



# Self-Assessment: Do I Need an Assistant?

**FOR LANDSCAPE DESIGNERS**

A tool to evaluate whether it is time  
to bring on support in your landscape design business.



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# DO I NEED AN ASSISTANT?

## A Self-Assessment for Landscape Designers

### ADMIN OVERLOAD:

- My inbox feels out of control.
- I am the only person who knows where anything is in my design practice.
- I don't have a streamlined system for managing client contacts or project notes.
- I'm late replying to leads or client emails.
- I spend more time managing my calendar than actually designing landscapes.
- I forget to send invoices, estimates, or meeting reminders. Or worse, I don't send invoices!

### TIME TROUBLE:

- I feel like I'm always behind, even when I work long hours.
- My creative time (drawing, planning, designing) keeps getting pushed aside.
- I do a lot of things I could delegate, but I don't know how.
- I don't have time to send regular updates or newsletters to my design clients.
- I handle tasks that don't require my expertise, because no one else can.

### BUSINESS GROWTH BLOCKERS:

- My business is growing, but my systems aren't keeping up.
- I've turned down work because I can't take on more.
- I want to launch something new (a presentation, a newsletter, a new service), but can't find the time.
- I'm stuck in the business and can't work on the business.

### I'M UNSURE HOW:

- I don't know where to start with hiring help.
- I've thought about getting an assistant but worry I wouldn't have enough tasks.
- I've hired part-time help before and it didn't go well.
- I want help—but I want it done right.

**"HIRING AN ASSISTANT WAS ONE OF THE SMARTEST MOVES I MADE FOR MY BUSINESS. IT GAVE ME BACK TIME TO CREATE AND SPACE TO GROW."**

*Mardi*





## SOCIAL MEDIA MARKETING

- I want to be more visible online, but I don't have time to post regularly.
- I avoid social media because it takes too much energy or it is a time suck.
- My blog, newsletter, or website needs updating.
- I have great project photos and content ideas, but no time to use them.
- I've missed marketing opportunities because I was too busy with client work.

## CLIENT COMMUNICATION

- I sometimes forget to follow up with leads or past clients.
- I struggle to stay on top of client questions between meetings.
- I'm not responding to inquiries as quickly or professionally as I'd like.
- I don't have time to send out regular updates or newsletters to my list.
- I've lost potential clients because I couldn't respond in time.

## TIME & FOCUS

- I constantly switch between creative work and admin tasks.
- My day gets eaten up by small things that don't move my business forward.
- I feel behind even when I work evenings or weekends.
- I want to focus more on design and client experience—but I'm stuck in busywork.
- I haven't taken a real vacation in years without checking my email constantly.

## YOUR SCORE:

- **0-9 boxes checked** → You may not need an assistant yet, but now's a great time to start documenting tasks you could eventually delegate.
- **10-19 boxes checked** → You're feeling the squeeze. An assistant could help you reclaim time, reduce stress, and improve client experience.
- **20+ boxes checked** → You're doing too much alone. It's time to consider delegating so you can grow with support—before burnout sets in.

## Which Type of Assistant Is Right for Your Landscape Design Practice?

- Remote/Virtual Assistant – Perfect for flexible, remote support with admin, marketing, or systems management.
- In-Person Assistant – Best when you need hands-on, on-site help for projects and day-to-day operations.

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#### READY FOR HELP - BUT UNSURE HOW:

#### TIME TROUBLE:

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# Remote/Virtual vs. In-Person Assistant?

## Pros & Cons for Landscape Designers

### Remote/Virtual Assistant

#### Pros

- Cost effective; no office, equipment, or benefits needed
- Flexible scheduling
- Can be easier to scale support as your business grows
- Not limited by location
- Quick HR + onboarding when using a placement company

#### Cons

- Can't assist with physical tasks or events
- Requires clear systems and digital communication
- Time zone differences may affect availability
- Remote/virtual work can feel less connected
- May have other clients

### In-Person Assistant

#### Pros

- Helpful for physical tasks, events, or site visits
- Real-time collaboration is easier
- Builds in-office culture and connection
- Familiarity with local vendors and geography

#### Cons

- Higher cost due to space, equipment, and benefits
- Limited to local talent
- Less scheduling flexibility
- Longer hiring and training process

#### **NEXT STEPS:**

- I've created a [blog series](#) all about what a assistant can do for your landscape design business. plus how to find the right one for you.
- Visit my [Resources page](#) to explore the trusted company I personally use for my assistant services.
- Browse [my website](#) for downloadable templates and tools to help you streamline and grow your business.

Let's get your time, focus, and freedom back, starting now.