

THE EVERYTHING · FIELD GUIDES FOR TRADE BUSINESSES

The **AI** Gardener Playbook

How to run a garden maintenance business in the age of AI — and hold a fuller, tighter round than outfits three times your size.

THE COMPLETE SYSTEM · NO FLUFF · FREE TO SHARE

THE EVERYTHING

Read this first

Ten years ago, running a proper garden maintenance business meant hiring an office person, paying a bookkeeper, and still writing next week's round on the kitchen table with a highlighter, a diary and half a suburb held in your head.

Today, a solo gardener with the right setup fills his round, prices faster and gets paid quicker than a six-ute grounds outfit across town — and spends zero nights on paperwork.

He's not smarter than you. He's not a better gardener. And he's definitely not a computer person — one of the best we've seen was running his whole round out of a diary and a shoebox of tip dockets two years ago. He just worked out one thing before everyone else: **the boring half of the business — the calls, the prices, the scheduling, the invoices, the chasing, the strata reports — can now do itself.** So he put his energy where the money is: on the tools, and on the round.

This is the playbook for how he does it. No "50 prompts to copy". No tech-bro nonsense. The actual system — how to think about it, what to set up, in what order, and the mistakes that make good gardeners quit before it clicks. The stories in here are real trades and real small businesses we work with — names left out, numbers left in. Read it start to finish and you'll run a tighter, more profitable maintenance business than you do right now, even if you never spend a cent on software.

A STRAIGHT WORD ON YOUR LICENCE

Nothing in here mixes a chemical, decides a limb is safe to drop, or replaces the judgement of a licensed chemical user or a qualified arborist. It carries the *admin*. The horticulture — and the responsibility for what gets sprayed, cut and taken down — stays yours, start to finish.

What's inside

01 The New Playing Field

The 3 things clients judge you on — and why the strata managers already use AI.

02 Think AI-First

Stop bolting AI onto the diary and the highlighter. Re-draw the round with AI touching everything first.

03 Never Miss a Client Again

Every call answered — because a missed call isn't a lost job, it's a lost fortnightly.

04 Price It Before You've Left the Kerb

Same-hour pricing off the photos — and the jungle caught before it eats your Tuesday.

05 Get Paid Without Chasing \$90

The round bills itself, the nudges send themselves, and you never make that call again.

06 The Inbox That Runs Itself

Sorted, drafted, and watching for the client who quietly dropped off the round.

07 Your Digital Office Manager

The morning brief, the round routed tight, and the site history that builds itself.

08 Look Twice as Big as You Are

Branded reports that win strata work, and the review–referral flywheel that fills the street.

09 The 30-Day Switch

One week at a time, the trust dial, and why three processes beat one.



The 2-Minute Leak Audit

Find exactly where your round is leaking money — and what to fix first.

01

CHAPTER ONE

The New Playing Field

A homeowner standing in a backyard that's got away from them can't tell if you're a good gardener. Not standing there. They judge you on what they can see — and that's where most gardeners quietly lose a client they'd have kept for a decade.

When someone finally admits the yard has beaten them — or a strata manager needs a new contractor on a block by the end of the month — they don't ring one gardener. They ring five, off the top of the Google list, and the work goes to whoever gets three things right first:

1

Did you actually pick up — or call straight back?

The fortnightly mow goes to the first gardener who answers, not the best one. Ring out to voicemail and you haven't lost a job — you've lost years of the same money, every fortnight, to somebody else.

2

Did the price turn up fast, and look the part?

A tidy, itemised price within the hour — first visit and ongoing rate as separate lines — beats a number texted next Tuesday, every single time.

3

Was dealing with you easy?

Turn up on the day you said, message when the rain moves it, leave the place blown down. Easy-to-deal-with is how a one-off tidy-up becomes a six-year fortnightly — and how a strata manager hands you the next four blocks.

