

TUESDAY, JANUARY 13, 2026

THE LANDSCAPER'S ULTIMATE GUIDE TO

RECRUITING “A” PLAYERS

PRESENTED BY **RAMBLIN JACKSON**
JACK JOSTES

Presenting
LIVE at:



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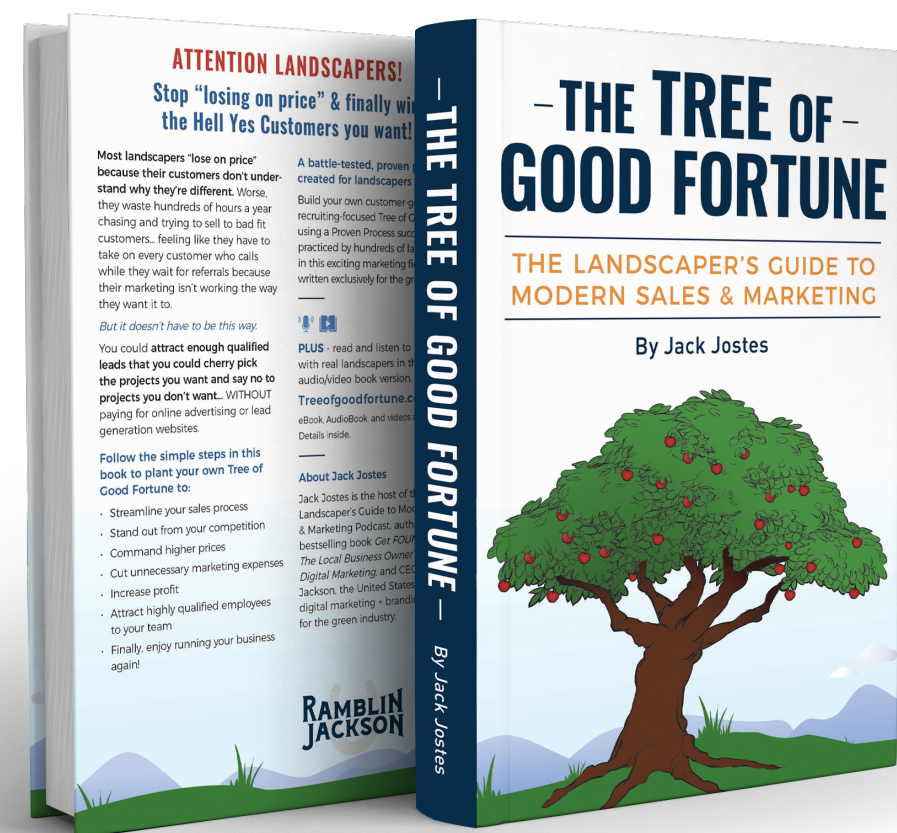
**If you're looking for
MORE QUALIFIED EMPLOYEES
To Fill Your Open Positions.**

“Can’t Find Anyone...”

**Losing Hundreds Of
Thousands Of Dollars Of Work
Because They Can't Staff
Roles**

Trouble Attracting Top Employees

**The ONE Magic
Recruiting Question
That Unlocked 100+ Job
Applicants For
One Landscape Company**



Jack Jostes

CEO - Ramblin Jackson

Podcast Host + Speaker -
The Landscaper's Guide





**RAMBLIN
JACKSON**

**THE SNOW + LANDSCAPE
MARKETING AGENCY**

— THE —
**LANDSCAPER'S
GUIDE**
— TO —
**MODERN SALES
& MARKETING**

The Landscaper's Guide to Modern Sales & Marketing

Jack Jostes

MARKETING · UPDATED WEEKLY · 

The Landscaper's Guide To Sales and Marketing is a weekly video and podcast series dedicated to helping lawn and landscape contractors attract more of the RIGHT custom MORE

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32 min



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i

New! Explore Search trends with Gemini. A quick and easy way to find search terms and discover trends.

Back to Classic Explore

X

●

landscaping jobs near me

Search term



📍

United States

▼

📅

2004 - present

▼

🌐

Web Search

▼

Interest over time ⓘ

Massachusetts · 2004 - present



**Let Me Hear You
MOOOOO**

If You Eat Beef Jerky!



