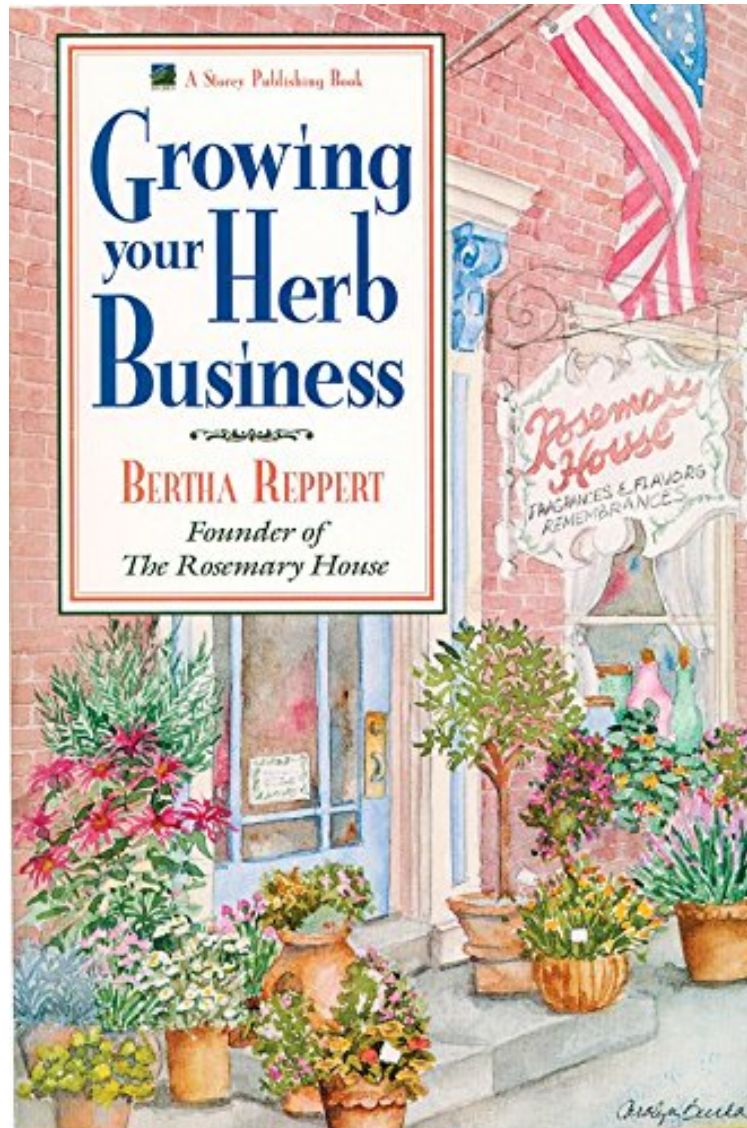


Growing Your Herb Business

Bertha Reppert

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Bertha Reppert : Growing Your Herb Business before purchasing it in order to gauge whether or not it would be worth my time, and all praised Growing Your Herb Business:

42 of 42 people found the following review helpful. Lots of tips on how to present your herbs to the consumer. By A Customer One of the nicest sources for creative selling that I have read. It is packed with so many motivating, and unique ideas from what to grow, and how to sell it. The author seems to be a very experienced herbalist. I can't wait till my garden grows so I can put some of her ideas into action. If you are first starting an herb business, this is a great one

to read. 1 of 1 people found the following review helpful. A MUST HAVE. By Customer This book is amazing. The book is full of important information for anyone who is thinking of starting a small business and she gives great ideas on what you can start with, and she has numerous other peoples stories in the book, of how they started from nothing and grew their business to be profitable. This is one of my favorite books now, definitely a keeper and if you don't have this book, its a must have. It will help you have a clear mind of what you have to do to get started. 1 of 1 people found the following review helpful. Great Book By SweetPea This is a very good book, and it is also very detailed. I look forward to reading it again. It is full of awesome ideas from a lady who was very successful. I know some things have changed since she wrote this book some time ago, but it is still good sound business advise, and the business she started is still going strong today with the principles she taught her children.... Enough said!

Turn your love of herbs into a profitable business. Drawing on more than 25 years of experience running an herb and spice shop, Bertha Reppert helps you successfully develop and market your own herbal products. Showing you how to determine a start-up budget, find niche markets, create unique packaging, track inventory, and organize business-boosting special events, Reppert also includes a series of inspiring profiles of professional herbalists. Transform your passion into a profession and get ready to open up shop!

From the Back Cover Have you ever dreamed of selling your herbs and crafts? Stop dreaming and start reading! In *Growing Your Herb Business*, Bertha Reppert shares the story of how she launched The Rosemary House, a Pennsylvania herb and spice shop in business for more than 25 years. In addition, Reppert details the experiences of 50 other herb business owners from across the country. She explains how to: -- determine a start-up budget -- select a suitable location -- build and track inventory -- develop marketing strategies Bertha Reppert shares her secrets for developing a broad range of herbal products. *Growing Your Herb Business* also includes imaginative ideas for effective packaging, hosting special events, and seasonal promotions. Reppert even suggests methods for expanding your business through wholesaling, mail order catalog sales, and newsletters.