

GREAT GARDEN FORMULA COURSE V.2.0



THE BEGINNER'S STEP-BY-STEP HOME STUDY COURSE ON GARDEN PLANNING



By **RACHEL MATHEWS, SUCCESSFUL GARDEN DESIGN**



HOW TO AVOID THE 5 BIGGEST MISTAKES IN GARDEN DESIGN

By Rachel Mathews Successful Garden Design

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THANK GOODNESS YOU ARE HERE!

Hello and welcome to the course. As a professional garden designer I've seen so many people spend precious time and resources on their gardens, but still end up with disappointing results. If only they had known the simple rules of design that I'm about to show you here. This alone would have made all their efforts worthwhile and effective.

Great gardens don't happen by accident. I am genuinely thrilled you are here and are someone that wants to learn how to create a great garden. The average garden can and should be so much more than average.

I will show you all the tricks of the trade that you won't find in garden design books. If you apply the concepts I teach, you'll have your great garden designed by the end of the course. You'll benefit enormously by the bit of time you're investing to plan your garden.

WHO AM I?

Now would probably be a good time to properly introduce myself. I'm Rachel Mathews from the international garden design and construction company called ORIGIN garden design. I've been designing gardens for over 20 years.



At ORIGIN garden design we specialise in creating beautiful, bespoke modern gardens for clients in the Southeast of England. I also do international consultations and have designed gardens in LA, New York, Switzerland, Australia, Malaysia, North Africa and Spain.

Even though I've lately been designing modern gardens, throughout my career I have designed many traditional formal gardens as well as informal country gardens. So whatever style of garden you'd like to achieve, this course will be able to help you. And if you don't yet know what style of garden you want, don't worry. I will show you how to drill down to the core requirements in a way that will make designing your garden much easier.

Now that you know a bit about me, let's focus on how you can get the most from this course and create your own fantastic garden.



THE GREAT GARDEN FORMULA

THE BEGINNER'S STEP-BY-STEP GUIDE TO GARDEN PLANNING



There's a key to mastering most things in life, and creating a great garden is no exception. Creating a wonderful landscape design for your garden is easier than you think, if you know which steps to take. I'm going to show you the formula I use to achieve great success every day.

It's taken me years of designing gardens to develop a quick and easy method which simplifies the design process down to the essentials. You won't find this formula in any garden design book or college course.

In case you are worrying that this isn't something you'll be able to do because you're not a designer, please don't worry. You will be able to do this method. I wasn't born with the natural ability to artistically design gardens. It's something I've had to learn how to do.

It may surprise you to know that even after I became a qualified garden designer, I still could not mentally visualise how the gardens would look.

In fact, I've only been able to do this within just the last few years.



You might think that not being able to visualise is a major stumbling block for a professional designer. In the course I'll show you why this isn't a problem and teach you how to work around it for yourself. The methods I've developed are a synthesis of what I was taught in college and, more importantly, the methods that have evolved from real life design struggles.

I know how hard it can be to try to create a beautiful garden, especially when you don't know where to start or what to do. Before I decided to professionally train as a garden designer, I taught myself from books. Or tried to, at least. It soon became clear that most design books teach 'what' to do rather than 'how' to do it. Most garden designers are afraid to give away their trade secrets. I'm not. I will show you the exact design formula I use so that you can do what I do, in your own garden.

What's Not Here...

We won't get bogged down with garden history, conceptualizing emotions into design shapes, or any of the other well-meant course padding information you have to sit through in a traditional college course. Consider yourself duly spared.

You need to know everything from this point forward. Really know. You've paid for each and every word, so it makes sense to get your money's worth, right? So, no skimming!



“MOST GARDEN DESIGNERS ARE AFRAID TO GIVE AWAY THEIR TRADE SECRETS. I’M NOT”

HOW THIS ALL WORKS

- **First you'll learn about the 7 most important design principles.** Learning these will save you time and money because you'll get your garden right first time.
- **Follow the action steps after each design principle.** We learn quickest through experience. The action steps are designed to make each principle understandable so it will stick in your mind. Experiencing how each principle works will make the whole process much easier than just reading about it.
- **Where you are starting from.** The next step is to incorporate the design principles with what you now have in your garden. We'll take a look at what to do if you're starting with a 'blank canvas' garden, and we'll also talk about how to incorporate the new design concepts into your existing garden.



