

How to Make and Sell Your Own Aromatherapy and Herbal Products



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Just enter the title to locate these versions.

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This book contains my secrets from my last 7 years of manufacturing sustainable green informational services and products, with a special emphasis on Aromatherapy. My specialized aromatherapy blends and herbs have sold inside retail stores, at street fairs, on Amazon and Etsy by the direct marketing method to people's homes as well as employees via the party plan method at their place of work. As of the start of 2013, I have sold over 9,000 bottles of my famous brand called Scott's 4 in 1 multipurpose household spray , and can be seen on my main marketing site www.mightyz.com

I have also written over 4 books on health and nutrition , and am an expert in the specialized field of Chronobiology, which studies the effects of solar and lunar activity on health and well being.

There are an endless supply of opportunities and resources you can tap into to show the world your products and services. And best of all you don't need millions of dollars in loans or unnecessary insurance requirements like you would need in a retail establishment to make this happen. Once you have established a foundation of trust through experience and customer feedback, you will discover that 50% or more of repeat business will come from customers who know or have heard about your products and the customized items of quality items you are renowned for producing.

Making and Producing Your Items

Discovering Your Niche

The specialty skills of each of us fall into any one of these 12 main categories:

- 1: Teaching / Inspiring others / Knowledge
- 2: Art / Creativity / Beautician
- 3: Healing / Therapy / Nutrition
- 4: Volunteering / Social Work / Helping others
- 5: Cleaning / Restoration / Construction / Repairing
- 6: Engineering / Architecture / Design / Mathematics
- 7: Nature / Outdoors / Animals
- 8: Entertainment / Theater / Acting
- 9: Sports / Warrior / Protector
- 10: Researcher / Discovery / Experimentation
- 11: Business / Politics / Public Service
- 12: Working with Children / Daycare / School Teacher

The best way to find what suits you, is to look into your past. Especially your late childhood past. What have you done in the above categories that excited you the most and gave you a deep sense of purpose and fulfillment? One clue to especially help define your specialty skill is that some of these specialty skills will have shown up as opportunities "out of the blue" in your past. You may have rejected them at the time because you thought you were not good enough or had doubts and fears. But the fact is, if you accept these opportunities that you are good at, your life will be extremely rewarding and fulfilling and things will fall into

place to help you become a master at those skills along the way. Sure there are going to be challenges, without them growth is impossible, but it is far better to accept what you have been chosen for, and to hone your natural gift, than to work at an unrewarding and unfulfilling dead end job for 20 years or more. By following your heart, you bring out the best of your talents, and enjoy a rewarding and fulfilled quality of life.

When you find the one that is right for you, your gifts and expertise in that arena will flow effortlessly, because you are fulfilling a specialty or role that you are expert at, and your services will become in demand over time as you gain credibility, because you are an expert in that area. It is extremely difficult to copy an expert in a specialized field, which is why their services are so much in demand and they can charge a premium price for their services. This is because each one of us has a special gift that we excel at and we can use this gift to our advantage to not only bring in an income, but to add purpose to our life and to make our lives rewarding and fulfilling.

Research has proven that it takes on average 10,000 hours to master a craft. This works out to 12 hours per day for 2 ½ years. So if you can find something you love to do, stick to it for about 3 years, you will have mastered the craft enough, that the products you produce will be professional enough that it will generate enough interest to generate sales.

Once you have made a significant number of sales, you will have gained a lot of experience and confidence you can use to share with others. There is a vast audience of people that are slowly becoming aware of their talents and skills and are seeking guidance or a knowledgeable expert to guide them on how to do it properly.

There are 2 main avenues to follow to share your knowledge and skills. The first is to start making how to videos, posting them on YouTube or similar online video hosting platforms, and the second is by writing. Both of these will also boost your confidence and help you make new and valuable contacts, especially if you request your viewers subscribe to your You Tube channel.

You can publish your hardcover books for free on CreateSpace.com, which pays you when customers order your book online. You can also publish your book for free in Nook format on Amazon KDP, which people can download to their Nooks to read.

Making Your Own Essential Oil Blends

If you want to sell aromatherapy blends or essential oils, there is a huge market in customized essential oil blends. Many websites offer to mix a blend of essential oils for you, then send you a series of free samples, then will mix a larger batch based on the sample you liked best.

This business works well because nothing sells better than a customized scent. As soon as the customer smells your samples, they become "hooked" because each combination is unique.