Notice what none of those are about? How good a gardener you are. All three are about **admin and communication** — the exact stuff you hate and never have time for after eight stops and a tip run.

And here's the bit nobody's telling you: the other side of the table already runs on AI. The strata and facilities managers push their contractor tenders through it. The agencies write their maintenance schedules with it. The franchise mowing mobs route a whole day's stops in seconds and know their cost per kilometre better than you know yours. The question isn't whether AI comes into grounds care — it's already in. The question is whether it's working *for* you or *against* you.

The good news? This is the first time in history the technology favours the small operator. The big firms have to run committees, rollouts and training programs. You can decide on a Tuesday and be running by Friday. The playing field just flipped: the small, fast, well-organised gardener can now look and perform like the big grounds-care firm — without the big firm's overheads.

"But I'm not a computer person"

Neither are the trades doing this best. One of the fastest adopters we've seen is a trade owner with 26 years on the tools who only picked up a computer three years ago. His words: *"Don't worry about spelling. Don't worry about grammar."* If you can send a text or leave a voice message from the ute with the trailer still loaded, you can run everything in this playbook. Being good at typing was the old requirement. Being able to say what you want is the new one — and gardeners are already good at that.

\$150–600
+ per month

What round-scheduling, job-management and invoicing software tends to cost a small maintenance outfit — and it *still* makes you do the typing, the routing, and the whole re-jig every time it rains for three days. Add a separate quoting tool and a separate reminder tool and you're paying three times for one job. Keep that number in mind: everything in this playbook either replaces that spend or makes it earn its keep.

The firms three times your size are slow because they're big. That's your opening. This playbook is about walking through it.

02

CHAPTER TWO

Think AI-First

Before we touch a single tool, we need to fix how you think about this — because the biggest mistake isn't buying the wrong software. It's bolting AI onto the diary and the highlighter and wondering why nothing changed.

Every process in your business was built on one assumption: a human has to do each step. Someone answers the phone. Someone prices the tidy-up. Someone re-jigs Tuesday's round when it buckets down from Sunday. Someone chases the \$90. Someone writes the strata report and finds the photos. Your whole week is shaped around that assumption — and that assumption just died.

Don't automate your old process. **Re-draw it** — with the AI touching everything first, and you supervising. Three mental shifts, every one of them learned by a real trade business we work with:

Shift one — delegate outcomes, not steps

Stop thinking "which buttons do I click". You now talk to your business the way you'd talk to a good offsider: say the outcome, let it work out the steps. One owner cancelled an invoice, re-issued it pro-rata and emailed the customer by saying exactly that, in one sentence. Another sorts his consumables by sending one message from the supplier counter — *"grabbing twenty bags of sugar cane mulch and two rolls of trimmer line for the Henley job"* — and the purchase order, the expense and the books sort themselves. His words: *"It's one text message that just does heaps of data."*

Shift two — AI first, you second

Old way: you do the work, maybe a tool helps. New way: the AI does the first pass of everything, and you approve, tweak or overrule. The price is drafted before you sit down. The reply is written before you open the email. The call is answered before you're off the ride-on. One customer described the routine: *"Nine times out of ten it's perfect. Just go — yep, send."* Your job shrinks to ten seconds of judgment, not forty minutes of typing on the couch. (And no — you don't hand over the keys on day one. It asks permission for everything at the start, especially money. You loosen the leash as it earns it — Chapter 9.)

Shift three — corrections are investments

With normal software, you fix the same mistake forever. With AI, you fix it once. A gardener tells it a standard fortnightly visit means the mow, the edges, the blow-down and the clippings gone — but hedging over head height and anything past a trailer-load of green waste are extra lines. It answers, *"I'll remember that from now on."* And it does. Tell it once that the place on the corner drops to monthly through winter and back to fortnightly from September, and it never gets it wrong again. Every correction compounds. Six months in, it prices like you, writes like you and knows your round — because you taught it, once.

