



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.





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."

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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:

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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.



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