Introduction to The Landscaper's Ultimate Guide To Recruiting



— THE —
LANDSCAPER'S ULTIMATE
Recruiting
FRAMEWORK



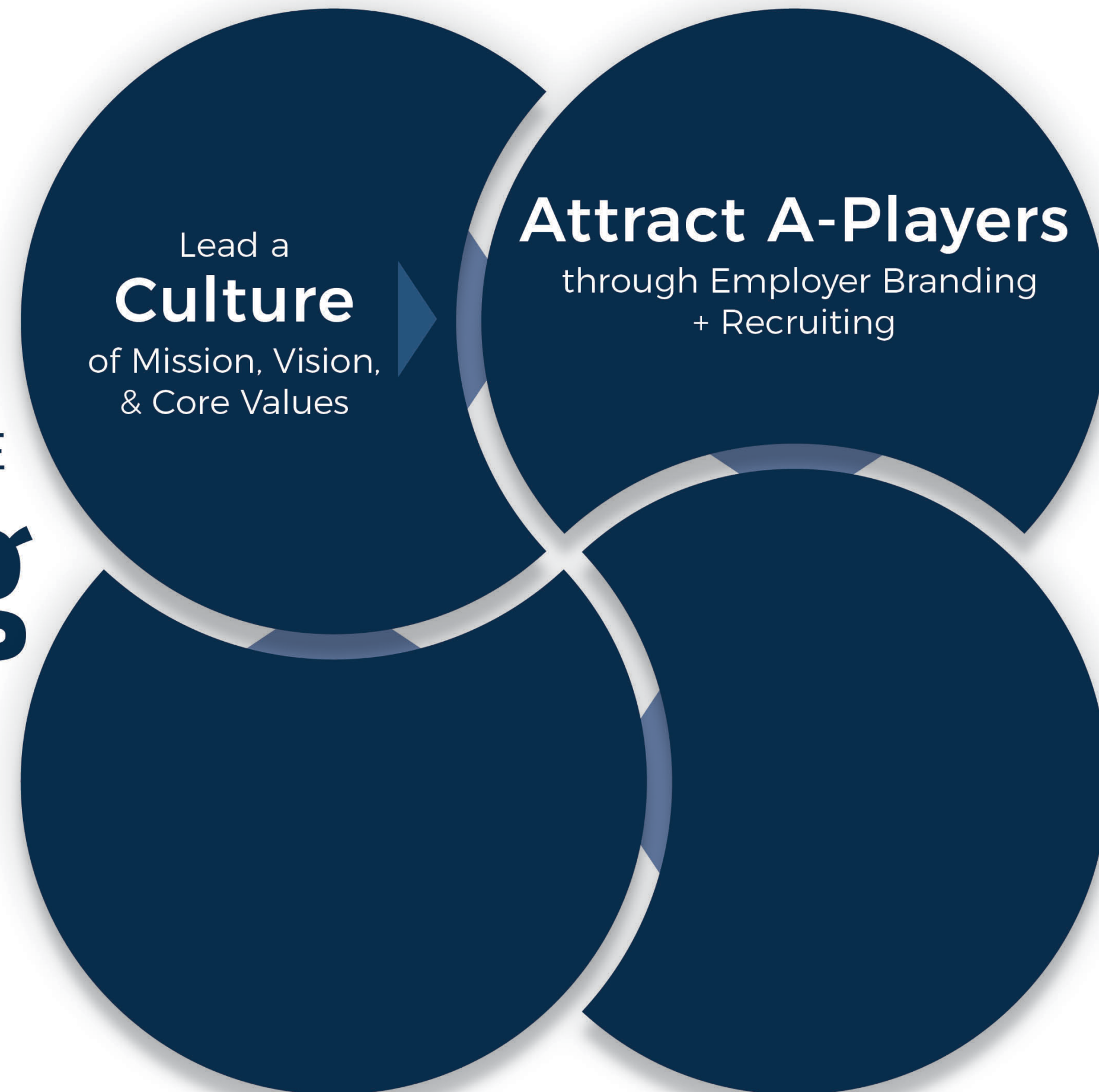
**Have The Owner Of
The Company Work On Your Recruiting
AND
Your HR Person, Marketing Team,
and Ops Manager**

The Story of the Landscape Company
With Amazing Benefits
They Didn't Tell Anyone About

**You've Got To Believe
Great People ARE Out There**

Attract A-Players
Through Employer
Branding + Recruiting

— THE —
LANDSCAPER'S ULTIMATE
Recruiting
FRAMEWORK



**What's Your Unique
Employment Position? (UEP)**

Are You Getting ZERO Applicants?

