Selling Your Excess Eggs for Fun & Profit

By John White | **ChickenCoopGuides.com**



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Attirent les merlebleus, les pics et autres oiseaux
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Chicken Tip



The average hen needs four square feet of space no matter what kind of coop you build. You can have larger spaces, but that's the minimum they'll need to be happy, healthy and unstressed. They'll also need at least 8-inches of roosting space, most experts advise 8-12 with 12 being optimal, but 8 acceptable.

Introduction

The Chicken Business

"Stop trying to find the formula that will instantly make your idea into a winner. The best marketers are artists. They realize that whatever is being sold is being purchased because it creates an emotional want, not because it fills a simple need."

~ Seth Godin

Is there really a demand for more chicken farmers and egg sellers? You bet there is! The United States is the world's second-largest exporter of broiler meat behind Brazil. According to USDA reports, between 2004 and 2008, exports of US chicken meat and ranged from 4.8 to 7.0 billion pounds. Those billions of pounds of chicken accounted for between 14 and 17 percent of total meat production in the world. So, internationally it's a growing market, particularly for the major producers who raise and process thousands of chickens a day. The market is full of potential for the small players too. People who only want to raise a dozen or so chickens and sell a few eggs to their neighbors won't have problems doing so. Neither will the mid-size farmer with a few hundred hens.

Chicken farming is a huge opportunity with a lot of small to big players and farmers. So does the average person really have a chance at making a living raising chickens? You bet they do! In fact, the demand for free range and "organic" chickens and eggs outstrips the availability of them, particularly in small towns and cities.

Small chicken producers who take care of their flocks, and care about their customers and provide a quality product are rare, and so they are in huge demand.

This means you could very easily step into the business of a lifetime! The demand is there.


“ If I hadn’t started painting I would have raised chickens,”
~ Grandma Moses,
Famous American Folk Artist

Customers want their meat to be fresh, pesticide, antibiotic and stress free. They want to eat chickens that lived out their lives on a farm, or at least in a chicken-friendly back yard by owners who care and take care of the animals before processing them.

What about the people who raise the chickens, sell the meat and eggs and chicken coops? That would most likely be you!

People who raise chickens and have small chicken operations do it because they love chickens. They may start off raising a few chickens because they want to know where their eggs are coming from, or to save money on their grocery bill, or to start a business that helps pay the bills. You don't get crazy rich raising chickens, but you can do very well for yourself with the right business model and hard work.

What people who raise chickens soon discover is that chickens are not only addictive and fun to raise, but that the step from raising them for their personal use to turning them into a small business is not a very big step to take.

Chickens are easy to "scale" meaning you can control the growth and type of your business fairly easily. You can grow at a rate that's comfortable for you, and that at as a smaller operation you can start out for less than $100 and grow at a pace that fits your time, budget and resources.

If you decide you don't want to be in the chicken business anymore, it's fast and simple to sell, trade or even give away your hens and coop and go into something else.

It's the sort of business that children can run, or that a child and parent, siblings, or a single entrepreneur can start and operate.

Unlike many businesses, chickens have a built-in emotional component. People buy, raise, sell and get involved with chickens because they have an emotional connection to them.

This emotional connection makes it easier to sell not only the chickens, but everything having to do with chickens, with their upkeep, health, eggs, meat and related accessories. We'll cover that later in the book. The point is, chickens are one of the fastest growing opportunities in the world today.

Who might be interested in buying chickens you want to grow, or eggs you want to sell?

Health conscious people. If PETA (People for the Ethical Treatment of Animals) have done anything, it's raise awareness of the conditions, the antibiotics and the lack of taste and healthiness of the meat from chickens raised in commercial plants. People want to know the chicken they're eating was raised on a farm, running around the fields and woods, eating natural bugs, grains and food and not fed a lot of drugs to make it fat fast. They want to know the eggs they're buying are fresh, not weeks and months old. They want healthy, safe food. They will not

only buy your eggs and meat, they're willing to pay more than the usual grocery store price to get healthy, farm raised chickens and eggs.