The re-imagining exercise

Walk your business and ask one question about every interaction: *"What would this look like if the AI touched it first?"*

INTERACTION	THE OLD WAY	AI-FIRST
Someone rings wanting a regular mow	Voicemail. Six years of fortnightlies gone to whoever answered.	Answered, photos asked for, slotted into the gap in Tuesday's run through their suburb — price drafted before smoko.
Three days of rain	You spend the night texting twenty-two people and re-writing the week.	Round re-jigged by suburb, everyone messaged, the ones who can't wait flagged to you.
Strata manager wants last quarter's site reports	You scroll your camera roll on a Sunday night, guessing at dates.	Photos, dates and notes already sit against the block — report drafted, sent, filed.
Visit finishes	Invoice "tonight". Review never asked for.	Invoice sent from the kerb. Review asked while the lawn's still striped. Next visit already on the round.

Every chapter from here is just this exercise applied to one part of your business. You don't become an office worker. You become the owner of a round that runs itself around you.

03

CHAPTER THREE

Never Miss a Client Again

Let's start with the leak that costs you the most and hurts the least — because you never see the bill.

Gardeners are shocking for this, and you know it. You're on the ride-on with the muffs on, or the whipper-snipper's screaming and the blower's next, phone buzzing on the ute seat. It rings out. That caller — a fortnightly for the next six years, a strata block, a hedge run before Christmas — rings the next gardener on the list. Gone.

\$40,000
+ a year of round, unseen

Say you miss four calls a week (most flat-out gardeners miss more). Say one in four wants a regular, and half of those would have signed. That's roughly a new fortnightly walking out the door every fortnight — and at, say, \$70 a stop across 26 visits, each one's about \$1,800 a year that keeps coming back. Do that all year and it adds up to a whole second round. That's this trade: you don't lose a job, you lose an annuity. (Illustrative — but run your own numbers and it'll sting.)

And the kicker: the person who rings you doesn't leave a voicemail. They ring the next bloke while they're still standing in the yard. **Voicemail is where rounds go to die.** The old fix was "answer more calls". The AI-first fix is bigger — because a call is really two problems, and most gardeners only ever think about the first.

Problem one — the call you couldn't take

You're on the ride-on, halfway inside a hedge, or towing a full trailer to the tip before it shuts. An AI receptionist answers in your business's name, 24/7, sounds normal on the phone, gets what actually matters — *what* (regular mow, hedge, one-off tidy-up, strata grounds), *where*, *how big* and *how long since it was last done* — asks them to text through photos, checks whether you're already in that suburb on a day that suits, books the first visit, and texts you a summary before you're off the mower. It doesn't take smoko, doesn't get sick, and costs a fraction of a person.

Problem two — the call you took, and half-forgot

Be honest: how many times have you said *"yeah, I'll get you a price for the hedges by Thursday"* from the driver's seat with the trailer swaying — and by the next stop it's gone? You're not disorganised. You're busy, and your head is your filing system. This is where AI-first changes what a phone even *is*:

- **Every call is captured.** Recorded, transcribed, filed against the property. Six weeks later, when the client says "but you said taking the clippings was included", you can check what was actually said.
- **The promises come out automatically.** "Price the hedges by Thursday." "Tell number 14 we're a day late because of the rain." "She wants to skip the next one — she's away." Pulled out of the conversation — you don't write anything down, because you were driving.
- **The promises chase you.** Thursday morning: "You told Dave he'd have his hedge price today — want me to get it moving?" The follow-up your competitors never send now happens every time.
- **And if it has what it needs, the work starts itself.** The call captured the address, the photos and the rough size — so the price isn't a reminder on a list, it's a draft waiting when you pull over for lunch.

What to insist on — however you solve it

- ✓ Every call answered in your business's name — including 6pm, including Saturday morning when the whole street's mowing.
- ✓ A searchable transcript of every call — "what did we agree about the green waste?"
- ✓ Promises land somewhere that chases you — not a diary, not your memory.
- ✓ What the call captured — address, photos, frequency — flows straight into the round, not re-typed three times.