The Problem With Every Landscaping Job Post

The Most Important Question In Sales & Marketing: What's In It For Me?

**Why Should I Work For You
Instead Of Some Other Landscaper?**

Who Is Your Hell Yes Employee?

Key Strategies For Standing Out As An Employer

Define Your Hell Yes Employee

Empathizing With Employee Pains

Providing Benefits, Perks, and Livable Wages

Three Reasons To Work At Your Company

Creating A Robust Careers Page On Your Website

Who Is Your Hell Yes Employee?

Define Your Hell Yes Employee!

Previous Experience.....

Attitude....

Attributes of people I've had to Fire from the company...

-
-
-

Attributes of people who have been loyal employees for 3+ years that I enjoy working with....

-
-
-

Empathizing with Employee Pains

Employee Pains and Problems in the Landscape Industry

By understanding the common pains and problems that potential *employees* typically experience with other landscaping companies in the industry -- and then focusing on NOT doing those things -- we can **deliver our employment experience in a way that delights our team** AND allows us to charge more money, increase profits, earn referrals, and lead a thriving organization.

To Do: Outline the Pains, Frustrations and Fears your employees have in the 1st column, and

To Do: Outline the Pains, Frustrations and Fears your employees have in the 1st column... and outline how you operate differently in the right column.

Pains, Frustrations, & Fears Our Customers Have With Other Businesses In Our Industry	What we do differently <i>Fill out this column</i>
<u>Low Pay</u>	
<u>Terrible Tools</u>	
<u>Lack of Training</u>	
<u>Dead End Job / No Career Path</u>	
<u>Lack of Onboarding</u>	

Providing Benefits, Perks, and Livable Wages

What Benefits & Perks Do You Offer?

Often, landscaping companies forget to include in their job posts all the perks and benefits they offer! You should list these in EACH job ad as well as your careers page. Write them all out.

Benefits:

I.e. Health Insurance, Dental Insurance, etc. Add in yours below:

Perks:

I.e. Career Path -- see example at <https://gsulandscaping.com/careers/>, Training -- see Pleasant Landscapes University <https://www.pleasantlandscapes.com/job-opportunities/>. Add in yours below:

Three Reasons To Work At Your Company

Three Reasons To Work At Your Company

Three Reasons Employees Love Working At Our Company versus other companies in our area:

Write a bold headline on the numbered underline sections below.

- Then add bullet points underneath it to support the headline
- Think of explaining it in simple terms like *which means that you can have* _____.

1. _____

-
-
-

2. _____

-
-
-

3. _____

-
-
-

/

Here are the Key Places to use Your Three Reasons to Work at Your Company AND the Benefits + Perks:

1. Your Careers Page
2. Your Job Advertisements/Job Posts
3. Your Recruiting/Job Interview Conversations
4. Job Offer Letters

The Top 3 Reasons To Be A Rambler:

Grow Your Craft: With a strong focus of personal and professional development through ongoing coaching and mentorship, the Annual Ramblin Retreat in Colorado, the Book Club, and more, we live our Core Value of Craftsmanship in Life and Work, Especially on Fridays. By growing your personal and professional skillsets, you'll gain more responsibility and grow your income.

Work-Life Balance: Keep your work ... at work! Rest well at night with full benefits, job stability, and an accommodating family-friendly schedule. Our 100% virtual/remote empowers our team to do highly focused work from their home office. Note: we do work normal business hours. We close the office from Christmas Eve thru New Years Day each year, and have an accommodating holiday/vacation policy for our team.

Small Business, Big Results: Help Small Businesses Ring The Bell when you exercise creative freedom as an individual and as part of a team to implement the best digital marketing solutions for small businesses.





Audience Conversation:

**Why Should Someone Work At
Your Company?**

Producing A

Compelling Recruiting Video

Interview Your Top Employees On Camera

New Hires + Veteran Employees

Tip: Open-Ended Questions

***What's your favorite part
about working here?***

***How would you describe
the culture?***

***Describe your career path.
Where did you start, where are you
now, and where do you hope to be?***

***Without mentioning
the specific employer...
what were some of the challenges at
your previous jobs that
made you leave?***

How are those issues different here?

