

TREELINE / YOUR TREE SURGERY BUSINESS PLAN

Business

Name, owner, date of this plan.

Plan reviewed on

First of each month. Tick when done.

Jan	Feb	Mar	Apr	May	Jun
Jul	Aug	Sep	Oct	Nov	Dec

1. Where the business is now

Teams and people. Typical job and price. Days worked a month. Where the leads come from (top three sources).

2. What growing means, in one sentence

Second team, bigger jobs, or a wider area. Pick one.

3. Twelve months from now

Teams. Turnover band. The kind of work. What you'll have stopped doing yourself.

4. The three numbers I'll track every month

Suggestions: real day rate, days on site a month, quotes sent versus jobs booked, enquiries by source.

Number	Today	Target	Where I get it from

5. The one hire

Who (climber, groundie, office). Subcontract first or employ. When. Employers' liability sorted before day one.

6. What could go wrong

Insurance gaps. Kit failure. Weather and season. You getting hurt. What's the plan for each.

7. Marketing, in order, with a monthly budget

Google Business Profile and reviews first. Website with a page per service and town. Paid ads as the tap. Van, uniforms and quotes matching.

Step	Start	Monthly budget	Done