

Wild Rose College of Herbal Medicine

A COMPLETE GUIDE:
**Start and Grow
Your Herbal
Business in 2023**



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Congratulations on downloading this guide!

It's a New Year and time for refocusing on your goals or commitments for 2023! We get asked a lot by our students about how to take those next steps with your herbal career, so we thought what better time to offer this guide to support and help you grow your herbal business than now. We all make New Year's resolutions. Make this yours!



Like most of us with an enterprising spirit and a love of working with plants and herbs, herbal business ideas are continually part of your dreams. Whether you're a new student at Wild Rose College and eager to consider all of your options, a graduate of our Practical Herbalist Diploma program, or even embarking on more advanced studies with our Master Herbalist Diploma or Clinical designation, many of our students are still wondering what to do next.

Have you already started a herbal business? Are you getting caught up in the details and spending more time working **IN** your business instead of **ON** your business? This can lead to feeling stuck without moving forward.

Maybe you've been in business for a long while, without much in the way of success. You have seen other businesses flourish, while yours has flatlined. How do you leap forward and transform your business?

There are plenty of profitable ways to succeed in your own herbal-based business. There is room for everyone. You can do this! The question is how do you start?



Addressing the Challenges

Business is a path of self-development and a way to become fully realized. An entrepreneur in the dictionary is defined as "A person who organizes, operates, and assumes the risk for a business venture."

Starting a herbal business is hard work. Just ask Malcolm Saunders, owner of the Light Cellar, based in Calgary, Alberta. It's a very successful purpose-driven, values-based, community-centered superfood and herb shop, which achieves over \$2 million a year in revenue. He says simply, "It will be hard at first, and again later. It always is. You will fail but be ok with

failure, learn from it, have some success, and try again with all the persistence you can. Most importantly, have the confidence to do you and be patient for good things to come while you do everything you can to make your business happen."

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The Opportunity

Malcolm decided to shift the consciousness of health and healing. With a single decision, he not only found his life's purpose, but he now has the freedom to live his passion. "The herbal market, just like the universe, is abundant," says Malcolm. There is more than enough for those who go out and create their own."

By reading this guide you are on your way to new herbal business opportunities. Begin to live the lifestyle you want to live by working in a business related to herbs and plants. Work in a field that is both profitable and enjoyable.

What Herbal Business is right for you?

What kinds of opportunities are there when it comes to starting an herbal business? There are so many avenues to choose from. Remember, you don't have to choose just one. You may decide that your idea of the perfect herbal business comes from creating multiple revenue streams. Below is a basic list. Use it as your guideline to dream.

If you have your own farm and you are already growing herbs, congratulations! You already have what you need to start your own herbal business selling herbs in bulk.

If not, you can still find an herb supplier or multiple suppliers. Try selling at a local farmer's market. Start an online store. Chefs today incorporate more herbs into their menus. This allows herb vendors to build relationships with local restaurants. You may just be so successful that a retail herbal store is in your future.

Growing and/or Selling Herbs in Bulk

If you are already a professional in another industry, adding your love of herbs into your business plan may give you a competitive advantage. Combine your knowledge of health and wellness practices such as massage therapy, physiotherapy, personal training, chiropractic clinics, nutritional coaching practices, day spas, and beauty salons. The sky is the limit!

Herbs and Other Professions

Skincare is a big business. Some of the herbal products in demand are soaps, body washes, bath salts, shampoos, moisturizers, serums, and salves. Be creative and see where it takes you. Personal care and body brands are always in demand.

Herbal Skincare Product Development

As a herbal practitioner, you may decide to work in someone else's clinic or open your own. If you have the skill, the educational background, and enjoy helping others heal, then this may be the next logical step in your career path.

Herbal Practitioner

Who doesn't love tea, especially when the weather cools. In the summer iced tea is a welcomed refreshment. Herbal teas have numerous health benefits, yet the public is hesitant to create their own. You can craft specialty teas for various ailments with your knowledge of herbs. Or you may develop teas that just have delicious herbal taste profiles. Opportunities lie in wholesale, retail, and eCommerce.

Crafting Herbal Teas or Developing Herbal Extracts

Herbal Educator or Herbal Writer

Do you have a knack for teaching? You can use your knowledge of herbs to host workshops, lead educational plant walks, or speak at events. If you love interacting with people and public speaking, this may be the business for you.

Like herbal tea, most people do not know how to craft their own herbal extract yet seek the benefits. This could be your next business opportunity. Again, selling by starting small on eCommerce, you can eventually grow your business to support retail and even wholesale ventures.

