

GARDEN COACH SOCIETY

# Certification Program

GARDENARY




NICOLE BURKE

GARDEN  
COACH  
SOCIETY







Would you love to  
turn your passion  
for gardening  
into a **profitable  
profession?**

GARDEN  
COACH  
SOCIETY







# Welcome

**To Garden Coach Society  
Where You Launch & Scale  
Your Garden Coaching  
Business In 90 Days (or less).**

GCS is the only program of its kind that combines lifetime access to nine modules of online business training and membership in a private community of Coaches from around the world enrolled in the Society.

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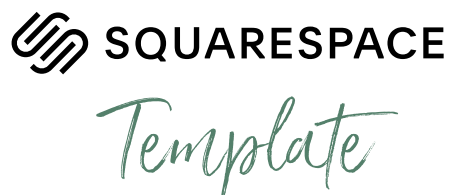
Look inside to see all that's included with your investment in Garden Coach Society and join us while doors are open for enrollment.

[WWW.GARDENCOACHSOCIETY.COM](http://WWW.GARDENCOACHSOCIETY.COM)



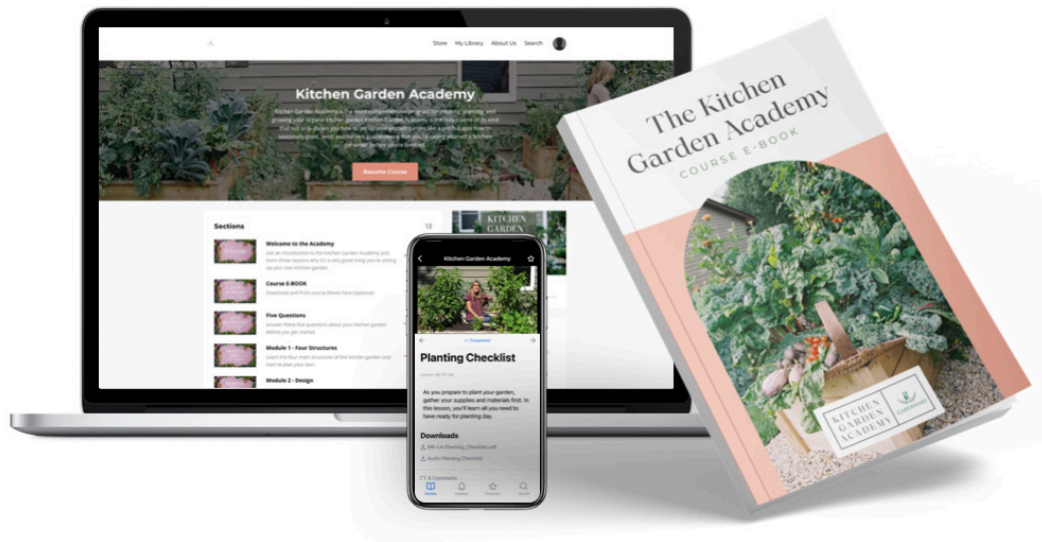


# Garden Business Courses





# THE COMPLETE Gardenary Library



LATASHA HARRELL

“What I love most about GCS is the leadership and community. I've never been apart of a group of people that are eager to help, pass on knowledge, share experiences and just an over all desire to see each other succeed.”





# The Garden Coach Society Course includes nine video modules

that guide you through each step of starting, launching and scaling your Garden Consulting business using the proven Gardenary model used by Rooted Garden and hundreds of other Garden Consulting businesses.

## GARDEN COACH SOCIETY | COMPANION E-BOOK

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Your Course E-book is available the minute you join Garden Coach Society and includes complete notes from each video lesson.



## WHAT'S INCLUDED?

# Garden Coach Society Course

### 01. GARDEN COACH ASSETS:

- Mindset
- Health
- Time
- Money

### 02. GARDEN COACH INDUSTRY:

- Levels
- Specialty
- Summary

### 03. PATHWAY:

- People
- Problem
- Pathway
- Professional
- Product

### 04. BUSINESS PLAN:

- Mission
- Principles
- Shape

### 05. GARDEN COACH SETUP:

- Registration
- Levels
- Products
- Pricing
- Profit Plan
- Communication

### 06. STRUCTURE:

- Operations
- Product Development
- Product Levels
- Research & Development
- Time

