

Congratulations on Your First Harvest!

*Now, How Do You Plan to Get Rid of All
that... Stuff??*



*It is a nice problem to have, but still
a “problem”!*



First Step – Know Your Goal

**Do you plan to grow this “hobby” into a “business”?
... Or stay a “sideliner”?**

Answer that and then you know more about what you need to do for marketing:

- Staying a sideliner and selling just to family, friends, and neighbors means no Sales Tax License, no Food Manufacturing License, etc. = less **RED** tape
- Moving it to a business and selling outside your little local circle of family and friends means the opposite – and you probably need to get a web presence and offer online sales.

Refer back to the Legal and Regulatory brief last class.

Comparing Sideline vs. Commercial Approaches

Requirements	Sideline	Business
Sales tax license	N	Y
Food Manuf Lic	N	Y
EIN (business SSN)	N	Y
Sole Proprietorship or LLC	N	Y
Trademark a Logo or Brand Name	?	Y
Liability Insurance (esp for removals)	Y	Y

Sales Approach...?

Requirement	Sideline	Commercial
Roadside Stand	OK	OK
Farmers Market	OK	OK
Consignment Store	OK	OK
Front Porch	OK	OK
Wholesale to a Retailer	No	OK
Internet Selling	No	OK

Now, How Do You Drive Sales...?

#1. Make your product stand out from the competition

- Know your customer demographics and preferences
- As a general rule, Honey & Hive Product customers:
 - ✓ Are Environmentally conscious
 - ✓ Prefer natural, organic products
 - ✓ Look for Healthy choices in product offerings
 - ✓ Support Local Suppliers & Businesses, *especially Small Businesses*

All play into your favor as a Beekeeper!

Now, How Do You Drive Sales...?

#2. Everything about your product needs to look professional

- Hand-written labels won't cut it!
 - Avery makes all kinds and shapes of print-yourself labels
 - Professional looking business cards are very inexpensive
 - Yard signs or car sign magnets are also cost effective
 - If you can't master a Windows or Mac graphics program, your kids probably can!
 - Create a logo or name that is unique to YOUR business



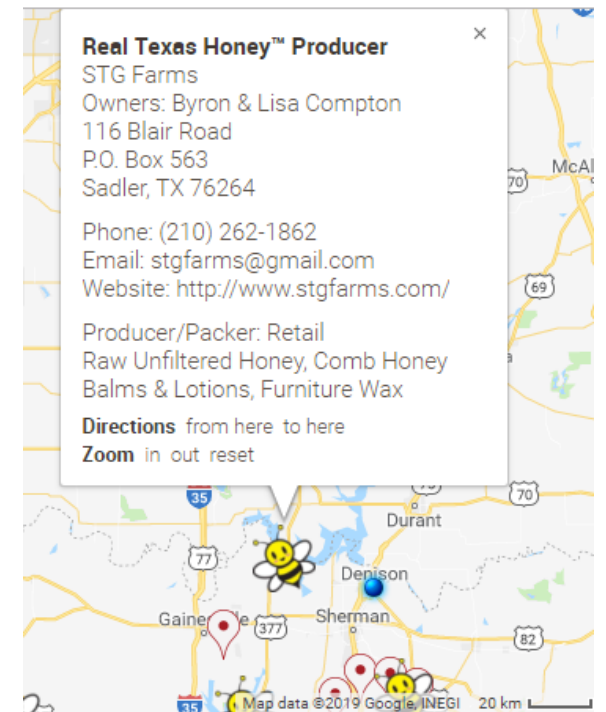
Now, How Do You Drive Sales...?

#3. Signup for sites like:

- National Honey Board <http://www.honey.com/>
- Real Texas Local Honey Locator <https://texasbeekeepers.org/honey-locator/>



- Place Business Cards in local shops
- Make friends with local retail owners and managers – work with them on specials, be there for demonstrations and give samples – get them to like *YOU* more than that other honey guy who shows up just once a month to get paid!



Now, How Do You Drive Sales...?

#4. Leverage those other consumer preferences...

- Glass jars are more environmentally friendly – and they don't melt when they are put in the microwave after the honey crystalizes!

(and you KNOW they will...!)

- Offer different sizes – give the consumer a choice
- Use words like *Pure, Unfiltered, Pesticide and Chemical Free, Real Texas Honey*
- Let them know you are a small business
- Honey customers love to let other like-minded consumers know about the GREAT honey they just bought!
- Word of mouth and repeat sales are your best advertisement

Now, How Do You Drive Sales...?

#5. Track Your Sales & Customers...

- Know which products sell best and where – Lip Balm might not sell at your road side stand but sells out in a Boutique where you rent a shelf
- Know what the market will bear for price – you don't want to price yourself out of the market, but don't want to under price it either. Demand will differ for different products and at different locations.

#6. Other Tips:

- When introducing a new product – like furniture wax, or cutting board oil from bees wax – consider being at a location for a weekend to demonstrate to customers – offer small free samples.
- Offer delivery for email or telephone sales if a buyer is close.
- Always carry business cards.

Questions?

I hope I have the Answer...



If I don't, ask Julie, she is the CPA...