***Would you recommend working here
to a friend? Why?
What would you tell them?***

***Who would NOT be a good fit for
working at this company?***

***Is there anything else you'd like to
say about working here?***

***Tell me with a big smile: Come Join
Our Team at {{COMPANY NAME}}!***

***Embed The Video On Your Careers
Page AND Each Job Listing***

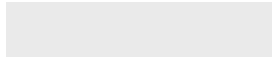
***Create Recruiting Content For
Spanish-Speaking Professionals***

RECRUITING FOR FIELD STAFF

SPEED Matters

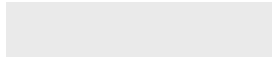


**Leverage Technology To
Make Your Recruiting Easy,
Organized, and Effective**



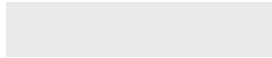


AUTOMATE APPLICANT SOURCING



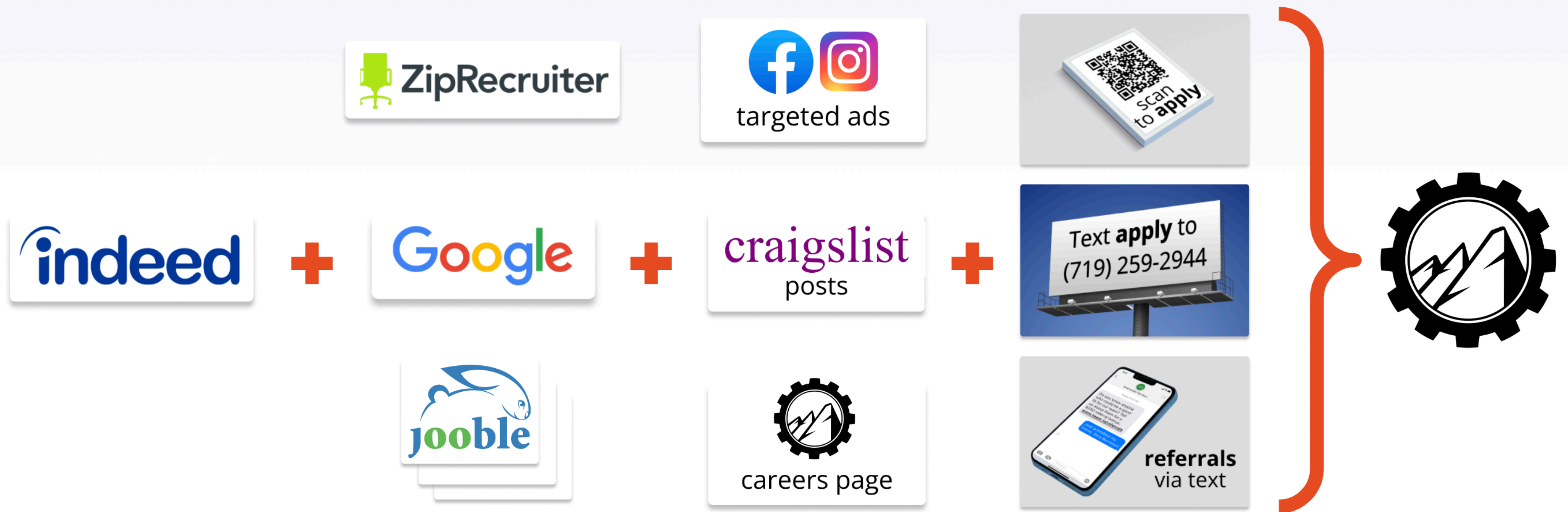


**AUTOMATICALLY SOLICIT
GLASSDOOR REVIEWS
FROM NEW HIRES**



Managing Your **Applicant** **Pipeline** With Team Engine

Build a diverse sourcing strategy



Coordinate throughout the process

Jobs [View All](#)

ADD JOB

Title

Filter Job Status

Advertising, Hiring, Inactive

11 need review | 4 messages

BOULDER, CO

✓

Floor Care Technician

Boulder, CO

ACTIVELY ADVERTISING

Indeed Sponsored

MANAGE APPLICANT SOURCES

4

Need Review

1

Message

✓

Residential Cleaner

Boulder, CO

ACTIVELY ADVERTISING

MANAGE APPLICANT SOURCES

2

Need Review

0

Messages

CHICAGO, IL

✓

Floor Care Technician

Chicago, IL

ACTIVELY ADVERTISING

MANAGE APPLICANT SOURCES

1

Need Review

2

Messages

✓

Residential Cleaner

Chicago, IL

ACTIVELY ADVERTISING

Craigslist: \$50

MANAGE APPLICANT SOURCES

2

Need Review

1

Message

Juan Saldova

[View Details](#)