### 07. GARDEN PATHWAY:

- Elements
- Principles
- Philosophy
- Protocol
- Pathway
- Promise

### 08. STOREFRONT:

- Local
- Website
- Marketing
- Samples
- Paid
- Sales
- CRM

### 09. SUPPORT:

- HR
- Hiring
- Financials
- Financing Your Business
- Legal
- IT

- ✓ 340 page Comprehensive Course E-book and Workbook
- ✓ Audio Downloads for All lessons
- ✓ Each Module requires a little more than one hour of watching time and one to five hours of application.
- ✓ Private Garden Consultant Community Membership
- ✓ LIVE Clarity Calls covering Module Deep Diving, specific curriculum assignments and the 12 Weeks of Business Coaching by Nicole Burke
- ✓ Opportunity to join our Gardenary Business Directory upon completion of Training



## WHAT'S INCLUDED?

# Garden Coach Society Course

### 01. **GARDEN COACH ASSETS:**

Learn how to maximize the 4 assets (which you already own. Yay!) that'll make your success as a Garden Coach inevitable.

### 02. **GARDEN COACH INDUSTRY:**

In this module, you'll narrow your business focus and pick your market, level and specialty so you can develop a specific marketing message instead of a watered-down version.

### 03. **PATHWAY:**

In this module, you'll learn the 5P Process for developing products that your clients will fall in love with, saving you sleepless nights and tubs of Ben & Jerry's ice cream.

### 04. **BUSINESS PLAN:**

In this module, you'll discover how to think of your garden coaching business beyond the money. You'll be linking your company's goals and growth with a high-performing team that supports your mission and guides you every step of the way.

### 05. **GARDEN COACH SETUP:**

From choosing a name for your company (one of the most challenging things to do, equivalent to naming your firstborn) to getting the legalities of setting up your business, deciding on what services to offer and pricing them without feeling stuck... This is where it all goes down.

### 06. **STRUCTURE:**

In this module, we're going to talk about how to lead as a CEO & create a thriving structure for your business. You'll learn what it takes for sustainable growth, putting systems in place making it easy for you, the CEO, to step away from the daily grind and how to come up with fresh product ideas in your business.

## WHAT'S INCLUDED?

# Garden Coach Society Course

### 07. **GARDENARY PATHWAY:**

In this module, I'm going to pull back the curtain on my two businesses - Gardenary & Rooted Garden and reveal All.The.Secrets. I've implemented to create 6-figure companies that aren't slowing down anytime soon.

### 08. **STOREFRONT:**

This module's all about creating a strong visual storefront, turning on a faucet of potential customers that eventually lead to sales and strengthening your client relationship skills.

### 08. **SUPPORT:**

In this module, you'll take a deep dive into the 4 systems of support your company needs to sustain continuous growth and success.



SARAH LANDERS

**I'd never thought I could make money off of my gardening knowledge.**

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"Hearing Nicole talk about the possibilities of garden-based business blew my mind! I'd never thought I could make money off of my gardening knowledge. Suddenly my baby flower business had all kinds of growth potential, and I knew Nicole's training would set me up for long term success."