Depending on your expertise and resources, you can easily outflank your competition because; you are influencing the sense of scent of your customer. By doing this you have their complete attention, which is one of the keys to a successful sale.

The best way to save startup costs when you are first starting out, and you don't yet know your customers' needs and wants, is to once again purchase them in small quantities from your local co-op, then mix some small blends and send out free samples to those who request it.

Essential oils are expensive, but they have the advantage of offering your customers a specialized quality experience, which is very hard for your competitors, or a big box store to duplicate. They also give you the ability to add high amounts of customization to your finished product.

From my past 7 years of working with essential oils, no two types ever always smell the same, and the scent will change with the seasons. I have had Lemongrass essential oil from 3 different suppliers, and each one having a slightly different sweetness or scent varying from each other. This is why French Lavender is so popular because it grows in a localized region that people become have become familiar with over time.

Never mix essential oils from different suppliers together in the same bottle. This is because each essential oil smells just slightly different from one another and is unique. When you mix these together, you will immediately notice a drop in the quality of the scent.

As an example, just say you mix a Lemongrass essential from vendor 1 with a Lemongrass essential oil from vendor 2, you will destroy the original beauty of the aroma.

I have also noticed that during summer, or when in a dense metropolitan area, I need to make the scents slightly stronger than usual. I believe this is because in rural areas, people's sense of smell is more sensitive and during summer, the heat lessens the sensitivity of peoples sense of smell, even in rural areas.



Storage of essential oils is very important. They require special storage instructions. I personally keep my essential oils safely away from direct sunlight, excessive areas of wind or air, and in a cool dark place.

Essential oils will lose their scent if stored for long periods in the direct sun. This is because the oils are sensitive to light photons, which causes them to create tiny air bubbles inside their molecules, and "pop" at the microscopic level. This burst of energy removes the scent. The only essential oil I have worked with for long periods of time stored in direct sunlight is Lavendar. Lavendar can also be kept in the same container for up to 2 1/2 years and it will still smell like fresh Lavendar when sprayed. For some reason Lavendar, out of all the essential oils, has unique preservation properties, and is one of the most durable essential oils I have come across. Remarkably, Lavender is used to help people sleep and restore calm to a distressed environment.

When you make an Aromatherapy blend, there are 2 main secrets you should know, if you want to make the best. The first is to never use more than 0.10% or 7 drops per gallon of the sweetest, strongest smelling substance. As an example,

everybody loves Mulberry or Tangerine fragrances, so what I do is I make 1 gallon of a mulberry/tangerine mix and pre-fill my 8oz size plastic bottles, than empty them out. This leaves like a "residue" behind of a sweet scent in the bottles that is not overbearing, and is compatible with my Lemongrass Aromatherapy formula, which I will fill in shortly thereafter.

The second important thing is to understand that the scent of essential oils have varying levels of scent. Some smell lighter or darker, depending on the type of oil.

In the essential oil industry, this is known as low and high notes. A good aromatherapy mix contains a perfect combination of high notes, middle tones and low notes. Making a perfect essential oil blend should result in a harmonious blend of all these notes.

What You Need to Get Started

Depending on what you intend to sell you will need at least 3 basics:

1: A computer or access to a computer. 2: A mailing address or location you can receive your wholesale inventory. 3: A bank account. These 3 things are the bare minimum necessary to begin. The first thing customers look for in a new company is reputation or the amount of trust your company portrays. I list many of my items on Amazon.com, which gives my customers piece of mind when paying via credit or debit card and it gives my customers a chance to leave their buying experience posted online for all other shoppers to see.

Many years ago, when I first began selling online, I used e-Bay for about 5 years and managed to gather over 8,000 positive customer feedbacks, but the quality of service with the associated checkout service of Paypal had deteriorated so much over the past 2 years, I no longer recommend Paypal as a means to sell your products online, and because many people have to use Paypal to checkout their items when shopping on E-Bay, it wastes valuable time on my side as well as for the customer. You can read my experience where Paypal stole 3 of my customers money from their bank accounts at this address:

<http://www.mightyz.com/paypaltheft.html>

SCAM ALERT!