- **The step-by-step garden design formula.** This section shows you how to use the design principles effectively and use them together at the same time. This part is really important. Master this and hey presto, you'll have a great shaped garden that you can fill with lots of lovely plants and features.
- **Time, Money, and Family.** We'll also take a look at how to make a family friendly garden that grows as your family grows, plus you'll learn how to design in stages to best suit your budget.
- **Bonus section.** This section covers the tricks and tools I've developed over the years that are wonderful for unsticking you if you get stuck with your design.



THE MOST COMMON MISTAKES

Before we get going, there are a couple of misconceptions that are really critical to cover so you can get the best results. The first misconception is a big one. It usually makes people do a double take and can actually cause some upset, so brace yourself...

This one sentence will be a test for some of you. This will separate the people who really want to learn how to make their garden a success from those who should be asking for a refund right about now. So here we go...

“GREAT GARDEN DESIGN IS NOT ABOUT PLANTS.”

There, I've said it.

Plants are, of course, important in creating a great garden. But they are the finishing touch, not the starting point to a well designed garden. Shocking, I know. I will explain precisely why you must forget all about them (at least temporarily) in just a minute.

The second big misconception is not too far away from the first. And that is, garden design is not about things. By 'things', I mean your favourite statue, pond, or summerhouse - those kinds of 'things'. In other words, garden features.



OK, so now I've sucked all the joy out of what most people consider their garden, let's get cracking with the What, Why, and How of great garden design. But before we get started, let's clear up the big body blow I just gave the plant fixated folks.

What do you mean gardens aren't about plants! Are you crazy?

I'm not qualified to answer the second question, but I am for the first. Good design is about one thing and one thing only - SHAPE. If you get the right shape, everything else comes together in a coherent and clear way.

If you think about it, **shape defines everything we come in contact with.**

We use shape to define where we are, what we are doing, and how we function within our environment. The problem with shape is

that we take it for granted, and most of the time we're oblivious to its use and function. For example, if roads had no defined edges, just masses and masses of tarmac for as far as the eye could see, can you imagine the chaos? How would anyone get anywhere? The shape of the road makes it obvious as to its use and, in fact, makes it usable.

In our garden (yard for our American readers) we assume that its shape is dictated by its boundaries. Sensible and logical conclusion though that is, it isn't the best way to get the most from your garden.

The shape that really makes a garden great is the one you create from the inside of the garden. Just like you do inside your house. Obviously, I'm optimistically hoping that you don't have every piece of furniture you own pressed up against the walls and that some pieces have made it into some form of shape to create a flow through the rooms.



WHAT IS THE MAGIC FORMULA TO CREATING A GREAT GARDEN?

If you've ever read even a single book on garden design, you've probably heard about the principles of garden or landscape design. These are really important principles that make design work. The problem with them is this - they are not set in stone and will differ, depending on who is teaching them.

That's not very helpful, especially if you are new to all this. Rather than a set of ever shifting rules, it would be much more helpful if you just learned what actually makes for a good design, wouldn't it? Yes, that's what's I thought too. So, in module

one I will show you the seven core design principles I use. Using these principles correctly makes up the backbone of the garden design formula I use every time I create a successful design.

**THERE ARE SOME REALLY
IMPORTANT PRINCIPLES
THAT MAKE DESIGN WORK**



Design Principles - What They Do and Why You Need Them

Design principles are essential to creating a good design. They are the rules that enable you to create a great garden. Knowing what the design principles are - and more importantly, how to use them - will mean you'll be able to have a garden that both suits your family's needs and looks fantastic at the same time.

Using the design principles correctly will help you create a garden you'll love. Not to mention the fact that you'll also have the best garden in the neighbourhood. (Assuming your neighbours haven't already done this course!) That makes learning the principles a bit more appealing now, doesn't it?

So, what are these magical design principles? All will be revealed in Module One.



**GO TO MODULE 1 NOW AND
WE'LL TAKE AN IN DEPTH
LOOK INTO EACH OF THESE
DESIGN PRINCIPLES**



[CLICK HERE](#) to get full course