THE DIY VERSION

Forward your number to a call-answering service with a tight script — name, suburb, what they need, "he'll call you back this arvo". And voice-memo your promises before you pull out of the driveway. That alone fills gaps in the round.

THE DONE-FOR-YOU VERSION

An all-in-one AI phone system (the sort of thing The Everything does) covers the whole standard — answered, transcribed, promises chased, price drafted from the call. Either way: never let a call — or a promise — hit the floor.

04

CHAPTER FOUR

Price It Before You've Left the Kerb

Second-biggest leak: the price that goes out "tonight" — and the "little tidy-up" that turns out to be a jungle.

Here's what actually happens. Someone texts you a photo of a backyard. You mean to price it at lunch. Then Tuesday's run goes long, the tip shuts at four, and the price gets done at 9:30pm on the couch — or Thursday. Meanwhile they got two others the same afternoon, and one of those two is already booked in for next week.

Speed

wins the round

Not price. Speed. The gardener whose price lands while they're still standing in the yard looking at it wins a shocking amount of the time — even when he's dearer. A fast, tidy price signals the one thing they want to know: this bloke's got his act together and he'll actually turn up every fortnight.

The old advice was "use a template, price it from your phone". Forget that. AI-first pricing means **the AI builds the price. You check it.** Here's what that looks like in a real maintenance business today.

- **You talk, it builds.** Dictate what you see — *"standard suburban block, front and back, roughly 400 square, ride-on fits through the side gate, edges and blow-down, clippings away, fortnightly"* — and it turns that into a priced, itemised, professional quote on your template, with the first catch-up visit and the ongoing fortnightly rate as separate lines.
- **It prices from YOUR history.** Feed it your past quotes and it learns your rates, your minimum stop, what you charge per trailer-load of green waste. Different rates for a strata manager on 30-day terms versus a one-off homeowner? It keeps them straight.
- **It knows your rules — because you taught it once.** What a standard visit includes, when hedging becomes its own line, your winter frequencies, that you don't do the spraying unless it's in scope. Teach it like an apprentice; unlike an apprentice, it never forgets.
- **It catches what you forgot.** A real trade business fed a job report in, and the AI's quote came back including the travel a paid estimator had left off the same job. It doesn't get tired at 9:30pm and forget the tip fees or the drive across town. That's the point.
- **It can even go get prices.** Not sure what a pallet of turf or a cubic metre of mulch is going for this week? It checks the supplier and slots it in — you correct it if it grabbed the wrong grade, and it remembers forever.

Photos

before you price

The trap in this trade isn't pricing slowly. It's pricing a "small tidy-up" off one flattering photo taken from the back step — then wearing a whole day, three trailer loads and a blown belt for the price of a mow. So the questions get asked *every time, automatically*: how long since it was last done, is there side access, is any of it over head height, is there anything you'd want an arborist to look at. Photos in — front, back, and the worst corner. First visit priced separately from the ongoing rate. A jungle should be a jungle on paper before it's a jungle on your Tuesday.

Then the bit everyone skips — **the follow-up**. One message, two days later: *"Just checking you got the price for the yard — I'm in your street Tuesday anyway if you want me to make a start."* That single message fills more gaps in the round than dropping your rate ever will, because most competitors never send it. And in this trade the follow-up is worth more than it looks: you're not chasing one job, you're chasing a client who'll be on the books for years. AI-first, it isn't a habit you build. It's a thing that just happens.

THE POINT ISN'T THE SOFTWARE

It's the standard: same-day, professional, priced from your own numbers, photos in hand, jungle risk asked about, followed up. A gardener with a notepad who hits that standard beats a gardener with an app who doesn't. The AI just makes the standard effortless.