In my experience with PayPal, my customers paid for items through my website, had money taken from their bank accounts, but I never received the money in my account. To top it all off, PayPal's policy demands that business owners ship their items to their regardless of whether you received payment or not. I didn't end up shipping, but instead filed a complaint with the local district attorney's office, of which hundreds of thousands of people have already done. All you need to do is enter into Google: PayPal Complaints : and you

get hundreds of thousands of cases where people have had money withheld from their accounts by PayPal, or they have had to wait 21 days or more before they receive their money. When using PayPal, your money stays in an Escrow account until you transfer it over to your bank account. I would highly advise anyone who wants to maintain a solid business reputation to avoid having your customers pay with PayPal. I personally no longer recommend EBay either to sell your items because in most cases customers have to use PayPal to pay for their items. There are other options, but most of the alternative payment processing services are owned by PayPal.

With Amazon.com, Etsy.com or Google checkout there is no money placed in an Escrow awaiting "transfer". Payment is instantaneous and I have never had any problems associated with receiving my customer's money and shipping their orders using these services.

How to Start Your Essential Oil Blend

When starting a new blend, start out small with a total number of drops totaling 5, 10, 15, 20 or 25 drops. There should be a maximum of 25 drops to begin with.

A good measure to go by is no more than between 15 and 30 drops per 2oz bottle. It is best to mix your essential oils with Spring Water, with a general rule of 2 teaspoons of 70% Rubbing Alcohol per gallon of spring water, or 3 drops per 2oz bottle. Any more rubbing alcohol than this and you risk ruining your scent. You can also add Aloe Vera (inner leaf) to your mix to help your essential oils and water mix more thoroughly.

It is key that a notebook is kept of each oil used along with the number of drops used for each oil. When you get creativity urges, it can be easy to get carried away and then forget the exact recipe for your perfected blend. With essential oils, especially the top notes, one drop too much or too little of even one essential oil will drastically change the aroma of your blend.

After you have found that perfect blend, you want to be able to reduplicate it on demand, and it can be impossible if you didn't take notes. For continued quality of your aromatherapy mixes, it's a wise idea to note the vendor name of the oil that you used. The aroma and quality of oils do vary between vendors (even if you use the same vendor, the aroma of oils will vary from batch to batch, due to seasons and resourcing).

It is best to store your essential oil combinations in glass bottles. Blue or Amber bottles work best as they keep out the light. When essential oil blends are placed in sunlight for long periods they will lose their scent, with the rare exception of Lavender.

You must label your blends clearly. If the bottle is small and you don't have enough room to specify exactly what your blend is, then label it with a number that corresponds to a number in your notebook.

It is best to start blending by creating blends with the following approximate ratio:

25% to 30% of the oils as top notes, 40% to 50% are middle notes, and 15% to 20% being base notes.

If you are using absolute essential oils or CO₂s, the aroma will be significantly stronger, so you can use less. When your blend(s) are complete, allow them to sit for a few days before deciding if you love or hate the combination. Get feedback from others as to the scent you have created so you can find the best blend.

When essential oil blends sit for a few days, their constituents (natural chemicals) contained within the oils get cozy with each other changing the aroma causing the final blend to round itself out.

Creating Harmony with Your Essential Oil Blend



Your Essential Oil blend will smell differently several hours later after first mixing it, as well as during warmer conditions such as summer. This is because some essential oils will evaporate quicker than others. When the oils in a blend evaporate, the aroma changes to reflect the aroma of the remaining oils left behind. One of the key secrets to this occurring, is that you can get the perfect scent after letting your mix sit for a few days, and if you add just a touch of the right perfume oil (only a drop or two per gallon is all that is needed), you can get the perfect scent to practically last forever.

We can use the analogy of a musical scale to show how the oils evaporate. The fast evaporating oils evaporate within 1-2 hours and are called “top notes.” Oils that evaporate in 2-4 hours or less are called “middle notes.” Essential oils that take a long time to evaporate are called “base notes.” Certain base notes can take several days to evaporate.

I have listed a chart below of the commonly available oils based on their common classification:

Top Notes

Anise ~ Basil ~ Bay Laurel ~ Bergamot ~ Bergamot Mint ~ Citronella ~ Eucalyptus ~ Galbanum ~ Grapefruit ~ Lavender ~ Lavandin ~ Lemon ~ Lemongrass ~ Lime ~ Orange ~ Peppermint ~ Petitgrain ~ Spearmint ~ Tagetes ~ Tangerine

Top Notes make excellent “residues” as a prestarter mix for Middle Notes. In other words you make a strong essential oil mix containing top notes, fill your bottle, let the pre-mix soak for a few minutes, empty the bottle, than add a

fantastic smelling middle notes. This results in a powerfully super beautiful aroma scent that gets attention from people due to its addictive aroma.