BONUS

# 12 Weeks of Business Coaching with Nicole Burke



## 12 WEEKS OF **BUSINESS COACHING**

WITH  
*Nicole Burke*

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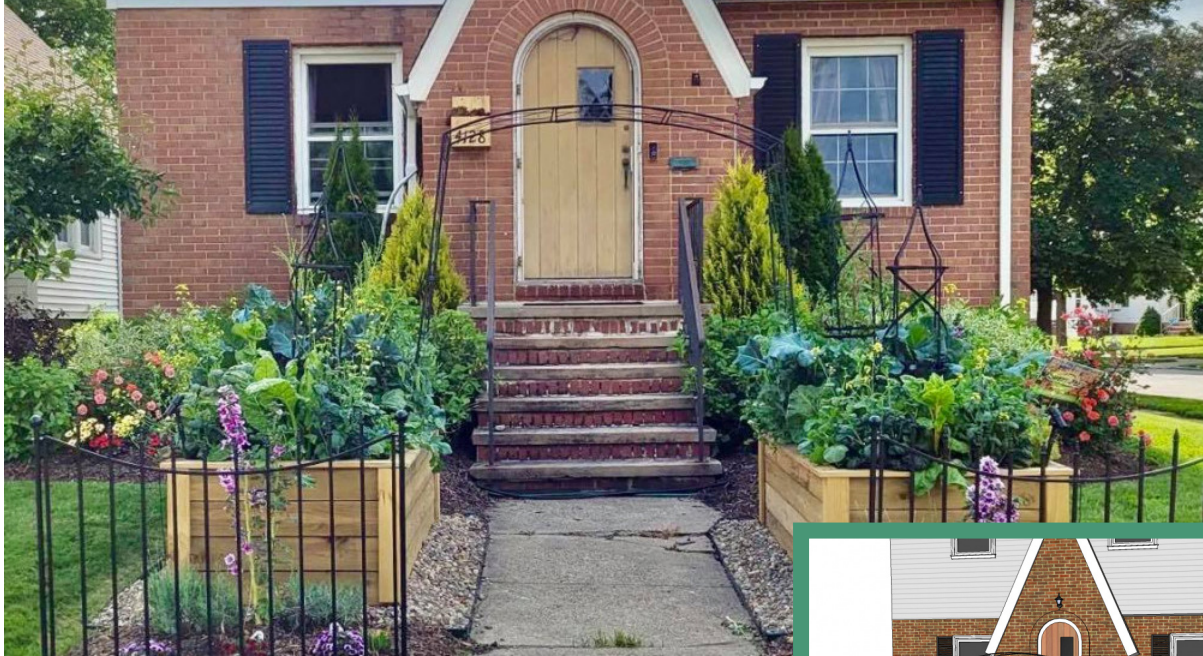
### **12 Weeks of Business Coaching with Nicole Burke | \$1,000 Value**

Take your training and the formation of your Garden Coach Business to the next level. These 12 immersive videos are your private Coaching Sessions, giving you the tools to set you up for success. Each week you will receive a new video covering these topics: The Consultation, MVP, Name and Branding, Website, Client Journey, Money Matters, Client Referral, Marketing, Sales, Team, Yearly Profit Plan and Product Suite.



BONUS

# Design with Sketchup Template Course



## Designing With Sketchup | \$1,000 Value

In this course you will learn how to use the basic operations, create simple and complex garden bed designs specifically for Kitchen Gardens. You'll learn how to add features to your gardens and garden area to present to your clients. SketchUp will help you present your ideas easily to your clients and is a great tool to utilize for designing Kitchen Gardens!