05

CHAPTER FIVE

Get Paid Without Chasing \$90

You've done the work. Now you've got to get the money — which in this trade isn't one big chase, it's a hundred small ones nobody warned you about.

\$90

the one you'll never chase

That's the whole problem with this trade's money. A trade sitting on one \$40,000 invoice will ring about it, because it's worth the phone call. Nobody rings twice about \$90 — so it just sits there, and you feel like a grub asking. Fifty of them sitting there is a fortnight's wages you've earned and haven't got, and the admin of chasing each one costs more than the invoice is worth.

The chasing is a **system** problem, not a people problem. Fix the system and you never have the awkward conversation — or send that cringey "just following up on that invoice mate" text — again.

The system that gets the round paying itself

1

Bill the round automatically, not from memory

Regulars go on a recurring invoice: same rate, same day, no thinking, no Sunday night. AI-first, the visit closes the invoice — one sentence from the kerb: "done at 14 Ellis, extra trailer of green waste." Base rate, extra, terms, email. Nothing sits in your head till the weekend.

2

Make paying stupidly easy

A "pay now" link gets paid faster than "here's my BSB". Better again on your regulars: a saved card or direct debit. On \$90 a fortnight, the client would rather not think about it either.

3

Automate the polite nudges

A friendly reminder at day 3, 7 and 14 — automatically, so you never send it. A monthly statement to the agents and strata managers who pay by invoice and need a PO number. A flag to you only when someone's genuinely overdue. That's the ballgame on small invoices.

4

Escalate the tone only if you have to

Most pay on nudge one or two. The rare straggler gets a firmer — still professional — message. You stay the good guy the whole way, and you keep the client on the round.

And because money is money: this is the one place you keep the AI on a short leash at the start. It drafts, you approve, every time — until you've watched it be right for a month and tell it to stop.

06

CHAPTER SIX

The Inbox That Runs Itself

Your inbox is where quiet money leaks out and stress leaks in.

Strata work orders, an agent wanting a vacant block done before Friday's inspection, supplier statements, a client asking to skip a fortnight, the council's green waste notice, a mower part on backorder, someone's insurance-certificate renewal request — all mixed in with junk, all landing while you're up to your elbows in a hedge. One business we work with started with a backlog of 24,000 emails: *"I'd read one email, it'd get lost. I wouldn't even be able to find it again."*

The problem isn't too much email. It's that the important stuff and the noise look identical until you stop and read it all — and you don't have time to. AI-first, the inbox becomes something that's already handled by the time you look:

- **Triaged.** The three emails that matter today float to the top, flagged with why — "this one's the agent needing the vacant block done before Friday's inspection." The tyre-kickers get filtered before they cost you a thought.
- **Drafted.** Routine replies — "yes, we do fortnightly in your suburb", "we're booked till the end of the month", "here's rough pricing, send us three photos" — written and waiting. You glance, tweak, send.
- **Answered on demand.** You just ask, "what did the strata manager say about the green waste bins at that block?" — and it finds the latest instantly, even joining a manufacturer to the distributor who replies under a different name.

THE PART NOBODY EXPECTS — IT GUARDS YOUR ROUND

Because the AI reads everything, it catches things. One business: *"It's already saved me thousands in mis-ordered products — it said, hold on, based on your past jobs you probably want this one."* Another had a supplier accidentally invoice at a 50% discrepancy — flagged automatically before it was paid. And the one that matters most in this trade: the client who asked to skip a fortnight in March and quietly never came back on — that gets flagged, not lost.

The point isn't a cleverer inbox. It's that a good enquiry — or a client slipping off the round — never again dies at the bottom of a pile of supplier statements.

07

CHAPTER SEVEN

Your Digital Office Manager

Every gardening business has an office manager. Usually it's you, doing it badly at 10pm.