Middle Notes

Bay ~ Bois-de-rose ~ Cajeput ~ Carrot Seed ~ Chamomile, German ~ Chamomile, Roman ~ Cinnamon ~ Clary Sage ~ Clove Bud ~ Cypress ~ Dill ~ Elemi ~ Fennel ~ Fir Needle ~ Geranium ~ Hyssop ~ Jasmine ~ Juniper Berry ~ Linden Blossom ~ Marjoram ~ Neroli ~ Nutmeg ~ Palmarosa ~ Parsley ~ Pepper, Black ~ Pine, Scotch ~ Rose ~ Rose Geranium ~ Rosemary ~ Rosewood ~ Spruce ~ Tea Tree ~ Common Tea Tree, NZ (Manuka) ~ Thyme ~ Tobacco ~ Yarrow ~ Ylang Ylang

Base Notes

Angelica Root ~ Balsam, Peru ~ Beeswax ~ Benzoin ~ Cedarwood, Atlas ~ Cedarwood, Virginian ~ Frankincense ~ Ginger ~ Helichrysum (Immortelle) ~ Myrrh ~ Oakmoss ~ Olibanum ~ Patchouli ~ Sandalwood ~ Vanilla ~ Vetiver

How to Professionally Blend Your Essential Oils

Essential oils are categorized into broad groups based on the strength and lasting strength of their aromas. The categories are outlined below:

Floral - (i.e. Lavender, Neroli, Jasmine)

Woody - (i.e. Pine, Cedar)

Earthy - (i.e. Oakmoss, Vetiver, Patchouli)

Herbaceous - (i.e. Marjoram, Rosemary, Basil)

Minty - (i.e. Peppermint, Spearmint)

Medicinal/Camphorous - (i.e. Eucalyptus, Cajuput, Tea Tree)

Spicy - (i.e. Nutmeg, Clove, Cinnamon)

Oriental - (i.e. Ginger, Patchouli)

Citrus - (i.e. Orange, Lemon, Lime)

Oils within the same category will blend well together. Below I have outlined some combinations that blend well together:

Florals will blend well with spicy, woody and citrusy oils.

Woody oils blend well with almost any oil.

Spicy and oriental oils will blend well with floral oils, and oriental and citrus oils. It is always key to never overpower a blend with spicy or oriental oils. The secret to keeping the aroma spicy or citrusy is to first fill the container with a good citrus or oriental mix, empty the container, than fill with a Woody or Herbaceous essential oil combination mix.

Minty oils will blend well with citrus, woody, earthy and herbaceous oils.

Mixing and Bottling Essential Oils

I mix my blends with alkaline spring water (from crystal Geyser) and add 2 teaspoons of 70% rubbing alcohol to the water. I then add the essential oil blends. If you use 100% rubbing alcohol it will be very hard to get the water to mix with the oils. I have also used ethyl alcohol, which gives the blends a slightly sweeter scent, but prefer the 70% Alcohol.

One gallon of water and essential oils will fill approximately 14 eight ounce plastic bottles. After mixing your essential oils, a small part of the mixture will naturally gather at the top of the bottle as a frothy foam type substance, because water and oil don't mix very well. Adding the 2 teaspoons of alcohol does help, but anything over 2 teaspoons will dilute the aromatherapy scent.

It is important to gently shake the bottle when you have added your essential oils to them, but to not rapidly overshake the bottle. Overshaking your freshly made essential oil blends in the bottle will cause them to rupture, leading to an overall uneven scent. Essential oils mix best together when gently rocked back and forth in the bottle between 7 and 12 times, then stored for 2 minutes and then bottled.

The secret to getting the aroma to remain uniform throughout the bottling procedure is to fill the bottles halfway then when you get to the end, refill the bottles to the top. Example with a 1 gallon container it fills 14 eight ounce bottles, so you will fill 7 bottles halfway, then when you reach the 8th bottle you fill it and the remaining bottles up all the way to the top. This is because a "froth" or foam gathers at the top of the bottle after you have mixed the oils in the gallon bottle and if you don't fill them uniformly, then some bottles will smell weaker and some will smell stronger than others.

