

Day 1 — Basic Landscape Lighting Training

Introduction to Basic components of landscape lighting

- Popular fixtures used
- Transformer

Style of lights

- Bulbs vs integrated
- White temperature

Kelvin ratings

How low voltage landscape lighting works

Basic principles of low voltage systems

- Basic Light placement and Design
- How to wire a system
- Importance of good connections
- Light sensors • Timers • Wi-Fi/Bluetooth (overview only)
- Principles of Voltage drop Tools and equipment you will use
- Review of tools you will use most
- Where to buy
- Safety equipment and ladder safety
- Where to buy

Where to mount the transformers

Day 2 — Advanced Landscape Lighting Training

How to run wire in garage to other side of drive

How to mount wires on a second story

Running wires through a gutter and downspout

Mounting lights to gutters

Mounting lights to second story (non gutter) - to do and what not to do

Discussions about pools and code around pools

How to troubleshoot

- A light not working
- Section of lights not working
- Measuring voltage

Procedures to do before you get to the job

- Calling 811 procedures - Utilities marking
- Dog fence

Equipment for trenching

- Lineward
- Geo ripper
- Others

Day 3 — Advanced Landscape Lighting Training

How to go under a sidewalk with wire

How to add capstone lights to new and existing walls

- How to remoiter joint lines. Grinding, patch and paint
- How to pop a cap stone
- How to glue back down

Equipment for core drilling and how to core drill

Equipment for bistro light poles and setup

What to do when:

- You cut a dog fence
- Sprinkler wire
- Co-ax cable
- Fiber optic cable
- Sprinkler water line
- How to fix
- Communication with homeowner

Basic Introduction into smart systems and color.

Day 4 — Marketing and Sales

Setting up your Google Profile

- Photos
- Citations
- Post
- Reviews

Using Social Media

- Facebook
- Facebook groups
- Facebook Ads
- Instagram
- YouTube
- Twitter
- TikTok
- LinkedIn

Using Videos and how to edit

Using A.I.

Email Marketing

Old school marketing tactics

Sales

How to close high-ticket jobs

In person quoting

How to read people and sell to them

Day 5 — Christmas Lights Training

Tools needed

Materials needed

How to make your cords and troubleshoot

How to quote

26 steps to install fast

Hands on training