



# Organic Approach 3-Step Tree & Shrub Care

*Sustainable, All-Natural, Regenerative Approach to Tree & Shrub Care*

by Joshua Morgan

## What is the Organic Approach 3-Step Tree & Shrub Care Program?

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**This Tree and Shrub Care Program** is tailored for arborists, landscapers, and property managers, promoting healthy soil, stronger plants, and reduced reliance on synthetic inputs. Aligned with seasonal growth cycles, it ensures tree vitality and long-term sustainability. As a foundational program, it can be customized to meet specific needs.

## Who is This For?

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- **Arborists/TSP/PHC Specialists** - Provide an affordable, eco-friendly program to clients.
- **Landscapers** - Add a high-value, organic Plant Health Care service.
- **Parks & Municipalities** - Implement a scalable, sustainable solution.
- **Homeowners & Property Managers** - Promote a resilient, thriving landscape.

## How It Works: 3-Step Seasonal Approach

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### 1. Fall & Early Winter (Dormant Root Feed)

- **Goal:** Strengthen root systems and enhance soil biology.
- **Application Method:** Deep root injection.
- **Key Ingredients:** Hyphalink Nourish, Encourage 11-0-4, FH 2-3-1, LC 10+7, ThermX Yucca.

### 2. Spring (Post-Bud Break Stress Reducer & Light Fertilization)

- **Goal:** Promote balanced growth and microbial health.
- **Application:** Soil injection or drench.
- **Key Ingredients:** Hyphalink Nourish (or Nourish FE for acid-loving plants), Encourage 11-0-4, FH 2-3-1, LC 10+7, ThermX Yucca.

### 3. Summer (Drought & Heat Stress Reducer)

- **Goal:** Help trees retain moisture, withstand heat stress and mitigate disease pressure by moderating their metabolism more efficiently.
- **Application:** Foliar spray and/or soil drench.
- **Key Ingredients:** Hyphalink Nourish, Encourage, LC 10+7, ThermX Yucca.

## Why Choose NourishHealth™ 3-Step Tree Care Program?

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- **Biological Approach** — Uses microbes and organic nutrients for plant resilience.
- **Minimizes Chemicals** — Reduce reliance on synthetic fertilizers and chemical controls.
- **Flexible Application** — Applied via soil injection, drench or foliar- versatility is unrivaled.
- **Profitable & Scalable** — Service that builds recurring revenue, sustainability and trust.
- **Marketing & Support** — Get tools and guidance to grow your business directly from those that manufacture and also use these products daily in the field.

## Turnkey Program for Arborists & Applicators

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- **Pre-Made Product Bundles** — Ready to ship, from USPS flat-rate to truckloads.
- **Customizable Plans** — Protocols based on regional & environmental requirements.
- **Training & Support** — Expert advice, active phone lines, and direct email to the source.
- **Sales & Marketing Materials** — Blog articles and video resources to educate clients.
- **Free Pro Accounts** — Transparent inventory and affordable shipping quotes, no matter the scale of your project.

## How Arborists Can Sell This Program

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### Suggested Pricing Model:

- Offer single applications or full-season packages with savings for annual plans.
- Position as an **eco-friendly alternative** to synthetic-based programs.
- Bundle with **cultural practice and biorational pest control** for added value.
- Use **Organic Approach's free Pro Account** for cost-effective product sourcing.

### Client Pitch:

*"Instead of band-aid solutions, our **Organic Approach 3-Step Tree & Shrub Program** works with nature to create stronger roots, healthier soil, and a more resilient landscape. Fewer pests, sustainable growth, and long-term savings—with less corrective chemical requirements. An ounce of prevention is worth a pound of cure!"*

## Get Started Today!

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1. Sign up for a free PRO account on [organicapproach.com](http://organicapproach.com)
2. Call or Email Josh Morgan directly to ask questions or customize your program
  - a. (717) 875-2470
  - b. [jpm@organicapproach.com](mailto:jpm@organicapproach.com)
3. Visit [Plantsoilhealth.com](http://Plantsoilhealth.com) for more resources and educational videos.

