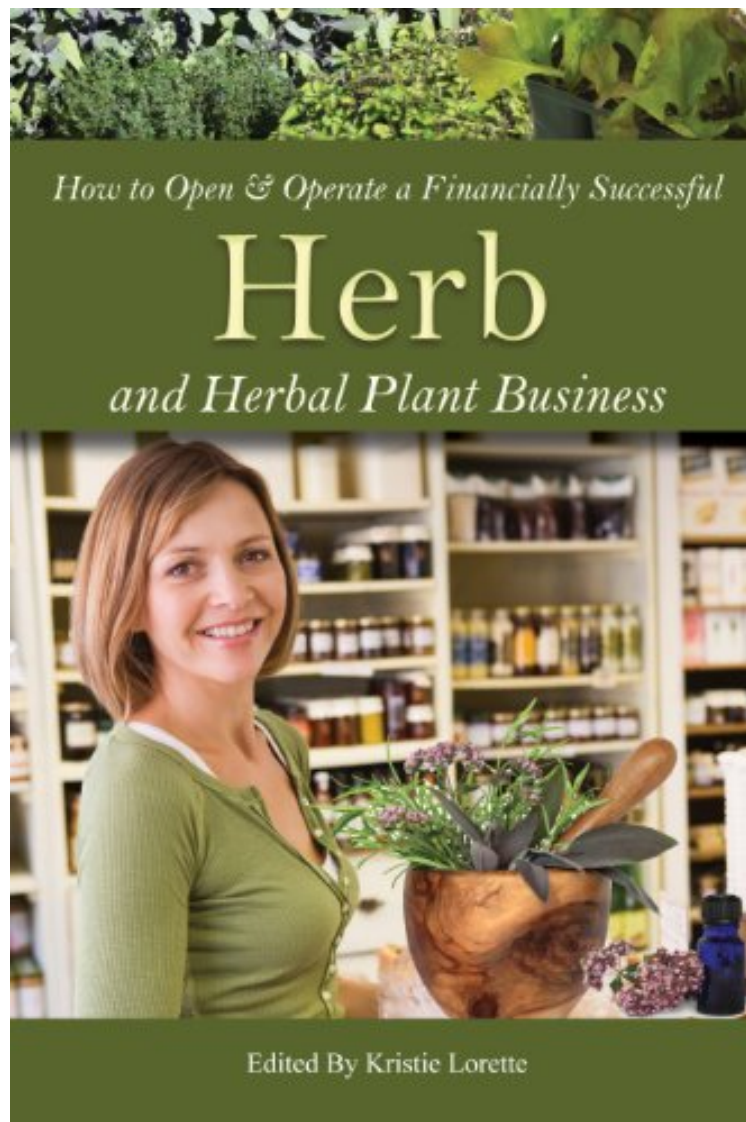


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## How to Open Operate a Financially Successful Herb and Herbal Plant Business (How to Open Operate a ...)

*Kristie Lorette*

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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. 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 eBook version.

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.