If you have a writing talent, you can make money as a herbal writer. Opportunities arise in content writing for client blogs on websites, newspapers, magazine articles, and even e-books on this vast subject. On the copywriting side, think copy that sells products and services for herbal businesses. This includes landing pages on websites, brochures, advertising, and email campaigns. This is an expanding industry with opportunities for growth through helping other herbalists.

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The Creative Process

The creative process is the fun part of starting a new business. Grab your notebook and a pen. Creative thinking requires you to write down all your thoughts about your businesses — without editing anything out! This is important. Write everything down. Imagine what is possible. Be willing to step into the unknown.

What do you love to do? What are your biggest strengths?

The creative process brings intention into your work.



Live with Intention

We hear this expression a lot. Live with intention. But what does it mean? And how important is it to integrate the concept into your herbal business? Intention, as defined by the Merriam-Webster online dictionary, is an aim or plan, to have in mind a purpose, to direct the mind, or what one intends to bring about. Your intention is the center of your goals. This is what drives you to create action from your thoughts. It puts everything in motion.



Working with intention in your herbal business allows you to focus on immediate tasks. It moves your goals forward without wasting time with things that do not serve your ultimate outcome. An intentional business also helps you to decide what is truly important to you, and where you should spend your time and efforts while growing your brand and having a greater impact.

Building your business with intention requires you to have two things: a detailed plan, and a commitment to executing it. While these will be tailored to your own needs, here are some actionable steps that can help lead you in the right direction.

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Outlining Clear Goals

Imagine your new herbal business. What will your ideal workday look like? Where does being an herbalist fit into the plan? What area of your herbal skills will be incorporated?

Have you considered your work-life balance? How much time do you want to spend with friends and family? Structure a plan around this that defines your hours. If you want more time to travel the globe, build your business in a way that allows you to work in blocks and then take blocks of time off. Your business should support your life goals. Bring all these values into your business model as your goals.

Now, envision where you want to be in your life 5 years from now. Will you still be growing your herbal business? Will you be transitioning your business? Do you have early retirement plans? What is your exit strategy?



In the new Business for Herbalists course launching January 2023 at Wild Rose College of Herbal Medicine, Course Instructor and successful business owner Malcolm Saunders of the Light Cellar explains the importance of finding your 'why'. Malcolm says, "Beyond 'I want to have a fun and comfortable life for myself', ask yourself why have you really created this business. It turns out that doing this is also a very good business strategy too. If you have not yet watched one of the most viewed Ted Talks of all time that was delivered by Simon Sinek, I suggest you watch the video Start with Why (on YouTube). Have this as your foundation. Whether you are a tiny micro-business with a team of one or growing into a huge national brand, this foundation is essential to the core of your organization."

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Find Your Why

This takes time and reflection. Use the questions below to help you to understand the “why” of your goals. After answering them you should notice a trend leading you to discover your purpose and how it affects all you do!

What makes you come alive? What excites you? What can't you stop thinking about?

What motivates you? How do you reward yourself for hard work?

Define what it means to be “free”. (Financially free, free to travel, no daily schedule, etc)

How do you handle failure or disappointment? What do you do to rebuild yourself?

What is your greatest talent? What skills are you proud of?

What do you believe you were put on this earth to do?

My why:

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Defining Your Brand

Now that you know what you want your business to look like and what you want your work life to be, it is time to develop your brand. What is branding? It's all about your company's Unique Selling Proposition or UPS. How is your herbal business different from other herbal businesses already in the marketplace?

Branding starts with a story. Everyone has a unique story to tell. Who is your audience?

What is the message you are trying to get across? Being intentional with your brand will allow you to highlight your strengths and reinforce your value so that potential clients can confidently choose you over your competitors. Yes, there will be competitors offering similar products and services. Branding is important here. When branding is in line with your company's values, it can attract completely different customers than your competitors. To keep these customers, you need to develop customer loyalty by offering consistent messaging through branding.



Your Herbal Business and The Competition

A SWOT analysis helps to find your herbal business's Strengths, Weaknesses, Opportunities, and Threats. In other words, it defines both you and your competition. This framework can be used when you are starting a new herbal business or introducing new products or services.

Under strengths, list everything about your herbal business, the products, or services that are an advantage. What are your best assets and skills? What can you do better than the competition? Conversely, list the weaknesses. This is not about failure but presents a framework for the ability to improve. List the weaknesses of your competition too. What opportunities lie here? Under threats list anything that may create challenges. This could be cash flow or new products, services, or companies entering the marketplace.

