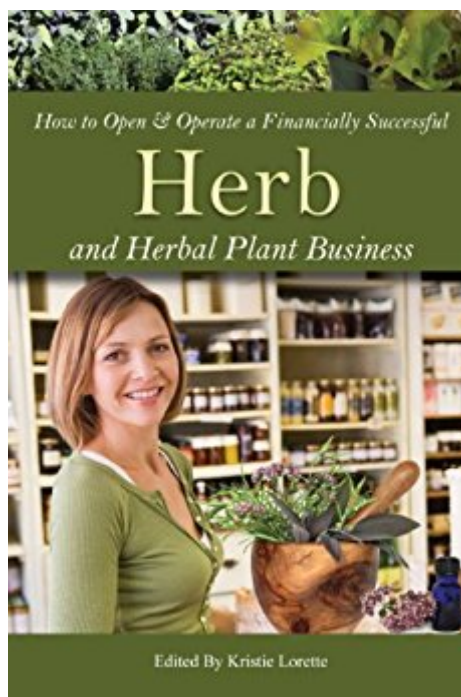


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# How To Open & Operate A Financially Successful Herb And Herbal Plant Business (How To Open And Operate A Financially Successful...)



## Synopsis

Today's health conscious society has redefined how many people look at small business in the food and health industry – you must not only greatly understand how to provide the newest and most effective herbs; you must understand how to differentiate, provide information, and most of all reach your customers before anyone else. Herb businesses operating on the Internet alone have increased by more than 1000 percent since 2002 according to PEW Internet Research and that means a whole lot of people have tried their hand in this market. That means you need the kind of head start that only something like this book can offer – a full review of the various intricacies of the herb business and what new customers and old customers alike are looking for that you need to be able to provide. You will learn everything you need to know before you start your business, first and foremost being the basics and details of the different herbs that you will be using and how they grow, what they do, and what they need. After learning the basics of herbs, you will learn how to structure your business, what you will need to operate an herb business and what is involved in the inner operations of that business as described by other businesses and herb experts. While providing detailed instruction and examples, the author leads you through every detail that will bring success. The world of herb businesses is booming, but there are still only a handful of experts and success stories, and for this book they have been contacted and their expertise added to the pages within to help you understand what works and what doesn't. Learn how to expand your business and enter the market effectively and what you need to do to take advantage of new and popular herbs as they are introduced to the market. The companion CD-ROM is not available for download with this electronic version of the book but it may be obtained separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com). Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this

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## **Customer Reviews**

thanks

It's a good book to start with, it give some good sound information. Anyone thinking about growing and selling herbs could get some pointers from this book.

i bought this book to help me start a business and it is very helpful and so much more. it does come with a CD like it says.

Great purchase! This book is loaded with sensible ideas, suggestions and knowledge we need to have to open our own business!

This book is very basic for the individual who knows nothing about running a business. Does not go

further than everyday things you can google. The CD that is included- is out of date and some of the documents do not open- like the sample business plan- which would have been the most helpful. All the federal documents are 2008/2010. I wish I would have found a more in depth book to purchase. This is a great book for the beginner who needs an intro and basic information.

I ordered this book months ago and waited eagerly for it to arrive. Unfortunately, it was not worth the wait. It has several areas that are just inaccurate and some of the information is dated. The resources scratch the surface of what is available. You could find all this information with a quick browse on the Internet. Save your money and pass on this one.

If you've never owned a business or managed employees before, *How to Open & Operate a Financially Successful Herb and Herbal Plant Business* will provide information you need to get up and running. The first three chapters discuss rudimentary aspects of running an herbal business that you can find in just about any herb business book. The rest of the book is devoted to helping you start and build a successful business. If you've never had a business or hired employees before, this portion of the book--as well as the forms and handbooks in the CD-ROM--can spare you a lot of headaches. Topics include:

- \* Deciding on full- or part-time
- \* Working from home, a retail location, or various markets
- \* Costs associated with a retail presence
- \* Staffing your business
- \* Federal law concerning employees
- \* Tax liabilities
- \* Insurance requirements and options
- \* Naming your business
- \* Choosing the business structure (sole proprietor, LLC, etc.)
- \* Trademarks and branding
- \* Zoning
- \* Sales tax requirements
- \* Writing a business plan
- \* Obtaining financing
- \* Working with the Small Business Administration
- \* Marketing, including information on websites, SEO and social media

Daily operations and future planning

I've owned businesses before, so the questions I had going into this book related to licensing requirements for processed herb products, such as dried herbs, teas, and herbal vinegars. I understand that these must be answered at the state level, but this book should have provided some sort of outline of increased licensing and compliance issues when marketing anything but raw agricultural products. If I've read my state rules correctly, dried herbs, custom teas, and herbal vinegars require a kitchen approved by the health board and are therefore not possible for me, which will significantly reduce the handcrafted products I'm able to offer. Nevertheless, the book contains valuable information on setting up and running a business with helpful marketing tips for herb growers.

Disclosure: I received a review copy of this book from the publisher.

When it comes to reading business books I always check to see the credentials of the author. From the bio Kristie Lorette is a marketing and copy expert that works with small businesses. I didn't see where she had specific experience with herb and herbal plant business but what the book did show me is Lorette has done extensive research and compiled the information into this book. I wouldn't say that her lack of hands-on experience is detrimental but readers need to go into this book knowing that Lorette is a business consultant, not one with specific experience in herbal plant business. Although there is some information that pertains to herbs the majority of the book is sound advice on building a business - any business. Some of the topics are defining the business and whether it's a full-time or part-time venture. As well, Lorette talks about legal aspects such as naming, type of organization, creating a business plan, financing, and daily operations. I do think this book is of value to beginners; those that have never attempted to create a business. Being interested in the specific area of an herbal business is a sideline and once the reader is clear on the business aspects then he or she can create any business. Lorette's target of the herbal industry is a plus. The writing is clear, concise and reader friendly.

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