

Tending to the Garden of Your Business

 By [jasonvistaprint](#) | April 14, 2010 | [Micro Business Issues](#) | [3 Comments](#)


This is the first of a two-part article focused on ways small businesses can “tend” to their business in 2010 and beyond, and is written by Caprice de Lorm, owner of [de Lorm Designs](#) in Orange County, CA.

I am a novice [gardener](#). I like to plant flowers that attract the beneficial insects, butterflies, hummingbirds, and other birds to my yard and to the neighborhood. I also plant herbs, vegetables, and fruit. I enjoy the process of planting, tending, and harvesting and the opportunity gardening brings to work with the land and the seasons.

Garden



Running a business uses similar strategies and tactics as does gardening. To create a healthy business, one must tend to it in a way that eliminates the excess, tends to the soil and the weeds, nurtures the foundation, and plans for the growth to come. As you look at your business, how do you prepare your “[garden](#)” so that it is healthy for you, your employees, your clients, and the larger community?

Below are some steps that a gardener takes to create a healthy garden. These steps can too be applied to creating and maintaining a healthy business.

Prepare the soil so that the seeds will grow healthy and strong:

These steps are needed to create a solid foundation for your garden and include tasks such as tilling the soil, adding amendments, and purchasing the right types of mulch and gardening supplies. In business, this can include things such as creating robust business plans for the year, hiring employees that best meet the needs of your business, and creating collateral in support of your company’s mission and vision.

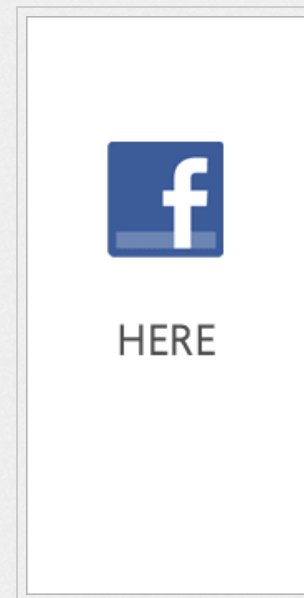
Plant the seeds to attract and grow what you want:

When creating a garden, one plants based on the desired use of the space. This can include providing food for the home, attracting beneficial insects and other animals to the area, or providing something appealing to the senses. In business, this may include creating specific advertising and/or marketing campaigns, developing specific job roles with an outline of responsibilities, or identifying your target market for potential clients.

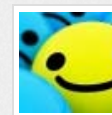
Create gardens in areas where the plants will thrive and make the best use of nature:

Some plants thrive with full sun, some need shade, and others can tolerate a combination of both.

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Some plants need plenty of water and other amendments, while others prefer dry conditions and need no additional treatments. Knowing where to plant for the best growth is important for a healthy garden and a thriving business. Make sure that your leads, marketing efforts, processes, and networks are implemented with well thought out strategies that maximize the optimal growing conditions for the opportunities.

Compost and fertilize the soil to encourage growth:

It is important to make sure that the soil contains the proper nutrients to support plant growth. The best fertilizer for a garden often comes from some form of composting. This is a process of recycling garden and certain types of other waste, so to speak, so that it breaks down and turns into nutrients and other matter that is useful for the garden. When making sure that a business has healthy "soil", one can look at what it can compost, so to speak. This might include things such as outdated training, which can be recycled to meet the current needs of your business and/or clients, or perhaps re-engineering a process that will benefit from additional efficiencies.

Eliminate the excess so as to not overwhelm the garden and your efforts:

At times, gardeners plant too many seeds. This can result in overgrowth, which may result in one plant preventing another from growing and prospering. When this occurs, it is important to "thin" out the garden so that the strongest and desired plants can thrive. In business, there may be excess processes or too many opportunities, resulting in a lack of focus or productivity. It is important to prioritize and, if needed, cut out those things that take away from the core.



About the author

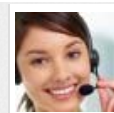
The lead contributor to the blog is Jason Keith, senior communications manager at Vistaprint. Jason and his team are deeply involved with Vistaprint's micro business customers on a daily basis and lead the efforts in mining micro business trends, behaviors, and attitudes. A former journalist with more than a decade of experience in the communications field, he and his team conduct surveys, analysis and create micro business case studies to get a better understanding of the issues facing this unique group of entrepreneurs. To reach him directly email microbusiness@vistaprint.com

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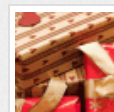


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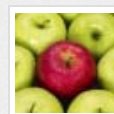
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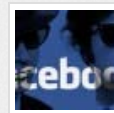
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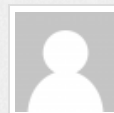
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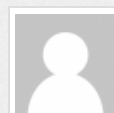
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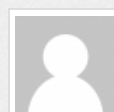
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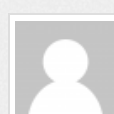
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Caprice de Lorm

Thank you for your feedback and comments Suzanne. I enjoyed writing the piece, as it brought in focus the importance and joy of tending to things important to us such as businesses and gardens. Enjoy the springtime and good luck with your business! Caprice de Lorm, de Lorm Designs, www.delormdesigns.com

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Suzanne Arthur

Hi, and thanks for a thoughtful post. I often think that I don't have the time to garden, but that's silly when I consider what I tell my clients who say they don't have the time to start an online business. Thanks also for writing about the similarities between tending a business and tending a garden. It's a stunningly beautiful spring day, and I'm hoping to get out of the office soon and into the fresh air!

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Blog says:

May 12, 2010 at 7:02 am

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About

Micro Business Perspectives was launched with the goal of giving micro businesses information and tools to more effectively market and manage their business.

We'll be posting answers to questions, tips and tricks we hope you will find useful in marketing and promoting your business, and suggestions about ways to explore new and innovative mediums. We're also encouraging you to send us your own successful marketing stories. We'll publish some of them on this blog so other micro businesses might learn from your example.

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