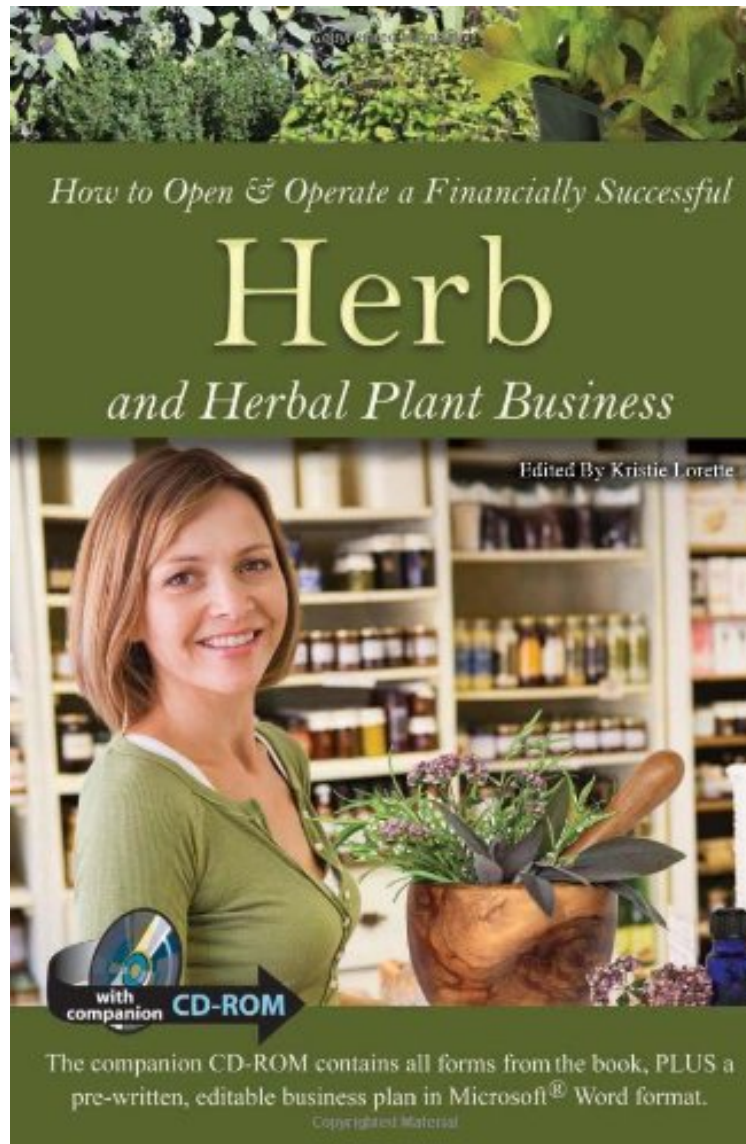


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Today's health conscious society has redefined how many people look at small business in the food and health industry; you must not only greatly understand how to provide the newest and most effective herbs; you must understand how to differentiate, provide information, and most of all reach your customers before anyone else. Competition is fierce and success can be short lived if you do not understand how the market operates. 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. You will learn how to start setting goals and looking to the future for your business and how to start marketing your business and talking to the public. Whether you will be operating out of your home or you are looking to buy or rent office space, this book can help you with a wealth of start-up information, from how to form and name your business to deciding if this will be a joint venture or if you would rather work solo. Valuable information on forming a Partnership, LLC, Corporation, or becoming a Sole Proprietor, the four types of business formations, is included, and also the legal implications of each. This complete manual will arm you with everything you need, including sample business forms; contracts; worksheets and checklists for planning, opening, and running day-to-day operations; lists; plans and layouts; and dozens of other valuable, timesaving tools of the trade that no business owner should be without. While providing detailed instruction and examples, the author leads you through every detail that will bring success. You will learn how to draw up a winning business plan (the companion CD-ROM has the actual business plan you can use in Microsoft Word™) and about basic cost control systems, copyright and trademark issues, branding, management, legal concerns, sales and marketing techniques, and pricing formulas. You will learn how to hire and keep a qualified professional staff, meet IRS requirements, manage and train employees, generate high profile public relations and publicity, and implement low cost internal marketing ideas. You will learn how to build your business by using low and no cost ways to satisfy customers, and also ways to increase sales, have customers refer others to you, and thousands of excellent tips and useful guidelines. 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. You will learn how to develop your product and your brand and how to start creating special events and services that can boost your herb business and get your name out. 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. This book is a compendium of everything a potential herb salesman needs; don't let it pass you by.

About the Author
Copywriter and marketing consultant Kristie Lorette is passionate about helping entrepreneurs and businesses create copy and marketing pieces that sizzle, motivate, and sell. It is through her more than 14 years of experience working in various roles of marketing, including running an event and wedding planning service of her own for four years, that Lorette developed her widespread expertise in advanced business, marketing strategies, and communications. Lorette earned her B.S. in marketing and B.S. in multinational business from Florida State University, and her M.B.A. from Nova Southeastern University.