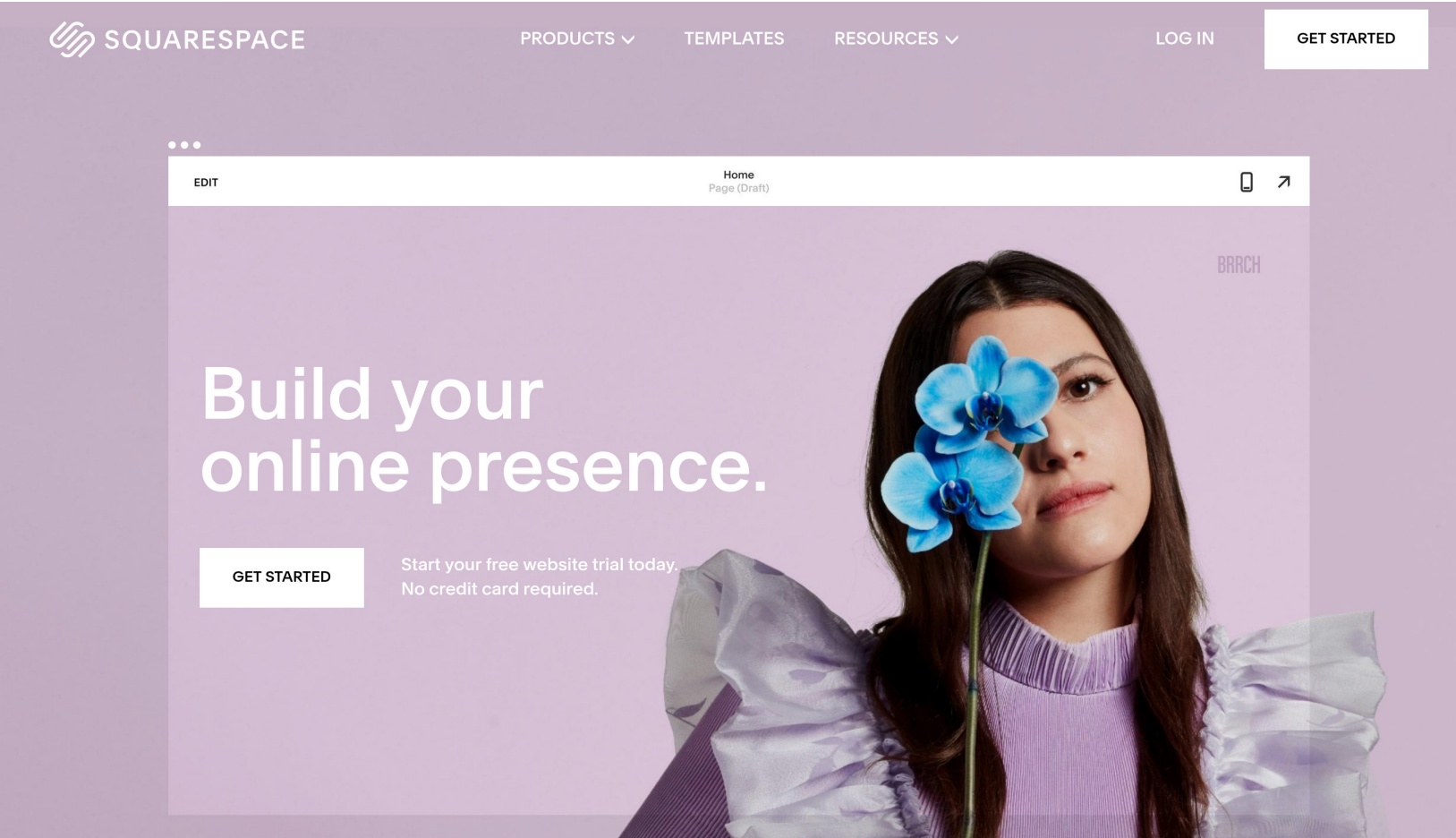
NATASHA MCDONALD

"Have you been in a place where you know where you want to go but not sure how to get there? That was me. I knew I wanted to teach people how to garden and install it for them but did not know how to do it or how to get started. Garden Coach Society has been an amazing introduction into my life and business."



BONUS

# Squarespace Template Course



## Squarespace Template | \$500 Value

This template will introduce you to the Squarespace platform with a custom Basil Template for you to use to create your website. It is customizable to add in your own colors and information. Confidently build your website as you grow your business.

