

# PATTERSON LANDSCAPES

March 14th, 2024



## ABOUT PATTERSON LANDSCAPES

Patterson Landscapes prides themselves on creating some of the coolest backyards in Colorado. From creative and innovative yard designs to making the customers dream yard come true Patterson Landscapes delivers every time. Customers come to Taylor with a vision of what they want their yard to look like and he will make it happen. Taylor isn't your typical landscaper, he works alongside a team of elite designers and hard working crew members that exceed the customers expectations. He is 24 years old and has a young modern style when it comes to landscaping. His skills range from creating pools, waterfalls, outdoor fireplaces, outdoor recreational spaces, and more!

## INTERVIEW

During an interview with Taylor Patterson he was asked if he received any criticism from other people when first trying to start Patterson Landscapes. His response was, "Don't let other people's opinions get in the way of your dream. If I listened to everyone who told me to stay in school because my business wasn't going to take off I wouldn't have the success that I have today."

— Taylor Patterson (March 7th, 2024)

## HOW IT ALL STARTED

Taylor has always had an entrepreneur mindset. When he was 16 years old he created a company called Weekend Life. This company sold tee shirts and bamboo floating sunglasses. After he graduated high school he attended college at Grand Canyon University in Arizona. At GCU he was studying business. However, he felt passionate about pursuing a different path. He ended up choosing to drop out of college to pursue his Landscaping business. I asked him in an interview how confident he was in this decision and his response was "It was definitely a risk. I knew what I wanted to do and I've always had a go get it mindset. I was confident that if I worked hard enough my business would take off. It's all in my hands and my success is what I make it." This risk paid off. His company absolutely took off. The company started off as Weekend Life Landscaping and rebranded to Patterson Landscapes. Taylor saw a need for landscaping in Colorado. Once he identified this need he knew exactly where he wanted to locate his company. Now he has become a popular pick for landscaping in Colorado.

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## TAYLOR'S KEY TO SUCCESS

Taylor finds his personality a key part of his success with customers. With him being 24 and owning a booming business he shares that he has finally found the balance between having fun and being professional. Since Taylor is in the landscaping industry he works alongside the clients for long periods of time. Building these connections with the customer makes the whole process more fun and much more memorable. This fun and professional approach has been a winning strategy for him thus far. He said in an interview that "Becoming friends with your clients increases your chances of referral. For me I've had multiple accounts where I end up working for a client's neighbor because they heard great things about me from my client. Some of the things I try to portray to my clients right away is that I am going to make this process as easy as I can for them while also giving them exactly what they want. With this mindset I believe it prompts the client to share about my business in a manner that makes the process of working with me seem simple. I want people to know that I am a fun and easy going guy but I also am passionate about my work." (Taylor Patterson, March 7th, 2024).

## MOTIVATION FOR YOUNG ENTREPRENEURS

During an interview Taylor was asked if he could give any advice to other young entrepreneurs. He said "Just remain true to yourself throughout every aspect of your life, whether it's your work life, school life, or home life. I have found that people appreciate authenticity so that is something that I prioritize with my customers. Never be afraid of the opinions of other people. They will only hold you back." - Taylor Patterson (March 7th, 2024)



## THE JOURNEY TO NOW

Overall Taylor's journey to Patterson Landscapes has been a wild ride. From dropping out of school to turning his company into one of the top landscaping businesses in the Colorado Springs area Taylor has shown what it's like to have grit and perseverance. This young entrepreneur's story provides a sense of motivation for other young entrepreneurs hoping to build their own business. As of now Taylor is enrolled back in college at Grand Canyon University where he is getting his bachelors in business and entrepreneurship. He is also working full time for Patterson Landscapes. Taylor has recently been working on an idea for a new company. When asked about this new company in an interview he said "I don't want to limit myself to new ideas just because I found success in one. This new business idea will link with Patterson Landscapes. I just want to continue to push myself to continue to better Patterson Landscapes and this new company will go hand and hand with it and will actually up my landscape game. Just don't stop yourself when you get what you want. Continue to push yourself to new limits. That's how you grow not only as a human but as a businessman."