Indeed — 1 hour ago, 4:12pm

✓ Resume

✓ Licenses

✓ Responsive

Lewis Jones

[View Details](#)

ZipRecruiter — 6 hours ago, 11:12am

Potential Relocation

✓ Responsive

Tiffany K. Hollmeister

[View Details](#)

Craigslist — yesterday, 4:52pm

✓ Responsive

Joshua Horner

[View Details](#)

Craigslist — yesterday, 4:52pm

✓ Responsive

✓ Licenses

Personalized automation

Landscape Crew Leader (West) - Columbus, OH ✓

★ **David Mason** ✎
Applied through Careers Page, 2 days ago on January 27th at 12:24 pm
david.mason.demo@gmail.com
(555) 470-3417

Status: Applied

SAVE REJECT **INTERESTED** OTHER

DETAILS NOTES (1) MESSAGES (8) CALLS ACTIVITY

Interest Confirmation Response

Team Engine (automatically) on Friday, January 27th at 1:40pm
Thanks for your interest in Team Engine Landscapes! We'd like to let you know that we received your application for Landscape Crew Leader (West). Can you tell us why you're interested in working here?

David Mason on Friday, January 27th at 1:52pm
I have a lot of years of landscaping experience and I did some reviews on your company and would like to show my skills while also making your properties look nice so it's a win, win for both of us. I would just like to work for a company where I feel appreciated and able to grow within the company. I'm a dependable hard worker. I can be counted on to finish projects.

Current Jobs

Job Title	Duration
★ Crew leader Lawn max usa	15 months 10/21 - 01/23

Past Jobs

Job Title	Duration
★ Crew leader Sitebysight	3 years 04/18 - 11/20





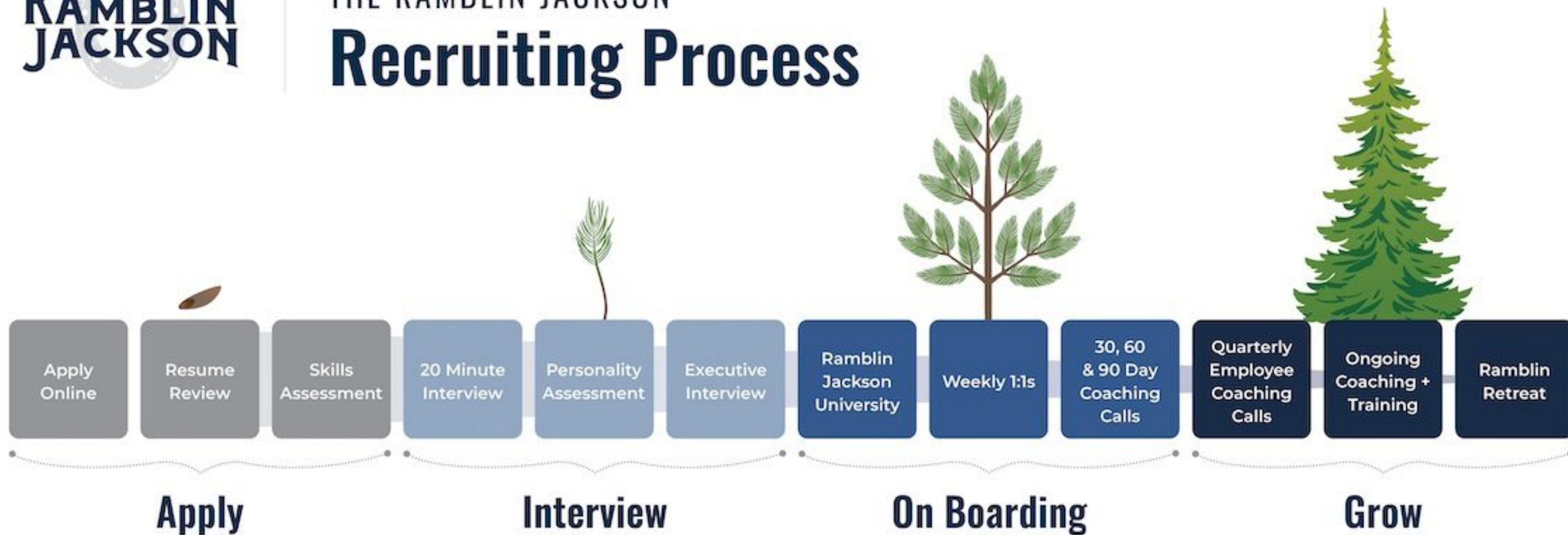
Audience Question:
***Are you using Text Messaging in
your Applicant Process?***