BONUS

# Garden Photography School



GARDEN  
PHOTOGRAPHY  
SCHOOL

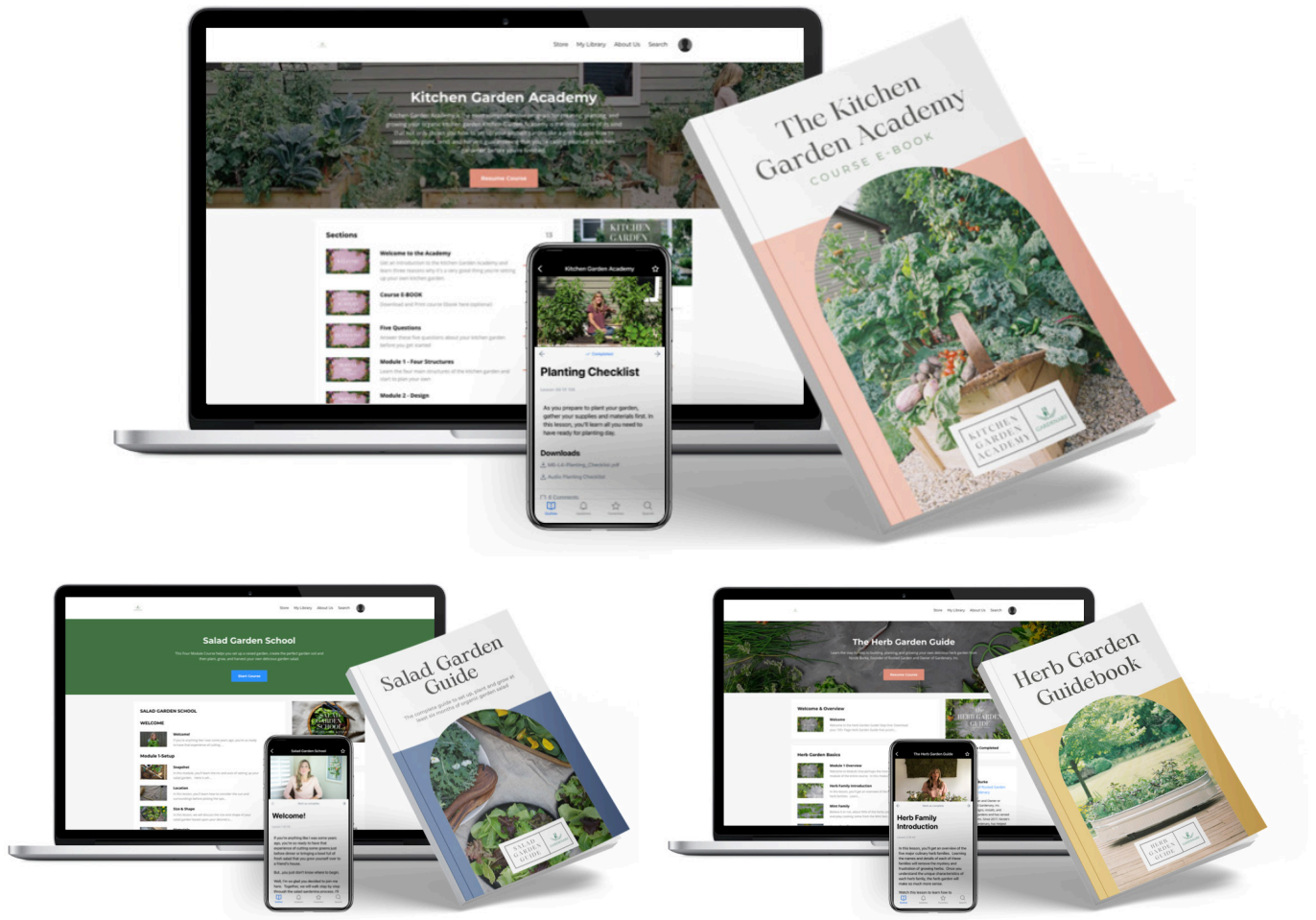


## Garden Photography School | \$500 Value

Join Nicole Burke... and Eric Kelley, a world-renowned photographer specializing in wedding and film photography as we teach you how to take amazing photos of your client's gardens and of your own. These photos will provide value to your business as you create social media posts, blog posts or course content creation.



# THE COMPLETE Gardenary Library



## **KITCHEN GARDEN ACADEMY COURSE:**

KGA is the most comprehensive program for creating, planting, and growing your organic kitchen garden. KGA is the only course of its kind that not only shows you how to set up your kitchen garden like a pro but also how to seasonally plant, tend, and harvest, guaranteeing that you're calling yourself a 'kitchen gardener' before you're finished.

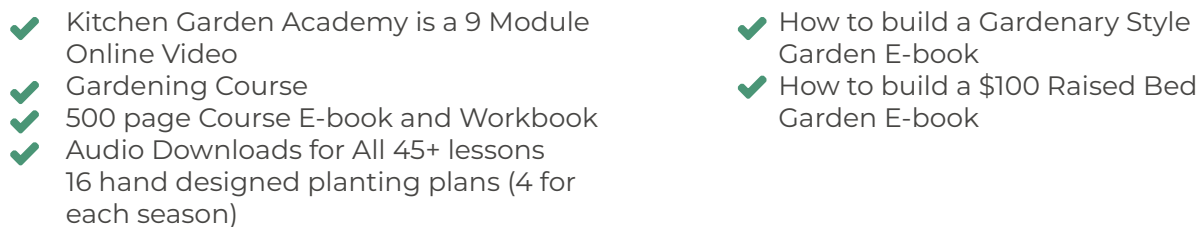
## **HERB GARDEN GUIDE COURSE:**

Learn the step by step to build your own herb garden and understand herbs in a way you never have before in the Herb Garden Guidebook.

## **SALAD SCHOOL COURSE:**

This Four Module Course helps you set up a raised garden, create the perfect garden soil and then plant, grow, and harvest your own delicious garden salad.