9 stops instead of 6

Your profit isn't in your rate. It's in the density. Say you're doing six stops a day at, say, \$70, with fifteen minutes of driving between each. Route the round properly — same suburb, same day, tightest order, the awkward one next to the easy one — and the same eight hours might fit eight or nine. That's an extra stop or two a day, for no extra work and no price rise. Routing is an office job, and office jobs are what this hands over.

The office manager's job is connective tissue: what's on today and in what order, who's fortnightly, who's monthly, who's winter-only, who's on hold while they're away, which blocks the strata manager wants photos of, did the mower service get booked, and is Tuesday's run getting re-jigged now it's rained. You don't need to hire that person. You need the system that person would run.

The morning brief

Before you turn the key: today's stops in order, who to chase for payment, what's waiting on a part, which blocks need photos, and the one thing that'll bite you — like the client who asked to be skipped this fortnight and will spit if you rock up. Two minutes with a coffee — your crew knows too.

Site history that builds itself

Every photo, price, invoice and note attaches to the right property — so when the strata manager asks what the hedges looked like in March, or a client rings eight months later about the same garden bed, the whole history's there, not scattered across your camera roll and three text threads.

The paperwork without the dread

The trade's paperwork — your chemical records for anything that's been sprayed, the safety data sheets, the insurance certificate every strata manager asks for once a year, the tip dockets, the plant and machinery service records — gets prompted, captured against the job, and kept where you can find it. Never invented for you, and never a substitute for your own licence, your own chemical training, or your own call on what's safe to spray or cut — just stopped from going missing.

If it's not in the system it doesn't exist — your head holds the round, not paperwork.

08

CHAPTER EIGHT

Look Twice as Big as You Are

Here's a secret the big firms rely on you not knowing: most of "looking professional" is presentation — and presentation is now nearly free.

A one-ute gardener and a fifty-person grounds-care firm can send the identical spotless, branded quote — and the identical monthly report with before-and-after photos of every block. The client can't tell which is which, so the small operator who bothers gets treated like the big one and can charge like it. And in this trade there's a second prize: that branded report is exactly what wins the strata and agency work a one-ute gardener is supposedly "too small" for.

The referral flywheel — on purpose, not by accident

- R Retain** — same day, every fortnight, a message when the rain moves it, the place left blown down. Retention is the business here: every client you keep is another year of the same money for no marketing.
- R Review** — ask for the Google review at the moment they're happiest, right after the first visit turned the jungle back into a yard, automatically, with the link. Reviews fill your round while you sleep.
- R Refer** — happy clients refer if you make it easy and remind them. "Know anyone else in the street after a regular mow?" The neighbour two doors up is the cheapest stop you'll ever add — you're already parked there.
- R Resell** — the hedges they mentioned wanting done before Christmas; mulch on the front beds in spring — it's in the call transcript, remember. A reminder at the right time turns a \$70 mow into a \$600 day.

This engine is pure gold and almost nobody runs it — because it means doing the boring thing at the perfect time, every time, forever. Which is exactly what a system does perfectly and a busy human never does.

START TODAY — EVEN WITH ZERO TECH

Ask every happy client for a review before you load the mower, and send a before-and-after photo with every first visit and every strata report. A jungle turned back into a lawn photographs like a dream — use it. The flywheel doesn't care how it's turned. It just needs turning.

09

CHAPTER NINE

The 30-Day Switch

Everything above works. The reason most gardeners don't get it working is they try to do it all at once, get overwhelmed halfway through spring, and go back to the diary and the highlighter. So: one thing at a time, without stopping work.

1

Week 1 — Stop the biggest leak: the phone

Every call answered, every call captured, promises pulled out automatically. One new fortnightly pays for the whole exercise, and this is the one you'll feel first.

2

Week 2 — Fix pricing

Photos asked for automatically, price drafted from your dictation and your past rates, first visit split from the ongoing rate, two-day follow-up sending itself. You correct it — and every correction is a lesson it keeps.

3

Week 3 — Fix getting paid

Recurring billing on the regulars, easy payment, automatic reminders on the small stuff, statements to the agents — with you approving everything money-related until it's earned the leash. The week the \$90s stop sitting out there.