I usually fill about 5 bottles at a time, then gently re-shake the 1 gallon bottle again and fill the remaining 14 bottles to the top. This avoids the "froth" that gathers at the top of the 1 gallon bottle after you have added your essential oils to the water from going into only a few bottles, making them smell stronger than

the others. It is the "froth" texture that contains a higher concentration of essential oils, than the other parts of the bottle.



Now even if your specialty is not making essential oil aromatherapy or herbal formula combinations, there are really 3 main principals to stick by when making and selling your own goods. 1: If you are going to want to make sales exclusively online, test sell your items spread across various shopping sites across the web such as Amazon and Etsy. If you are bold enough, you may even want to try eBay, but don't expect to sell on eBay long term if you want a solid income. This may have been the case years ago, when PayPal was not indented with complaints, but that isn't the case today.

By selling your items across different sites, including your own site, you help increase the exposure of your items, without you having to pay for advertising or perform tedious keyword optimization for your webpages, which takes up valuable time. My book called:

How to Sell Your Homemade Products Online

is about how to sell your item online. I highly recommended this book, if you are just starting out selling online. It can be purchased at:

<http://www.ez3dbiz.com/craftsmanship.html>

2: Build trust with your first time customers. Many people when they come across a website for the first time, may like the product, but may be unsure as to if your website is genuine or not. One of the quickest ways to build this trust is to have links on your homepage going to your products listed on Amazon.com or Etsy.com. That way your customers can safely pay with their credit cards with compete credit card security provided by Amazon.com or Etsy. I do all three. I list links to my items to Amazon, Etsy and I have my own set of Google checkout pages, which repeat customers will use after they know that I am genuine. Also the majority of customers won't buy products from your site until at least their seventh return visit. With Amazon you must be careful when signing up. If you sign up for their "extra" package you will be charged \$40 every 3 months out of

the blue, and I accidentally selected this option when I signed up, instead of the simple basic package, so you have to be careful you sign up with the simple package unless you want to get “charged fees from out of the blue”.

3: Always confirm to your customer that their item is on its way and thank them once more for their purchase.

So in summary, you have 3 main guidelines you need to follow: exposure, building trust when they encounter your product or service and communication with your customer, keeping them informed of the status of their purchase.

Labeling Your Items

A label that is bright, colorful and clear reflects the message you are trying to convey to your customer. There is one major trend that follows business, in the majority of products out there on the market today, the bigger the company, the more boring the label. Being independent gives you the freedom to make your label into a piece of artwork.

A label should have 3 main points. 1: It should list all the features of your product. 2: It should be colorful and interesting, so that it takes the attention away from the competitions products. 3: It should list your business website and zip code it was made.

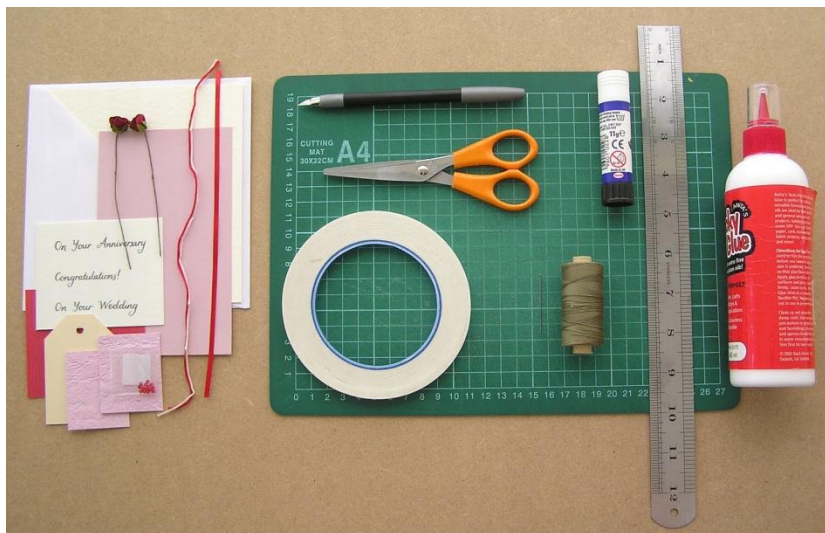
I design all my labels in Photoshop, than burn them to CD in the .PDF format, which can be read by most print shops. I have mine printed out at Staples for the price of 69 cents for a sheet containing 6 color labels at 12 point glossy.