# Kitchen Garden Academy Online Course



## Nothing else compares!

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## WHAT'S INCLUDED?

# 9 Modules of Kitchen Garden Academy

### 00. INTRODUCTION:

- Five Questions
- Who? What? Where? How Much? Why?

### 01. FOUR STRUCTURES:

- Raised bed
- Trellis
- Border
- Pathway

### 02. DESIGN:

- Sunlight
- Water
- Accessibility
- Aesthetics

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### 03. INSTALL:

- Clear
- Borders
- Raised beds
- Soil

### 04. SOIL & WATER

- Soil components
- Soil recipe
- Water aspects
- Water systems

### 05. PLAN:

- Arc of seasons
- Plant families size and duration
- Understanding the seasons
- Planting plan

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### 06. PLANT:

- Ways to plant
- Buying seeds and plants
- Planting checklist
- Planting steps

### 07. TEND:

- Feed
- Support
- Prune
- Protect
- Defend

### 08. HARVEST:

- Harvest Principles
- Harvest Methods

## 500 PAGE COURSE E-BOOK

Your Course E-book is available the minute you join Kitchen Garden Academy and includes complete notes from each video lesson inside KGA as well as full color guides for every step of your kitchen garden design, creation, and growth.



BONUS

# Salad Garden School Online Course



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In addition to your Kitchen Garden Academy curriculum, you will receive the Salad Garden School Course. Salad School is a four module online course that teaches you the step by step to organic salad gardening.

Here is a sample list of the materials included in your Course E-Book:

- MODULE 01** Learn All You Need to Know to Set Up Your Salad Garden
- MODULE 02** Learn All About Soil and Create a Plan to Have A+ Soil for Your Salad Garden
- MODULE 03** Plant and Start Your Own Salad Garden from Seeds and Plants
- MODULE 04** Grow and Maintain Your Salad Garden All Season Long



BONUS

# Herb Garden Guide Online Course



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Learn the step by step to set up, grow, and harvest your own delicious, organic herbs right from your own beautiful herb garden and say, 'goodbye' to store-bought and tasteless herbs for good.

- MODULE 01** Learn to understand herbs in an entirely new way by categorizing the key herbs you'll grow and harvest regularly in your garden
- MODULE 02** Go from 0 to big herb harvests as you learn the step by step to build, fill with soil, and plant your own herb garden
- MODULE 03** Learn the details of growing herbs from starting seeds all the way to watering and fertilizing
- MODULE 04** Bonus: close ups on loads of herb plants from Nicole's own herb garden that will ensure you know how to tend and harvest your herb garden plants

PRIVATE

# Facebook Community



Inside Garden Coach Society, you will have access to our private Facebook Community. The Gardenary Team will provide Guidance and Direction, while supporting you through this Training! The FB group is a great place to ask questions as you are working through the course. Come celebrate your successes and keep up to date with all that's happening in your Training.

██████████ 🙏🙏🙏 It's live and it's working! 5 consults done, 3 BOOKED and 2 I'm doing as showcase spaces! Plus I have a meeting w a large landscape design firm that is interested in subcontracting BG! I'm beyond excited. Thank you [Nicole Johnsey Burke](#) for designing the EXACT thing I didn't know I needed until I found it. GCS has officially changed my life ❤️

Thank you all for the daily inspiration and support. I am moved by your passion to help others. Looking forward to the ongoing journey together! Reach out and stay in touch! Best, ██████████

Bye everyone! Thank you for all the amazing ideas and feedback. I'm so excited to develop this biz into a career. This course and group has provided the structure I needed to get started. I'm loving hearing about all the work people are doing to get their bizs launched before the 90 days! And I can't wait to see all the things everyone posts about as we get into the spring! (tomorrow my first seed gets planted!)

