



Streamlined Solutions: For Entrepreneurs, Sole Practitioners, and Small Residential Firms

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Speakers



Katie Seidenwurm, ASLA
Zinnia Design, San Diego, CA

katiezinnia@gmail.com
www.designbyzinnia.com



Jill Brown, ASLA, LEED AP BD+C
My Landscape Coach® Albuquerque, NM

jill@landscapecoach.com
www.mylandscapecoach.com

Contributor Courtney Skybak, Landscape Architect Samuel H. Williamson Assoc., Portland, OR www.shwa.net

Synopsis

Designers at small residential firms wear a lot of hats and have limited resources. Learn how three successful firms find ideal clients, streamline their marketing and design procedures, keep their document in order, and manage billing. Get tips for increasing efficiency and effectiveness in design and running your business.

Learning Outcomes + Strategies

1. Explore options in automating your marketing so it works for you 24/7.
 - a. Create email canned templates.
 - b. Use a lead funnel.
 - c. Use surveys.
 - d. Put it all on your website.
 - e. Solve their problems with free content.
 - f. Email them regularly.
 - g. Get testimonials and reviews.
2. Learn how to run your business in an organized and intentional way to maximize billable time and focus on practicing good design.
 - a. Know your ideal client and find more of them.
 - b. Outsource when you can.
3. Learn how to standardize aspects of your design process and business outsourcing while still providing custom design solutions.
 - a. Go-to plant lists.
 - b. Sketch and get feedback in meetings.
 - c. Consistent drafting.
 - d. Create a Client Sheet with checklists.
 - e. Determine best way to specify materials and compute cost estimates.
4. Learn how to track and manage your billing with efficient programs and procedures.
 - a. Automate your billing.
 - b. Online payment option.
 - c. Use those small business apps.
 - d. Create design packages.
 - e. Sell products.



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Key Takeaways

Attendees will leave this session with some practical ideas of how to better streamline their small landscape architecture business. They will get tools to weed out leads, manage billing, create an efficient design process, create free marketing, tackle cost estimation, and nurture client relationships. The session will provide actual processes and procedures for each of these parts of the business. Attendees will leave the session armed with tools to improve their practice.

Sources

1. *The Professional Practice of Landscape Architecture: A Complete Guide to Starting and Running Your Own Firm*. Walker, Rodgers. 2nd Edition. 2010
2. *The Business of Design: Balancing Creativity and Profitability*. Granet, Keith. 2011
3. PPN 2017 ASLA Residential Survey
4. *The E Myth Revisited, Why Most Small Businesses Don't Work and What To Do About It*. Gerber, Michael E. 1995.

Additional Sources

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