About every 3 months or so, I will update the label with new information or remove irrelevant information and text. This is due to new information and feedback from my customers, as well as new additions that may accompany the product. I also have my labels printed on a light cardboard sheet and then cut out my labels and superglue them to my bottles. I use 12 point white paper thickness that is glossy. Anything thinner will not adhere well to a plastic surface and will slip off if the label gets wet. Also at the 12 point thickness, the ink will never run if the label gets wet. Also if you live in an area of high moisture, where water is in the air, especially if it rains a lot, labels printed on thinner paper will not stick well to the bottle. After I apply super glue, and apply the labels to the bottle, I use rubber bands to hold the labels on the bottle and remove them after about 10 minutes. Leaving the rubber bands on longer than 10 minutes will leave an ugly crease in the labels.

I used to commercial labeling service, which cost me over \$200 per 2,000 self-adhesive labels, but because I update the label text and artwork, due to the

market dynamics changing so fast, I found it more convenient to just have them printed at Staples or Kinkos. You can burn the final labels to a CD or have them put on an memory stick and they will print them out for you. The best paper to use is 12 point glossy, which is the best water resistant label and will not shrink or wrinkle when moist. After cutting out the labels, I apply them to the bottles with Krazy Superglue or any super glue that bonds paper to plastic well. The label is then held into place with rubber bands until it has fully dried.

So in conclusion, making your own labels brings out the inner artist in you and increases your self-confidence. Also when customers ask you questions about the information pertaining to your label, you will be able to answer their questions with confidence, which is reflected onto your customer, and gives them the confidence to trust in buying your product.



Shipping Your Items

When you are ready to ship, always inform your customer their purchase is on the way and include the tracking or delivery confirmation number where possible. I have found shipping via Priority Mail to be the most effective method.

Wrapping your item is key. When you put in the effort to package your customers item like it was glass inside, the customer really finds value in your service, seeing that you took the time in your busy schedule to neatly and carefully package their item. When I first started out shipping items, I was once selling telephone answering machines, which would barely fit inside an overnight priority mail envelope. When the customers received the item, it was like receiving a letter through the mail.

I soon learned that when I took the time to pack my customers items like they were Christmas presents, the effect received by my customers was they received much more than they expected, which resulted in far better feedback responses. So how you package your products is a direct reflection on how much you value your customer and future repeat orders.

Managing Your Home Business

Growing Your Business

If you want to increase your income once you have established momentum and built a trustworthy reputation, you need to increase the number of items you are selling or multiplying what you do. This can have one of two main impacts upon your business.

If you are pressed for time, the quality of goods or services may suffer as you try to make more items, while at the same time handling shipping, manufacturing and customer service, or it can become an advantage by leveraging your already existing customer orders. One way to avoid losing time versus quality is to make your next generation of products of higher quality and then sell them at a premium price.

Another skill you will need to learn is leveraging how much time you put into each task. During this process you have to learn the skill of leveraging your time and to make it work for you. The first method is to take the time to add your new items to your website sales platforms so the online advertising can be done for you. This simply involves adding new products to your Amazon, Etsy, online stores and updating your website. The second is to include your new items with new customer orders. An example would be "Thank you for your ordering our How to Make and Sell Cupcakes book 2nd Edition Hardcover Copy. We have also just released our new book titled "99 Easy Ways to Increase Your Sales, from Street Fairs to Online Storefronts". It is key that the item you offer is also related to the item they purchased. This is why at the bottom of every Amazon page you see this phrase "Customers who bought this book also read.....".

When you can add a product or service similar to what you are already offering, you enrich your customer's buying experience.

The third method, and one of the most popular is to create a mailing list for your customers to voluntarily sign up on, so they can receive the latest releases of your books or be the first to view your new products as they are released. It is key here

to not use e-mail addresses from previous or existing customer orders, but to create an actual sign up page. This then puts your customer into the mindset that they are open and ready to receive your new items.

I'll share a story of my own when I first started selling online, I once e-mailed over 1,000 of my previous customers from my PayPal customer orders and did not receive 1 reply. This was because my previous customers did not intend to receive surprise emails from me. It is key you make a form page that lets them know you will be sending them information over a period of time so they are open to it when they receive your e-mail. This will boost your response rate and if you add products to your e-mails, you will get more responses this way.