Bye to the connected, passionate 2020-2021 group!! 🙏 Thank you all for encouraging each other, sharing knowledge, sharing lack of knowledge, for ✨everything✨. I hope we stay connected going forward. I'm ██████████ It's all coming together for each of us! Keep going. B+ everyone, you've got this! Whoo hoo! 🎉



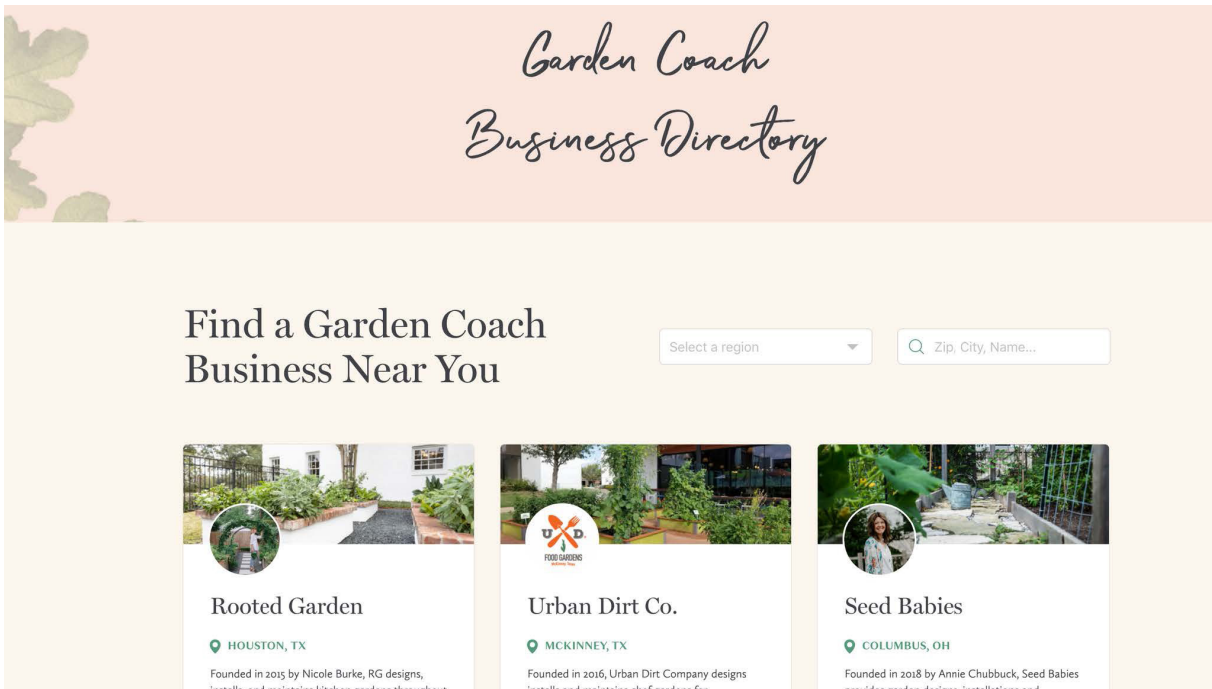
MEGAN WAKEFIELD

"I joined the Garden Coach Society in May, and I am stunned by the amount of support, information, and advice that I have found here! Nicole goes above and beyond in the support and tools she provides her Garden Coaches. If you are on the fence about investing in this program, go for it! It will totally be worth it."



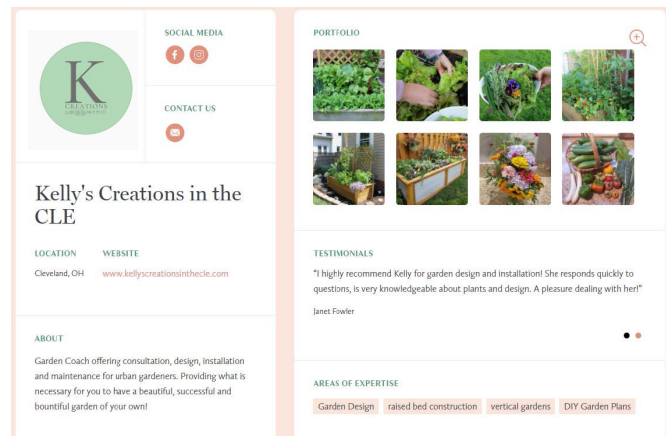
# GARDEN COACH Business Directory

Once Garden Coaches complete the course and apply for Certification, they will be eligible to be listed in the business directory.



