

The smarter way to provide plant lists and care advice to clients

Garden professionals grow new revenue stream with Shoot's personalised plant lists and maintenance plans

From pruning and protecting to weeding and watering, plant maintenance can be a complex undertaking for both seasoned and novice gardeners.

Shoot's personalised plant care schedules take the guess work out of when and how to undertake core maintenance tasks throughout the year.

Thanks to Shoot, creating a personalised plan could not be easier. Instead of leafing through countless books for top tips, gardeners can use Shoot's online plant directory and maintenance scheduling tool.

For professional garden designers and landscapers, creating plant maintenance schedules for clients can provide an additional revenue source and a unique selling point

with new and existing clients. As Matt Nichol from Broadview Garden Design discovered when he started using Shoot to offer a new service to clients (*see below*).

shoot

www.shootgardening.co.uk

Spotlight on success: Broadview Garden Design

Co-founded by Matt Nichol and Mark Pumphrey, Broadview Garden Design is an award-winning company based in the South Midlands. Matt Nichol and Mark Pumphrey are Registered Members of the Society of Garden Designers, and along with their team have designed more than 1,500 gardens in the last 20 years, including RHS Gold Medal show gardens.

Since signing up to Shoot in March 2009, Matt and Mark have sent out garden maintenance schedules to several clients. Each plan contained between 65 and 80 plants with month-by-month advice on key activities, such as training, feeding and protecting. "Shoot is easy to use and I can create a comprehensive



"We are rolling these maintenance schedules out to our old clients and they are proving very successful and a good source of additional revenue."

Matt Nichol,
B.Sc (Hons) MSGD HNC GD
Broadview Garden Design

garden maintenance schedule quickly," comments Matt. "The

information is put together by experts, so I know I can trust that the plan will be accurate."

Shoot has entered 12 new plants to its database for Matt and Mark, including Geranium clarkei 'Kashmir Purple', Campanula poscharskyana 'Stella', Hemerocallis 'Bess Vestal' and Helianthemum 'Wisley Pink'.

Using Shoot has enabled Broadview Garden Design to provide its clients with a high quality service and maximise its earnings with minimum investment, as Matt explains: "We are rolling these maintenance schedules out to our old clients and they are proving very successful and a good source of additional revenue."

How it works

Shoot's maintenance schedules are easy to use and quick to set up – simply select plants from the 9,000 entries in our database. If any plants are not already listed, just let us know and our experts will add them for you.

Every garden you create is recorded, providing a permanent list of the plants used for each client and inspiration for future projects. Plans can be sent to clients with a personalised email message, and you can track the date and time that they were accepted.

In addition to our garden maintenance scheduling tool, Shoot offers:

- Forums for sharing advice with gardeners and other gardening professionals. This is a great way to promote your business as each comment you make links back to your profile.
- Design images and planting lists of gardens each linking back to the Shoot member who created them. You can add your own completed garden designs to this listing.
- Comprehensive plant database of 9,000 entries, including advice on planting and care. Plus a new listing of

➔ How to get started

To set up your business Shoot account, go to www.shootgardening.co.uk and click on *professionals* in the main navigation bar selecting *garden designers* or *landscapers*.

Click *subscribe here* and enter your details to register.

If you are already a member of Shoot, simply login and click the upgrade link on your home page.

retailers and wholesale nurseries who stock each plant.

How much it costs

Any garden designer or landscaper with a Shoot business account can send out client garden maintenance plans with plants lists and monthly care advice. A basic subscription including a listing in our business directory – which is accessible to garden designers, landscapers, plant nurseries and other professionals – costs £30 per year. At this level your clients pay Shoot directly for their subscription and plant care schedule on activation.

If you want to absorb the Shoot subscription cost on behalf of your clients simply upgrade for an extra £100. This entitles you to send unlimited one-year Shoot membership accounts to your clients during your subscription. You can then decide on the cost to pass onto your clients based on the work involved in setting up their plants list and maintenance schedule.

"Shoot is fantastic. It's a really great way of ensuring the investment our clients make in a garden will continue to grow and improve each year."

Andrew Fisher Tomlin,
B.Sc (Hons) MSGD Hort AI Hort
Garden Designer, London

"Many of my clients receive regular updates on maintaining their gardens from Shoot. It is particularly useful for busy town-dwellers who may not have the time or the in-depth knowledge to know what 'tlc' their garden needs each month."

Charlotte Rowe MSGD,
Charlotte Rowe Garden Design



If you have any questions please email nicola@shootgardening.co.uk or ring 07974 331104.



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