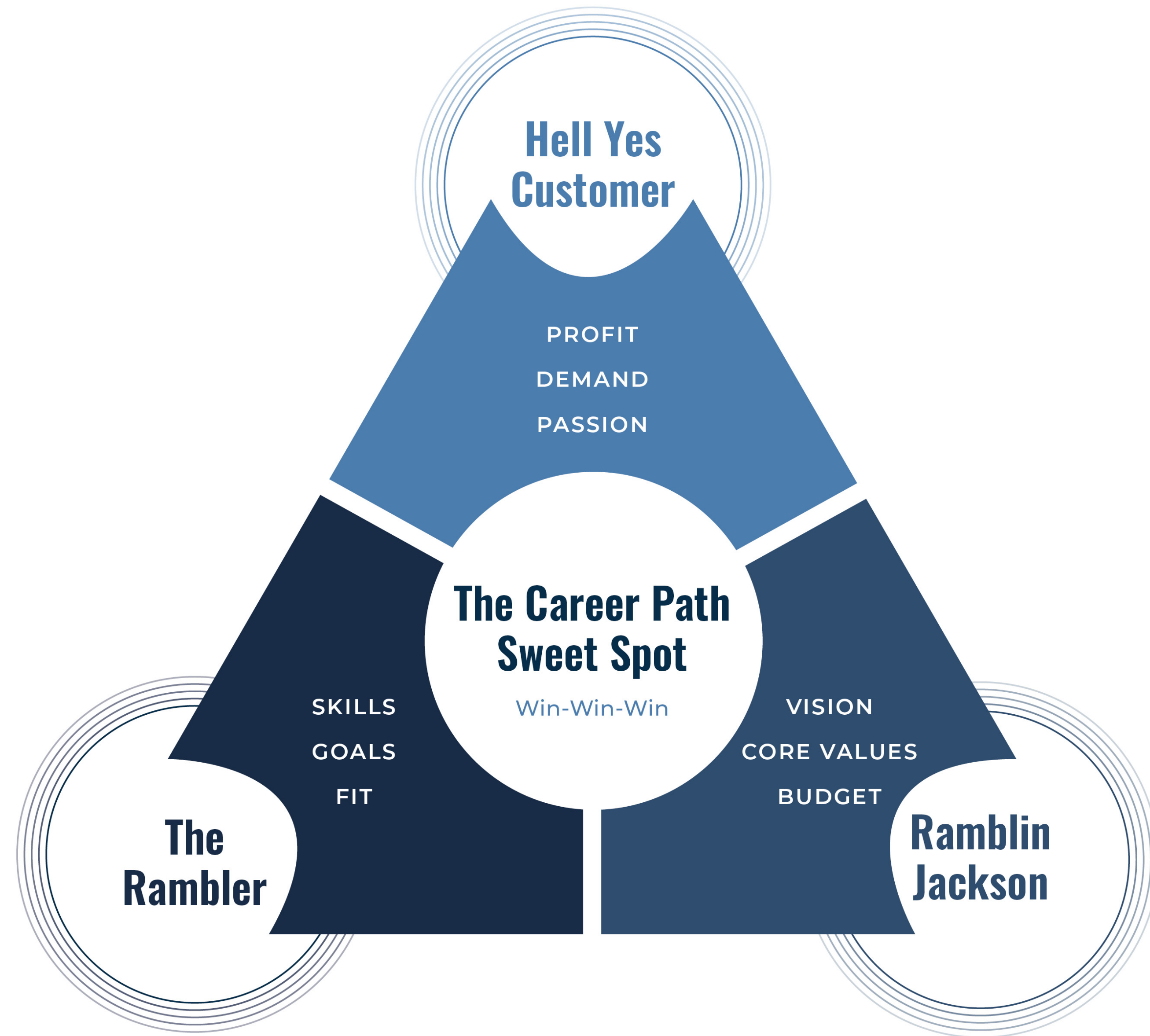
RECRUITING & RETAINING OFFICE EMPLOYEES

***LANDING PAGE > Ads on LinkedIn
and Indeed > Interview Process with
Personality Assessment***



THE RAMBLIN JACKSON Recruiting Process







Raise the Stakes



Be Professional



**Be Human & Pick up
— the Damn Phone —**



Grow

Retention Tip: Create Conversation Opportunities

Weekly Planning Doc

Quarterly Coaching Calls

Quarterly Employee Net Promoter Score (eNPS)

**The Rambler Who Thought Our 4-Day Summer
Work Weeks Meant A 25% Pay Reduction....**

**The Rambler Who Thought Our 4-Day Summer
Work Weeks Meant A 25% Pay Reduction....**

Was Thrilled To Learn It Was A PAID Benefit!

Asking “How much do you enjoy working here on scale of 1 to 10?... And why?” in the eNPS created that conversation opportunity.