## Be Found

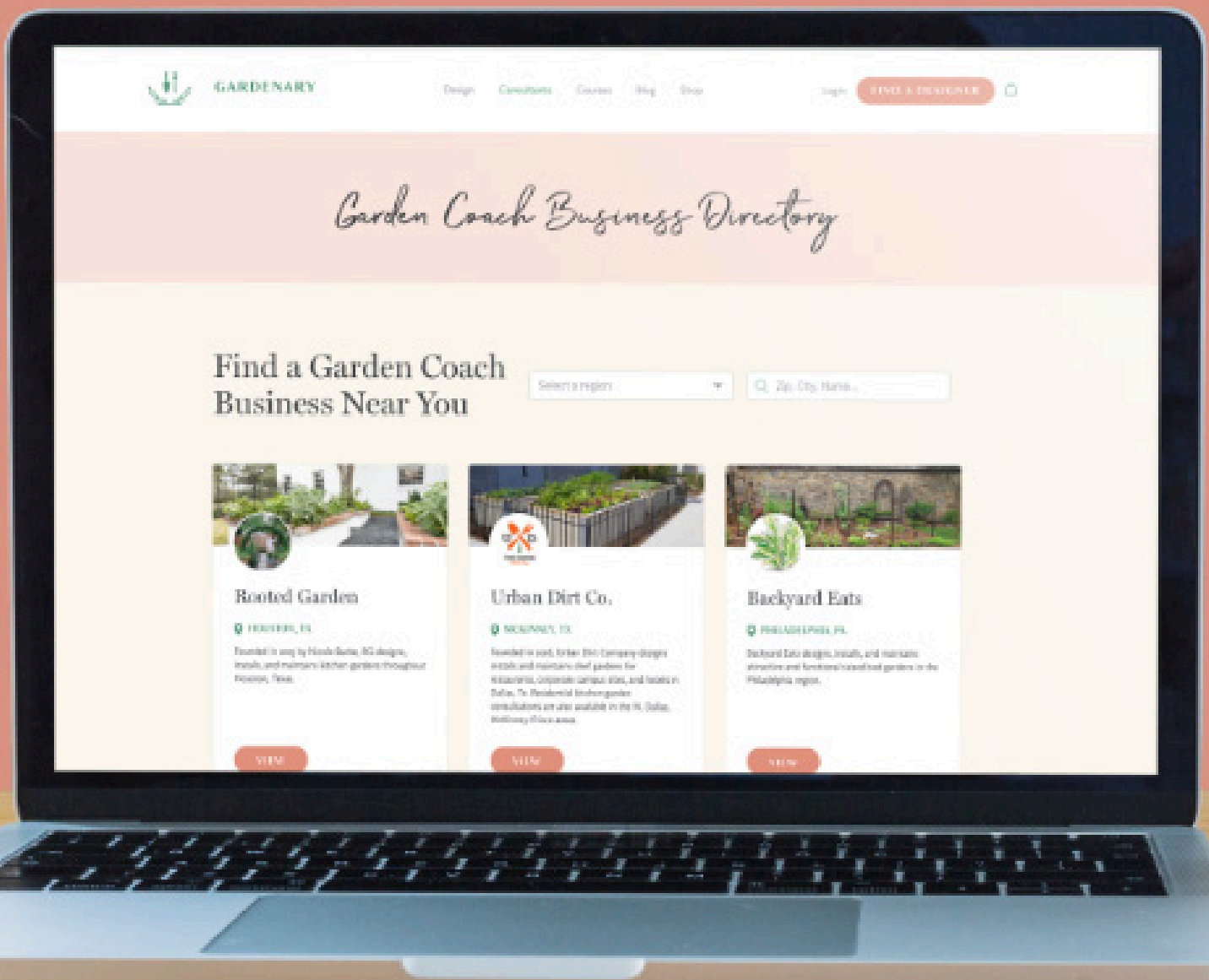
One of the most difficult aspects of building a new business is being found by the people who need your services most. Inside the Society, you'll learn my proven methods for marketing and sales so that you can find your customers right where they are. But, once you apply for Certification, you'll get a spot in our Directory, a site that's gaining traffic and attention every day and the perfect place for new clients to find you.



NOW IS THE TIME TO JOIN THE  
GARDEN COACH SOCIETY

**ENROLLING FOR THIS SEASON  
SIGN UP HERE:**

**[WWW.GARDENCOACHSOCIETY.COM](http://WWW.GARDENCOACHSOCIETY.COM)**





# Thank you!

We hope to see you inside the  
**GARDEN COACH SOCIETY**



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NICOLE BURKE

GARDEN  
COACH  
SOCIETY

