

# Look Inside

with  
GARDEN  
COACH  
SOCIETY

# A Garden Coach Bag





Hey there!

My name's Nicole, and I'm a Professional Garden Coach. Six years ago, I didn't even know that was a thing. But, now it's my thing (and I hope it will be yours too!)

Over the past few years, I've built a thriving business right out of my own backyard garden and I've helped over 200 clients realize their own dream of growing some food in their own backyard. Now, I'm dreaming of Garden Coaches in every town and city. And, I'd love for you to join me.

When I headed to my first consult, I was nervous and had no idea what to bring along. I quickly printed a few colored photos from my garden, brought a bucket of fresh lettuce, and a bag of good soil. It was a little too much to carry! But after over 350 consults, I've got this thing in the bag. And it's a lot lighter too!

Here, you'll find all you need to bring when you head out to help someone else learn to garden. So, join me and let's make garden coaching a thing again!



01

# Notebook

Keep all your notes for each  
garden visit in one place.







Fill a 3 ring binder with graph paper and bring it along to all your consults.

Here, you can sketch the general layout of your client's garden area and start to draw in sketches of where the garden might best fit.

Use this notebook to take extra notes on what the area is like, what structures already exist and any other thing of interest.



02

# Info

Bring a printout of short notes your client can keep after your coaching session.



## FOUR SEASONS OF GARDENING IN HOUSTON

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It can be just a simple handout, but bring along some sort of information that your client can keep once you leave.

You're sharing lots of information all at once and they'll forget some of it. So, help them out and leave a little something they can refer back to long after the coaching session ends.





03



ROO  
GAR  
*culinary*

# Photos

Even if it's just prints from  
your own garden, bring along  
some photos to help your  
client understand what's  
possible.





Bring along photos, even if they're simple printouts from your computer. Photos help your client visualize what you're discussing, whether it's a garden shape or an actual local harvest.

As your business grows, take loads of photos and bring along portfolio books to each client visit. A picture really is worth a thousand words. So, save yourself a lot of talking and bring some pics along.



04

# Compass

Help your client begin to  
understand their yard in  
regards to sunshine.







Gardens need sun! Though your client may have her own idea of a location she'd like best, bringing along a compass (or using the one on your phone) will help you show the client where the sunniest spots are and will be throughout the growing season.

Be on the lookout for tall structures that may get in the way of the garden's sunshine throughout the year.



A yellow Stanley Life Guard measuring tape is stretched diagonally across the upper right portion of the image. The tape features black markings for inches and feet, with the brand name 'STANLEY' and 'Life Guard' printed in red. A roll of brown, flexible tape is coiled in a large loop in the lower left and center of the frame. The background is a grey, textured fabric.

05

# Tape

Be ready to measure ALL  
THE THINGS. You'll likely  
need a 24' measuring tape.





As you meet with potential gardeners, it's important to give them a sense of how much space they have available for the garden. Using a measuring tape, you can see the total possible space for the garden area as well as the smaller sizes available for the actual garden boxes.

After you measure and discuss, measure once more to be sure your numbers are right. Trust me, you'll never regret double checking.





06

# Twine

To help your client envision a  
garden space, bring along  
twine & stakes.





A lot of clients will tell you that the most difficult thing for them is picturing the placement of the garden.

By bringing twine along, you can help your client start to envision how the garden can fit into their existing yard.

Now, just ask them to close their eyes and imagine the space filled with beautiful veggies!



07

# Cards

Don't forget business cards.  
Bring at least three-one for  
them and two to share!



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*culinary landscapes*

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On my very first consult, I arrived to a home where three of my new client's friends were departing. They all three asked for a business card. And guess what? I had three to give them! All three of those friends called me and that was the beginning of my business growth.

So, make it easy to share your information and bring along a handful of cards for each visit.





Gardening is so much fun, right?  
And nothing's better than sharing a fun thing  
with others AND getting paid to do it.

So, grab your bag and get to it! Believe it or  
not, there are so many ambitious gardeners out  
there just waiting for someone to bring them  
some guidance and encouragement.  
Join me as a Garden Coach and when you're  
ready, join me in the Garden Coach Society.  
Let's make gardens a normal thing again. Pack  
your bag and let's go!





FOUR SEASONS OF GARDEN

FOUR SEASONS OF GARDEN



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Follow my personal Garden Coach business at [www.rootedgarden.com](http://www.rootedgarden.com).

Learn more about the Garden Business platform at [www.gardenary.com](http://www.gardenary.com) and on Instagram [@gardenaryco](https://www.instagram.com/gardenaryco)

We're now enrolling new members in the Garden Coach Society for our next session. [Click here](#) to learn more and join us for our next 12 Week Certification Program.