Hi I’m Tony And This Is A Porch...
And In A Few Minutes, You’ll Find Out **How This Porch Helped Me Consistently Get New Clients For My Landscape Business For 15 Years…**
The E-Myth Landscape Contractor Comes Alive In Ontario

Presented by
Tony Bass
BSA – UGA
Co-Author
What is the E-Myth?

- E = Entrepreneur
- The E-Myth is that businesses are started by entrepreneurs. They’re not. They are started by technicians suffering from an entrepreneurial seizure.
The Best Advice Around, From Those Who Took It

We asked entrepreneurs which self-help books helped them get their businesses off the ground or run them more smoothly.

By BARBARA HAISLIP

There are countless self-help books aimed at budding entrepreneurs. But which of them have actually helped people start or improve an enterprise?

We asked business owners and educators for the books that have given them the best advice. Here are some of their top picks.

"The E-Myth"

"Gerber's book caused me to rethink what I wanted to accomplish in my business and how I was going to do that," explains J. Richard Braun, owner of Braun Agency Inc., an insurance firm based in Virginia Beach, Va.
Tony Bass and Michael E. Gerber Team Up

We Just Recorded & Released The Audio Version of The E-Myth Landscape Contract
Help You Master The Lawn & Landscape Business
The E-Myth Is About Creating Certainty In Your Business…..

In A Very Uncertain World
Every Business Is A Family Business
It’s About The Struggle Between The Three People Trapped Inside You.
More Importantly... It’s About The Reconciliation Between These Three Critically Important People...
The Conflict Between

• The Technician
• The Manager
• The Entrepreneur
The E-Myth Landscape Contractor:

Why Most Landscape Companies Don’t Work and What To Do About It.
The E-Myth Landscape Contractor:

Why Most Landscape Companies Don’t Work and What To Do About It
For Far Too Many Of You, Your Company Doesn’t Work…. YOU DO!

No Offense Or Anything… But You Got To Face The Truth
What is the E-Myth Landscape Contractor?

- Real life story of what must be done, why it must be done, and most importantly, the order in which it must be done.
- No BS – No Theory – How To Guide – Almost Paint By The Numbers.
- Tony, Doug, Troy, Buddy and many other landscape business owners who have found fortune in this business.
The E-Myth Teaches You

• How to transition from working *in* your business (technician & manager) to working *on* your business.

• Entrepreneurial Work
A Very Humble Beginning....
Spring of 2000
2004 Team
Photo
BUSINESS BUILDING STRATEGIES
with Tony Bass

Your ULTIMATE GUIDE for Building a SUPER Successful Company

- Audio
- Workbook
- Business Plan

E-Book has educated thousands!

This $49 report has been provided FREE of charge by SLT Super Lawn Trucks™
Mastering the Landscape Industry

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3 Functions of Business

Company

- Marketing
- Operations
- Finance

Super Lawn Technologies
Birth of Business

Company

Marketing

Operations

Finance

Super Lawn Technologies
Study of Business Success

Company

Marketing

Operations

Finance

SLT
Super Lawn Technologies
Study of MEGA Landscape Business Success

Exceptional Company

Create Clients

Keep Promises

Price Right
Landscape Profit Wheel

Price Right

Job Costing  Budget  Overhead Recovery
Sales  Estimating  Bidding

SYSTEM

Super Lawn Technologies
Landscape Profit Wheel

Price Right

Job Costing
Budget
Overhead Recovery
Bidding
Estimating
Sales

Profit Builder Training Series

Super Lawn Technologies
Creating Clients

Client

Marketing

Lead Generation

Needs Analysis

Lead Conversion

Billing

Client Retention

$
Time?
### Estimated Annual Loss Caused By 6 Minutes of Wasted Time Per Employee Per Day  (Page 185)

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Locked In 6 Minutes Is YOUR Key To Financial Prosperity
Time Matters!
Let’s Find Out A Little About You Guys

SURVEY TIME!
Survey Question 1

• Cell Phone – stand up
• Smart Phone – sit down
• No Cell Phone – jump up and down
Survey Question 2

- Truck – stand up
- Truck with GPS Tracking – sit down
- Truck That Don’t Burn Gas Or Diesel – jump up and down
Early Adopters Rule
Early Adopters Rule
Final Survey Question 3

- Company Website – stand up
- Order & Pay For Services Online – sit down
- Website Returns $40:$1 Invested – jump up and down
Your Marketing Challenge

• 2009 – 81% of all purchases began with an internet based search

“81% of customers are going online first to find out more about a business.” (According to www.Nielson-Online.com)

• Are you really online?

SLT
Super Lawn Technologies
YOUR FUTURE?
3 FUTURE MEGA-TRENDS CHANGING THE RULES FOR LAWN & LANDSCAPE SUCCESS
Mega-Trend #1
Aging Baby Boom Population
Mega-Trend #2
Increasing Government Regulation, Intrusion & Opportunity?
Let’s Grow Some Pot
Opportunity?

grow food, not lawns
Mega-Trend #3
Internet & Web Is Changing Everything About How We Could Run Our Businesses
Your Marketing Sucks  
_No Offense_

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_Survey Conducted by Super Lawn Technologies Dec 2012-Jan 2013_
Your Future?
GO TO
www.superlawntoolkit.com
TODAY’S PRESENTATION FREE
Hi I’m Tony And This Is A Porch…
Create Certainty With Systems!

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Book signing & special offer today
Super Lawn & Landscape Marketing & Management Toolkit & Membership Program

- **The Money Making Secrets of a Multi-Million Dollar Landscape Contractor** – 3 manuals plus a digital copy
- **Growing Your Landscape, Irrigation, Tree Service or Snow Removal Company** – manual audio & video
- **50 Ways To Find Superstar Employees** – book and audio
- **Planning to Retire or Sell Your Landscape Company for Maximum Profit** manual and audio
- **The E-Myth Book & Audio CD** set

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