

The Ultimate Natural Products Start-up Guide

An exhaustive, all-in-one guide that will set you up for success in a natural products business.

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Note From The Author,

Congratulations, in taking the first step towards building a profitable business selling natural products!

I recommend you print out this document and write on it as you go along. Consider this your right-hand man. Your partner as you navigate the journey towards a six-figure business doing what you love most.

Remember to treat this like any other business, and not just a hobby you pursue once in a while. To thrive in this arena, you have to invest your time, money and effort into making this project a dependable stream of income for you and your family.

WHAT IS A Natural Products Business?

1. Product-Based Business

A natural product business is one that provides products and services like herbs, essential oils, herbal tea blends, organic lotions, organic toothpaste, organic deodorant and more.

You can even include foods and beverages like vegetarian catering services, whole-grain pastries and detox juices.

2. Service-Based Business

Your natural products business doesn't have to involve physical products. You can make a decent income by selling recipes, guides and e-books like this one. In that case, you need to have some expertise in order to provide real value for your customers. Also, your marketing game should be strong.

Put yourself out there and give your customers a reason to trust you enough to buy from you. This process may take months, but eventually, you will create a loyal clientbase that is willing to support your business.



3. Combined

You can also combine the two set-ups above and provide both products and services. This will undoubtedly need skill and finesse to execute. If you bite on more than you can chew, you may end up disappointing some of your customers as you struggle to please others.

I recommend narrowing down to one or two main products or services you want to start with and expand with time. This will help you test the waters, know what exactly your customers want and save yourself from costly mistakes.

Diversify the product or service you want to start with so you can cater to many tastes and preferences. I'll show you how as you read along.

God knows you can't afford to lose thousands of dollars in such an economy! Therefore, you have to be strategic with how you undertake this project. There are many natural remedies shops out there, so you need to stand out.

Thankfully, handbooks like this one will make your work much easier.

Crucial Points

- ✓ Treat this like any other business.
 - ✓ Pick one or two specific products you want to start with and diversify it as much as possible.
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EXERCISE #1

HOW TO DIVERSIFY Your Natural Products

1. Pick a product or service you want to start with. For example:

- herbs
- essential oils
- organic body care
- organic make-up
- vegan recipes

2. Once you have your product, determine which sub-groups or by-products can be made from that one product. For example, if we decided to go with herbs, some by-products of herbs include:

- singular (individual herbs)
- herbal tea blends
- medicinal combination packs
- gift packages
- "herbs for cooking" packages



*Be like a postage stamp
- stick to one thing until
you get there*

- JOSH BILLINGS

*If you ride on two
donkeys, your middle
part will be ripped*

- AFRICAN PROVERB

Notice what I did there? Those sub-sections didn't involve any new products. We simply repurposed them to suit the needs of each customer. The key isn't to buy more stock or launch new products. The secret is to reuse the already existing product.

You could always decide to start with a variety of products at once. There's nothing wrong with that. However, that works best if you REALLY know your herbs.

3. Know Your Products Well

Many times customers will ask for guidance and advice about the products you're selling. Imagine a conversation with a potential client that went like this:

CUSTOMER: I'm looking for a tea blend that can help me sleep at night. Can you recommend something?

YOU: Hmm, I'm not sure, let me confirm and get back to you

CUSTOMER: Okay, how about the organic cleanser you have there. Is it safe to use for eye make-up?

YOU: Oh wow, I really don't know. I'll confirm that and get back to you.

CUSTOMER: Really? Well is there any herb you can recommend for weightloss?

YOU: I'll have to confirm that too.... hehe

Start with one or two products and take the time to educate yourself.

How is it used? Are there any disclaimers concerning its use? Are there any potential side effects? What's the maximum number of times you can use it in a single day?

EXERCISE #2

THE PERFECT Business Plan

In terms of choosing a business name and deciding on a mission statement, I would recommend one thing - don't overthink. Try drafting a few ideas and seek the opinion of a friend or trusted relative.

Sometimes we seek perfectionism too much that other aspects of our projects suffer.

It's better to have a business name that's "plain and boring" like "Suzy's Herbal Shop", but a marketing system that is comprehensive, consistent and meets the needs of the customer.

Ensure the name you choose is simple and easy to remember. Use one name for all the business operations i.e website, logo, packaging, legal documentation, email etc.



