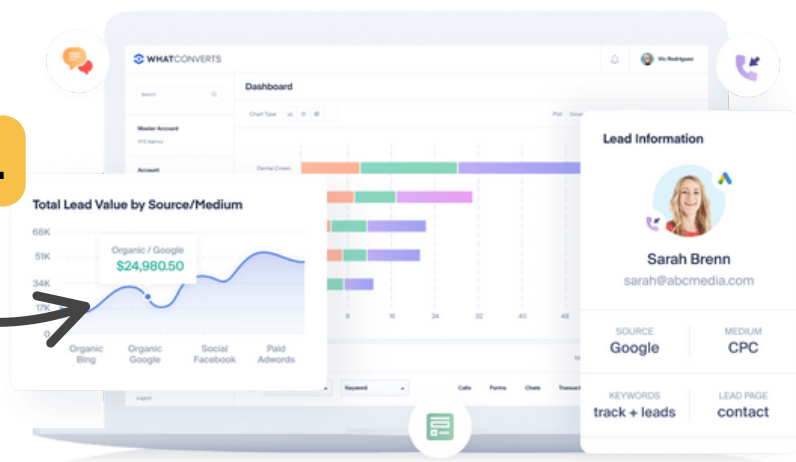
- Desired Number of Quotable Leads: How many leads do you want in a year?
- Cost per Lead: How much do you want to spend to get each qualified lead?
- Customer Acquisition Cost: How much does it cost to turn a lead into a customer?

These goals directly impact revenue, which is the outcome that helps your business grow. Metrics like impressions, clicks, or brand awareness don’t drive growth as clearly.

## Useful Tools: The Sales and Lead Tracking (SALT) System

Tools like the **SALT System** track every lead—from phone calls to website visits, chats, and sales. It provides clear data on what’s driving results, allowing you to focus on the marketing strategies that work. With this insight, you can make informed decisions to optimize your efforts and grow your business.

[Click here to try it](#)  
**FREE for four months.**

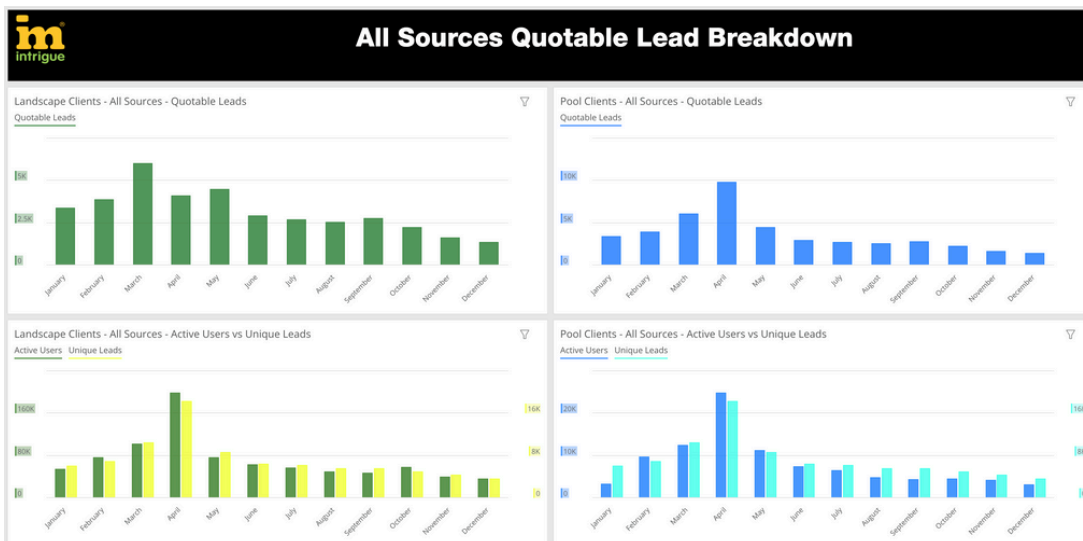


# Mistake #5: No Industry Benchmarks

Not knowing your cost per lead can make it tough to gauge if your marketing is working. Without a benchmark, it's hard to tell if your dollars are being well spent. The good news? We've gathered this data from landscapers across North America to help you understand where you stand.

These are conservative estimates, but having an industry benchmark is a valuable tool for evaluating your marketing.

- Landscape Maintenance: \$135 per lead
- Pool Service: \$180 per lead
- Decking: \$285 per lead
- Retaining Wall: \$156 per lead
- Design Build: \$350 per lead
- Pool Construction: \$550 per lead



For \$100k+ landscape construction projects, expect a cost per lead of \$375 to \$550. With a 20% conversion rate, that's about \$1,875 to \$2,750 to land a \$100k customer.

**Bottom line:** Having a benchmark helps you understand if your marketing is on track, avoid wasting money, and hold your marketing partner accountable. It's all about using data to make smarter decisions.

# Looking for More Insights? Here's What's in Our Library:

## Our Top Marketing Reads

- All Marketers are Storytellers by Seth Godin
- Instant Marketing by Brad Sugars
- The Tipping Point by Malcolm Gladwell
- Jab, Jab, Right Hook by Gary Vaynerchuk
- Influence: The Psychology of Persuasion by Robert Cialdini

## Our Favourite Sales Books

- How to Win Friends & Influence People by Dale Carnegie
- To Sell is Human by Daniel Pink
- You Can't Teach a Kid by David Sandler
- The Power of Nice by Linda Kaplan

## Something to Listen to:

### The IM Landscape Growth Podcast

Hosted by Rob Murray, CEO of Intrigue Media, and offers actionable insights for landscaping business owners. Tune in for expert advice on leadership, marketing, sales, and operational growth to help your business thrive.

[Click here to listen](#)

