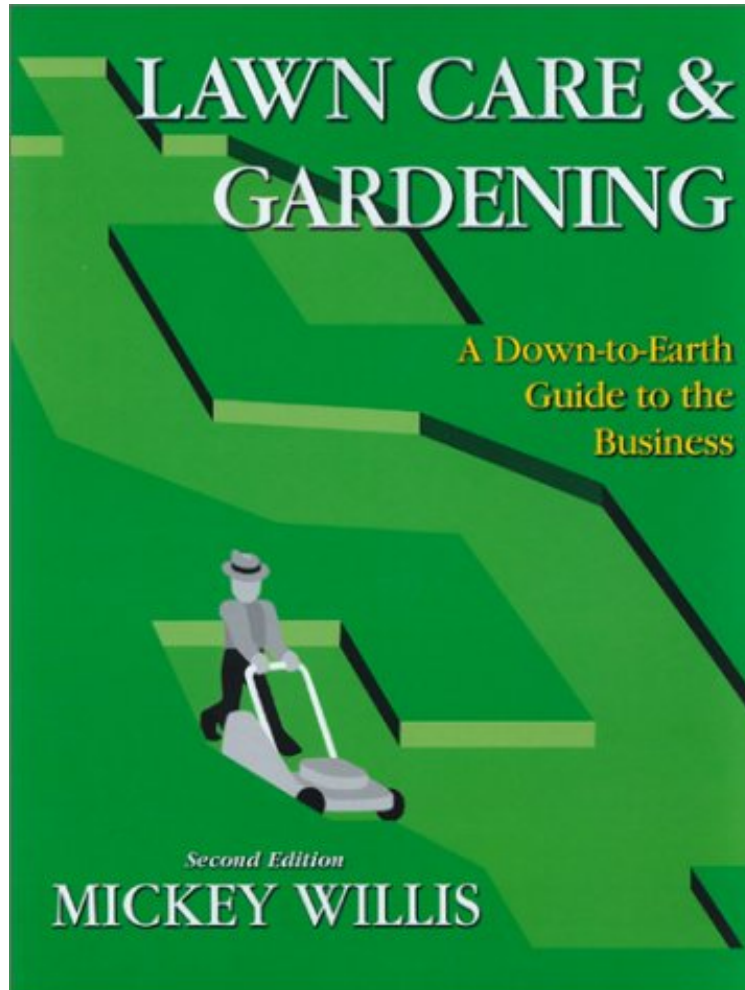


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## Lawn Care Gardening: A Down-To-Earth Guide to the Business

*Mickey Willis, Kevin Rossi*

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**Mickey Willis, Kevin Rossi : Lawn Care Gardening: A Down-To-Earth Guide to the Business** before purchasing it in order to gage whether or not it would be worth my time, and all praised Lawn Care Gardening: A Down-To-Earth Guide to the Business:

0 of 0 people found the following review helpful. Excellent Resource!By Wes MontgomeryThis book is an excellent resource for anyone trying to get started in the lawn care business. It has a quick reference section at the beginning of each chapter, which gives the reader the ability to hit the highlights, or read more detail on the topic. Highly recommended.12 of 14 people found the following review helpful. Provides new tips reflecting changes in technologyBy Midwest Book ReviewThis second edition of Lawn Care Gardening expands and updates the first 1994 publication, providing new tips reflecting changes in technology and consumer attitudes, and covering everything from mowing heights for different types of grasses to fertilizing, pest control choices, tools and equipment and record-keeping for a lawn care business. An excellent guide for both homeowners and those who would enter the lawn care

business. 19 of 20 people found the following review helpful. Got me started in the landscape maintenance business. By A Customer I first read Kevin Rossi's book at my local library when I was considering starting my own landscape maintenance business. I ended up buying it and have referred to it many times. While it is not a technical manual, it does have lots of useful information from bidding, to fertilizing, to pruning. If you are thinking of starting this kind of business, add this book to your library!

This expanded second edition tracks major new trends in the landscape maintenance business and tells how computers and the Internet can lighten the workload and boost earnings. As before, its chatty writing style makes complex subjects easy and lays out the theory and practice of better professional gardening. A big section on estimating and bidding goes step-by-step through a reproducible set of forms. Author Mickey Willis and her husband have built and owned a successful middle-sized company for well over 10 years. She knows profitable landscape maintenance and shows where personal and money paybacks are to be found in good environmental practices. The appendix adds a job description and company policy manual. It includes more print and online sources of trade information, as well as of tools, equipment and supplies. What was very good just got a whole lot better!

From Booklist This is first in a series on how to start and run specific small businesses. Rossi takes the would-be horticultural entrepreneur from such basics as building up an asset, getting customers, collecting money, and securing a license to making a capital investment, marketing, keeping books, advertising, and customer relations. In addition, he provides information on such horticultural concerns as soil, fertilization, and mowing; lawn installation, renovation, and disorders; tools; and pest control; and he covers such topics as estimating and bidding on jobs. The publisher dutifully cautions readers requiring legal or other expert assistance to seek the services of appropriate competent professionals, but otherwise this is an excellent and efficient general guide for beginners. George Cohen An excellent guide for both homeowners and those who would enter the lawn care business. -- The Bookwatch, April 2001 Lawn Care Gardening continues to be an invaluable, indispensable, "how to" reference and instruction guide for horticultural entrepreneurs. -- er's Bookwatch, June 2001 Willis brings to her book her experience of management techniques and resources with an emphasis on sound ecological practices. -- Small Business Opportunities Journal, September 2001 From the Publisher The new edition of Lawn Care Gardening was drafted on the principle that if it ain't broke, don't fix it. Readers who are familiar with the first edition should be very comfortable with its successor. The first edition was getting on in years, however, and it has been brought current with the new practices, professional advances, environmental concerns, and electronic resources that are shaping the business today. The appendix now also includes electronic as well as print sources of equipment, supplies, and information. It also offers a sample company policy manual, and employee job description, as well as the simplification of a formula or two from the previous book. The author brings over ten years experience that she and her husband have had in running a successful, middle-sized landscape care company.