Key Takeaways



Recruiting Is A Marketing Activity

A-Players Will Look At You Online

The LANDSCAPER'S
Foundation
of DIGITAL MARKETING

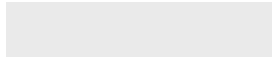


KEY TAKEAWAY:

**DEFINE YOUR
“HELL YES” EMPLOYEE**

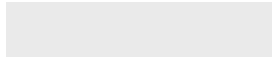


**Leverage Technology To
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**Text Message Applicants
For Increased Show Up &
Response Rates**



RamblinJackson.com/Recruiting

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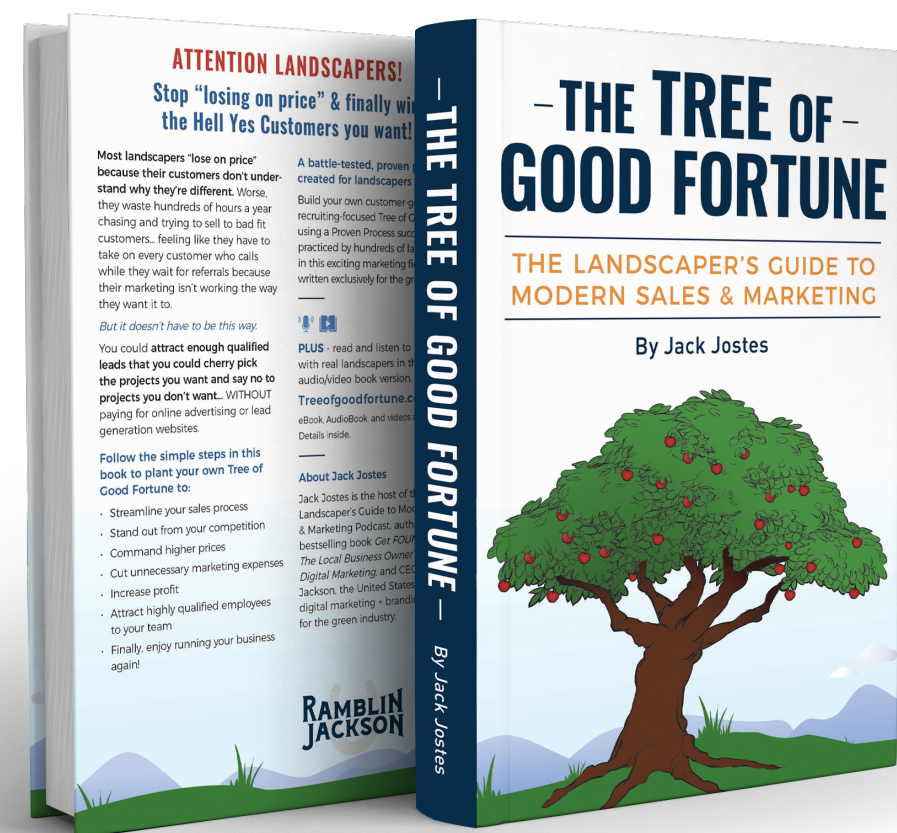


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**What happens when
potential employees
Google you or look at
your social media?**

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