4

Week 4 — Hand over the back office

Inbox triaged and drafted, morning brief running, the round routed tight, site history building itself, reviews asked automatically.

Why all four? Because one process never feels like much. One automated process gets a shrug. Three is where the "holy hell" moment happens — because that's when the pieces start talking to each other. The call becomes the price. The price becomes the first visit. The first visit becomes the fortnightly. The fortnightly becomes the invoice that sends itself and the review that brings the neighbour. That's when it stops being a tool and starts being a system.

The trust dial — how to hand over without losing sleep

You don't hand a new bloke the ride-on, the trailer and the client list on day one. Same here:

1

Weeks 1–2: it asks about everything

Every email draft, every invoice — "here's what I'd send, OK?" You approve, correct, teach.

2

Weeks 3–4: it asks about the important stuff

Routine replies just go; money, new clients and anything that changes the round still get your nod.

3

Month two onward: it asks about exceptions

You've watched it be right for weeks. Now it runs, and you get the morning brief and the flags. You're still the boss — you've just stopped being the bottleneck.

The mistakes that make good gardeners quit before it clicks

- **Doing all four weeks at once.** Don't. One a week. Each banks a win before you add the next.
- **Bolting AI onto the old process.** If you're still re-writing the whole week's round by hand every time it rains and asking AI to "help", you've missed the point. Re-draw the process (Chapter 2).
- **Treating it like software instead of staff.** Software you configure once and curse forever. This, you teach — and it gets better every week. The trades getting the most out of it talk to it all day, like their best offsider.
- **Waiting for perfect.** A rough system running today beats a perfect one you'll set up "when things quiet down". Spring's coming. Things never quiet down.



BEFORE YOU PUT THIS DOWN

The 2-Minute Leak Audit

Be honest. Tick the ones that are true right now.

- ☐ I regularly miss calls while I'm on the mower — and I don't know how many regulars it's cost me.
- ☐ I've promised someone a price or a callback this month — and forgotten until they chased me.
- ☐ My prices go out "tonight" more often than "from the kerb".
- ☐ I've priced a "little tidy-up" that turned out to be a jungle, and worn it.
- ☐ I don't always follow up after sending a price.
- ☐ I bill my regulars from memory, or on a Sunday night, or both.
- ☐ There's money out there I've written off because chasing it wasn't worth the phone call.
- ☐ I couldn't tell you which clients have quietly dropped off my round in the last six months.
- ☐ If a strata manager asked for photos of a block from March, I'd be scrolling my camera roll.
- ☐ My tip dockets, chemical records and insurance certificate live in a glovebox, a ute console and three text threads.

0–2

Tight round. A few tweaks and you're flying.

3–6

You're leaking real money in the boring half — and it's all fixable. Start with Week 1.

7+

Mate, you're doing a second job for free every week. Good news: it's exactly the stuff that's now easiest to fix.

Whatever your number — your biggest tick is your biggest opportunity. Start there.

Want it set up for you?

Everything in this playbook, you can build yourself — and you should, if you've got the time and the patience. Plenty do. If you'd rather it was just done — the AI that answers your phone, captures every promise, prices off the photos, bills your round, chases the small invoices and runs your back office, all in one, working in your garden maintenance business this week — that's what we build. It's called The Everything.

- ✓ 14-day free trial. Cancel anytime. No lock-in, no contracts.
- ✓ Nothing important — a price, an invoice, a client message — ever goes out without you seeing it first.
- ✓ It lives in Microsoft Teams and the tools you already use.

See it working on your own round at the-everything-app.com — no credit card to look.

Honest note: this won't fix a broken business, and it won't make the horticultural call — what gets sprayed, what's safe to cut, or when a tree belongs to an arborist. That's still you, your licence and your training. What it fixes is the office job you've been doing for free after dark.