*Good fortune is what
happens when
opportunity meets with
planning*

-THOMAS EDISON

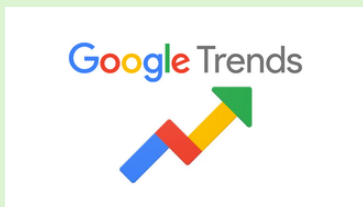
EXERCISE #3

HOW TO DO Market Research

Market research simply means understanding what your potential client wants and expects of you.

Here are some online tools that can help with keyword searches, online surveys and social media research.

For Keyword Searches



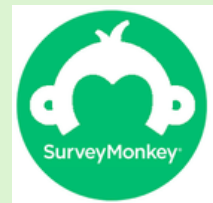
[Google Trends](#)

For Social Media Research



[Social Mention](#)

For In-Depth Surveys



[Survey Monkey](#)

All the tools mentioned above have a free-to-use plan with reasonable limitations. You can take advantage of this.

You may need to educate yourself on how to use them for you to get the best out of each tool.

EXERCISE #3

HOW TO DO Market Research

Here are some questions you should be able to answer by the time you are done doing your market research:

1. Who is my ideal customer?

2. What do they struggle with?

3. What does my ideal customer REALLY want?

EXERCISE #3

HOW TO DO Market Research

Here are some questions you should be able to answer by the time you are done doing your market research:

4. What sets me apart from my competition?

5. What can I do to help my customer trust me?

6. Which communication methods will work best for us?

EXERCISE #3

HOW TO DO Market Research

Here are some questions you should be able to answer by the time you are done doing your market research:

7. What are the habits and interests of my ideal customer?

8. What key consumer trends do you see in the market?

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EXERCISE #4

HOW TO HACK Social Media Marketing

You don't need to be a social media wizard to leverage its power for the growth of your business.

Here's my secret:

Develop content in bulk and use a tool that will post them automatically. (content scheduling app)



Based on my experience, I can tell you this. Staying consistent on social media is HARD. Not only are there a variety of platforms, but also you're required to post everyday and interact with people online.

That's why I highly recommend a content scheduling app that will help with posting. All you have to do is develop content in bulk. Pick a day of the week like Sunday, and take photos, videos and develop captions. You'll also need to mine for tags and store them all in one place. Then, develop a week/two weeks worth of content for all your social media accounts and let the app do the rest.

The rest of the week can be dedicated to interacting with potential clients and networking online.

EXERCISE #5

Your Tools & Resources

This segment contains a checklist of important things to take care of before you launch your business.

Business Plan

CHECKLIST #1

- Choose A Business Name
- Write Your Mission Statement
- Research Your Target Market
- Research Your Competition
- Choose Which Products To Sell

Business Name

Mission Statement

Target Market

Competition

Products To Sell

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Your Tools & Resources

This segment contains a checklist of important things to take care of before you launch your business.

Business Structure

CHECKLIST #2

- Choose Your Business Structure
 - Register Your Business Name
 - Apply For The Necessary Permits and Licenses
 - Apply For Tax Documentation
 - Register A Domain For Your Website
 - Create A Social Media For Your Business
 - Set Up A Business e-mail
 - Create A PayPal / Stripe Account
 - Set Up A System For Managing Orders
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Your Tools & Resources

This segment contains a checklist of important things to take care of before you launch your business.

Product Development

CHECKLIST #3

- Designate / Organize A Work Space
- Order Necessary Production Supplies
- Make / Order Sample Products
- Take Photos And Videos Of Your Products
- Write Detailed Product Descriptions
- Create Packaging For Your Products
- Determine Pricing / Profit Margin

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Your Tools & Resources

This segment contains a checklist of important things to take care of before you launch your business.

Brand Development

CHECKLIST #4

- Design A Logo / Hire A Graphic Designer
- Create And Order Business Cards
- Develop Website / Hire A Web Designer
- Take Photos And Videos Of Your Products
- Develop A Social Media Content Calendar
- Launch Your Website
- Post On Your Social Media

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Your Tools & Resources

This segment contains a checklist of important things to take care of before you launch your business.

Marketing

CHECKLIST #5

- Notify Friends, Family...etc
- Decide A Blog Posting Schedule
- Join Networking Groups Online
- Create / Build Email Mailing List
- Create A Social Media Marketing Plan

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Thank you!

As you begin this journey, may God grant you wisdom and grace.

Even when you feel like giving up, I pray you will keep pushing for the sake of the customers whose lives will be changed by your products.

Stay focused. Stay consistent. God will do the rest.



Do You Need More Help?

[Schedule a Call](#)

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