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Use the template provided to begin to work on a SWOT analysis for your business.

SWOT Analysis Worksheet

S What do you do well?
What unique resources can you draw on?

W What could you improve?
Where do you have fewer resources than others?

O What opportunities are open to you?
What trends can you take advantage of?

T What threats could harm you?
What is your competition doing?

The Three Pillars of Failure: Fear, Uncertainty, and Doubt

Once you start sizing up the competition this is when fear, uncertainty, and doubt may creep in. Malcolm explains, “As much as you want that change, for a new reality for yourself and others, it is scary and challenging to change and to grow. For most, it is far more comfortable to keep the status quo than to challenge it, as awful a prospect as even that may be. Plus, we fear failure. And at the very least, even if you don’t fear failure, we’ve been taught not to embrace it, nor shown how it is as part of the inevitable path to success. We are not a culture that takes risks, who sees the value in failing, and how it is the only way to success,” he says. Then continues by saying, “Sadly, as a result, most won’t feel the exhilaration of growth, and the transformation that comes from it. They’ll simply stay in their comfort zone and let their dreams pass them by.”



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“What you are about to do will be hard, and scary and require you to grow and change. Let’s get this upfront right here and now. In the words of Reverend Michael Beckwith, ‘Whatever it is you want to create, you are currently not the person that’s going to be able to complete your project.’ Meaning that when you dare to dream big, it will, and it should scare you. Your current self has never done, achieved, or lived it and currently isn’t yet capable of achieving that dream,” says Malcolm. “You must grow and transform, similar to how muscles have to tear from working out in the gym for the bodybuilder to get bigger and lift greater weights,” he explains. “The acorn must let go of who it is to become the mighty oak. Does this seed know its potential? Does it know that it will cease to exist in its current form?”

“Maybe we personify too much, trying to make analogies of dilemmas other beings face and the thinking process they may go through. But one thing I would wager as more certain is that all life is propelled and pulled forward by an inherent impulse that leads us to the unique expression of our own destiny. The acorn becomes the oak, the caterpillar becomes the butterfly, the human becomes... What?”



The Plan

Feeling inspired again? It’s time to build out your business plan even further. Everything in your business should have a purpose. Being intentional about these plans means having both the goals and the right mindset for achieving them. The bottom line is everything that you do should lead back to making money. Create goals that scale up, leading you to where you want to be.

Look at the goals that you have outlined. What needs to happen to make your goals successful? Make notes about

what needs to be achieved quarterly, monthly, and daily. This may seem like slow and meticulous work, but the intention is to keep your business on track. Remember, everything you do should have a purpose. Being intentional with the strategy to achieve these steps is what allows you to grow.

Allow for flexibility in your goals. Life happens. Goals need to adapt. Embrace the unexpected with grace. This will go a long way to ensuring your business succeeds and your vision stays intact in the process.

A pivotal key to your success in your herbal business is marketing. This is how you let customers know you exist and how you can help them with your skills. A website is one place to start. Add value by crafting a blog. Promote your blog through social media. Build out your email list. Consider adding a newsletter. Find the best balance for you. You don’t have to be on every social media platform, but consistency is key.

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Now it's time to put these plans into action. Implementation is the most important step towards achievement. Work in a way that is right for you. If you want to start out slowly, but make consistent progress, feel free to go ahead in this manner. You may decide to scale fast and rely on more resources to do so. The goal of any successful herbal business plan is to follow through regardless of pace.

Summing It Up

Are you ready to start your own herbal business? Do you want to take your herbal education one step further? If you already own an herbal business, would you like to see it grow and flourish?

At Wild Rose College of Herbal Medicine, we understand the complexities of starting and growing your own herbal business. We've given you this guide as a basic outline to get you thinking of all the important details but we understand this is just scratching the surface. That's why we're excited to announce to our students and graduates a brand new course entitled Business for Herbalists. Created and taught by successful entrepreneur Malcolm Saunders of the Light Cellar, this focused course is a deep dive into what it takes to set up a rewarding business, including navigating the complexities of start up, product development, and marketing and sales from a holistic perspective. You can find all the details about Business for Herbalists, including how to sign up at our website, www.wildrosecollege.com.

In the words of Richard Branson: "If your dreams don't scare you, they're too small."

Dream bigger than ever in 2023!

