



Passion: The Only Business Plan you can Trust!

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Hi... I'm Marni!



Who I am.

- I am just a passionate girl that loves health, nutrition and connecting
- I love to eat, I love to create, I love to write and I love to teach!
- Just like you, I have drive, dedication and perseverance and this somehow landed me a business which today I am extremely proud of!



My Story...(in a nut shell)

No health crisis or sob story, just an eagerness & love of food, health, nutrition...

- Honors in Kinesiology & Health Sciences
- Ryerson – Lasted one year in Dietetics
- Certified Nutritional Practitioner – IHN
- Natural Gourmet Chef - NGI



No Plan, No Agenda – Just Passion!

- Started doing before planning – What I did to get the ball rolling!
- No courses taught me anything that I actually implemented
- I am organized, (relatively) but also impatient - this worked to my benefit!
- The thought of a business plan bored me!

The “Out of Order” early stages of My Business

- Started teaching cooking classes in my parents kitchen
- **BLOG** – to share recipes, tips, class updates
- First **TRADE SHOW** (which I could barely afford & was petrified)
- Built my own **WEBSITE**
- Got a **BRAND**, a **LOGO** and a business **COACH**
- Opened a **BUSINESS ACCOUNT**

The somewhat “In Order” Stages of My Business

- Got a “real” **WEBSITE** and started taking my business seriously (it took payments)
- Started to learn how to **MAKE MONEY**
- **CREATED MORE** classes, retreats, workshops, events
- **SPEAKING** and food demonstrations
- Got a **BOOK DEAL** with Wiley, followed by another (**Fermenting & Plant Based Diet for Dummies**)
- Opened up my **FOOD STUDIO & LIFESTYLE SHOP** and started all over again!

Steps to Building a Team

- You can't do it all alone!
- Hire someone part-time to do the little things to keep things moving, so you can focus on big things
- If you can, bring on more people for different roles over time
- Provide opportunities for internships and coop placements



Two Kinds of Teams...

Internal

Administration
Emails
Phone Calls
Social media
Newsletters
Editing
Community relations
Basic Graphics/Posters

External

Business Consultants
Web Developer
Graphic Designer
Marketing Coach
Mentors
Social Media Strategy
Bookkeepers
Financial Advisors

Creating a Community Online

Social Media

- Utilize the platforms are best for your business – to save on marketing costs
- Balancing posts/tweets - sales and info

Newsletters

- Keep people up to date, give stuff away (recipes or tips) to keep people opening and then eventually buying!

Blog Posts

- Get information out, keep a flow of posts, vary the type of posts – recycle written content (All good for SEO)

Start selling what you love online

I am a people person, online digital marketing is a whole other business model. I have so much to share and people who are interested...

EBOOKS

- Info based on areas of passion, knowledge and what people want (free or paid)

MEAL PLAN – Plant Powered 30 Day Meal Plan/year

- Work in progress! Trying to connect with my community abroad so they can experience what I have to offer.

The Art of Networking and forming Strategic Alliances

- Meet people!! At events, meet ups, tradeshow or just get together – you may just get luck (how I got on Breakfast Television)
- Align with companies (products or other) that compliment you and that you want to work with
- Send emails, make phone calls, define how they can help you
- Work together, collaborate, team up
- Meet others in business like you, share ideas, come up with new ones

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4 Things to Know about creating a **Brick and Mortar Business**



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But First...
Dreams do come true!



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Sometimes at a cost...



But totally worth it!

#1 LOCATION! LOCATION! LOCATION!

- Do your research – site see!!
- Find a place you can work with (renovate) so you can make it your own!
- **The Challenges** of the second floor
- **The Benefits** of being “by appointment”

Other things to consider with your location...

- Is it Public Transportation Accessible?
- Is there Parking Available?
- Is there Walking Traffic?
- What is the Demographic of the area?
- Is Construction going to be a problem?
- Street traffic and noises

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2 OVERHEAD – Oh Boy!



Two Words for you....

If this is the direction you want to take your business then you must consider getting a...

BANK LOAN!

(Unless you have an investor, capital or some other financial means)

And remember not to rely on contractors, designers or anyone but YOU during the building phase!

Getting creative to pay the bills!

Now you have a lease, staff, equipment, leasehold improvements to pay off- so it's time to work hard!

- Get a **line of credit!**
- **Keep the momentum** going doing what you love – the early stages are tough!
- Use the space **for rent** for off hours
- Find **ways** to earn revenue while keeping your integrity (writing, video work, consulting, classes)

#3 Connect with your Community and Neighborhood

- Build a rapport with local (families and shops)
- Have signage on the street (A-frame)
- Get people to come in – offer samples, do giveaways let people know
- Work on communications, workshops with like minded businesses in area
- Circulate flyers, post cards

#4 Just Remember...No one will ever care about your business as much as you do!

- You are always going to be your best employee
- Prepare for late nights, long hours, cleaning, taking out the garbage, early mornings and having your eye on everything all the time!
- You can build a solid team, but your “space” will always be YOUR baby!
- Having the key that unlocks/locks your door is the best feeling in the world!

My Slice of Heaven...I built it, I created it all by myself because of Passion!



#UHPodcast

What's else am I up to? The Ultimate Health Podcast

The Ultimate Health Podcast is hosted by myself & Dr. Jesse Chappus. Available in iTunes for amazing information on your health with guest experts like Joe Cross, David Wolfe and Vani Hari!



UltimateHealthPodcast.com

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