By using a voluntary sign up form, you can always start off each e-mail saying, "Thank you for signing onto our new products and information guest list. Our new handcrafted oak hardwood varnished frames are now available. The quality of these frames are unsurpassed in the industry. After these specialized frames have been finely sanded, 16 coats of hand painted dark walnut lacquer are applied resulting in some of the most beautiful art frames available."

As you can see a properly worded e-mail worded like this to your customers attracts interest and generates sales with little effort on your part. The future retailer will spend 85% of their time specializing in their field of expertise, creating quality custom products and between 10% and 15% answering customer questions and marketing their goods or services. Repeat and new business will come from word of mouth and exposure across multiple online platforms.

Quality Control

One of the best things about making your own items is that you have complete control over the quality of your items. In large scale manufacturing quality suffers, because there are few people overlooking the overall quality due to the large output of goods being produced.

If you choose to expand your business, and are worried about losing the quality of your items due to scaling up the size of your manufacturing base by hiring a large number of people, the best method that works is to organize your employees into separate groups of no more than 15 people maximum. This ensures you can easily monitor overall production as it takes place in steps along the way. It also allows you to keep in close contact with each employee.

If you decide to expand further than 15 people, you must "group" this next batch of employees separately in another location, and assign quality control managers, as well as yourself visiting the facility at important production periods to view quality and performance along the way.

By organizing your employees and manufacturing facilities into separate groups along the way of the production process, you maintain focus during the overall production process, which keeps your products at the end of the manufacturing line of higher quality than if they were manufactured at a large factory, where quality suffers due to a lack of focus and the ability to quickly spot imperfections or make necessary improvements.

Many businesses fail when they expand because they hire hundreds of employees and put them into a huge manufacturing facility that covers hundreds of thousands of square feet. This dilutes the ability of you having a manageable size over the manufacturing process due to the scaled up version of manufacturing of your product, as well as wastes valuable space.

If you want to keep the uniqueness and customization of your products to the highest standards, you must maintain the ability to organize your manufacturing at a manageable level. This keeps your personal touch of each item, which is the uniqueness aspect of it, alive and healthy as your business grows. This critical part of growth is one of the long term keys to keeping the quality and customization of your products stable, enabling a steady supply of repeat business.

In conclusion there exists a huge market for customized unique handcrafted goods. Not only is the quality better, but people feel better when they purchase an item that was handmade by someone who put care and attention into making it. This feeling of satisfaction is even more enhanced by your customers if your item is sustainable and/or green, helping to preserve the environment. This shows your business is establishing a long term relationship in preserving the beauty and health of the planet.



Inventory

Thanks to the diversity and never ending selection of wholesalers online, there is a vast network of wholesalers competing for your business.

Because many of them are new or have vastly restructured their business model to adapt to the online marketplace, they don't have what I call "business rapport", which is essentially being in business 10 years or more and having an established business reputation, or they have not yet got to know their new online processing system. A company that may have been in business 50 or more years may have been an industry leader, however if they cannot adapt to the new emerging online marketplace, will end up falling behind.

Due to so many wholesalers with more variety than ever before emerging at this new revolutionary time in history, it does not mean any of them are bad because they have not been in business 10 years or more. You need to seek a wholesaler that is dependable and reliable. One of the keys to a continuing business is to treat your business contacts with respect and courtesy. Although it can be hard to do with a wholesaler, this same rule applies if you want to be successful in your business.

There are a couple of ways to find out if the wholesaler is honest and is offering quality and value for their services. Here are 5 points you need to know:

- 1: Check their customer comments from feedback left on Amazon or other websites, and their daily or weekly postings to Facebook or Twitter.
- 2: They should have a toll free number and mailing address on their website.
- 3: They should take orders over the phone and from their website.
- 4: Their website should be in the top 10 or 20 search listings when you put their company name into Google.

5: Check the independent online ratings of the company, where customers have left feedback or submitted a numerical rating about their experience.

By doing the above, you effectively screen out the wholesalers that are not in business to serve you and could create serious problems for your business. One wholesaler I have used for years is Container and Packaging Supply. The advantage of this company is they have warehouses strategically located at various hub points around the country. So if I am in California, they ship from their warehouse in Salt Lake City, UT. If I am in Colorado, they ship from Boise, ID. This cuts shipping time by about 2 days.

If you want to learn how to market your items online, my book titled:

How to Sell Your Homemade Products Online

Can be ordered at your local bookstore or online at:

<http://www.ez3dbiz.com/craftsmanship.html>

You may read the first 3 chapters for free at the above web address.



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