Survivalists and Preppers. The economy is going to crash. Maybe not tomorrow or next week, but it's going to crash. People who believe this and prepare for when the "Sh** hits the fan," want to buy from someone they know, or know of. They want and need chicken coops, chicken coop plans, chicken raising accessories, and help getting their flocks started. These are the people who will refer their friends to you and keep you busy helping others raise chickens for their families.

Hobbyists. Not everyone wants to start a chicken business. Many people just enjoy having a small flock of 6 to 20 or so hens and a rooster. They enjoy getting their own eggs and selling or giving away eggs to their friends and family. They look for a local supplier who can sell them accessories, coop plans, watering bowls, feeders and the day-to-day supplies they need to keep their flock happy.

Restaurants and cafes. Many small restaurant owners love buying local produce and meat and eggs. They even dvertise the fact they use farm fresh, locally raised chicken and eggs to their customers. They know that local chickens raised on a farm, on a natural diet of bugs, grain and food actually taste 200 times better than the commercially grown, processed and frozen chicken most of them get. If you do nothing more than supply two or three of your local restaurants you'll have plenty of business, plus referrals from them to their customers as well.

Military Bases. If you live in a state with a military base, you know it. What you might not have realized is that everyone on that base has to be fed at least three meals a day — including breakfast. Many military bases reach out to local farmers for fresh produce, eggs and meat. Not only does it support the local economy, but the food is fresher, cheaper (It doesn't have to be trucked in) and the cooks prefer it because it tastes better.

Neighbors. Most small chicken operations find out they only have to tell a few neighbors they're selling fresh eggs to learn they can't keep up with the demand. Word-of-mouth travels fast. You may find you don't have to do more than give out a few sample cartons of eggs to develop a loyal customer base just among your neighbors. A family of four can consume 12 to 36 eggs a week, as breakfast items, and as ingredients in bread, egg salad sandwiches, salads, cakes, meatloaf, and other meals.

Camps. Summer camps, scout and church camps all prefer to buy local chicken and eggs for their campers.

Neighborhood groceries. Neighborhood groceries, like the small "mom and pop" centers who specialize in niche foods and hard to find or buy foods like fresh eggs and chicken will welcome your chicken and eggs.

Schools. Many schools have contracts with larger producers because of the demand, but

if you can supply them with fresh meat and eggs locally, chances are they'd be interested in buying locally.

Pet stores and pet owners. Believe it or not, dogs and dog owners love the freshly processed chicken feet you end up with after processing your own hens. They're willing to pay good money for a bag of the nutrient dense feet. Not only are they safer for dogs to chew on than rawhide, they have a wealth of vitamins, minerals and nutrients owners can't get in any processed pet treat. They may look gross and unappetizing to you, but your dog will go crazy for them. Safe to consumer and no bone splinters to worry about.

Still not convinced there's money to be made? If you don't want to sell live chicks, chicken meat or eggs, consider selling the collateral goods that chicken farmers need — chicken watering bowls, food dispensers, heaters, clippers and always — chicken coops and chicken coop plans!

Farmers Markets. Farmers markets, at least in most areas, are well attended by people who like their produce fresh and organic and their crafts homemade. They also tend to like farm fresh eggs and organic chicken fresh from the farm, processed within the week. Restaurant chefs and cooks often visit local markets to buy fresh food for their restaurants. Selling at a local farmer's market at least once a month if not every week, is a great way to the word out about what you have to offer. Make sure you have business cards and price lists on hand for people who ask for them.

So, you can see, the market for eggs and chicken is wide open. If you're selling chicks or live chickens to potential farmers you might want to point out they have great market potential too.

If you prefer to sell non-animal related items consider selling chicken plans and chicken coops. Your local agriculture supply store, hardware store or feed store may be willing to work with you to offer items they don't carry or want to carry — like coops and runs and plans.

Hobby farmers, people who raise chickens and livestock for the novelty, or because they want a "small working ranch" experience without a lot of big ranch headaches, often prefer to buy "package" deals. This means they're willing to pay more to have someone else put together a chicken, coop, chicken accessories (food and water bowls etc), pine straw and chickens package — in a turnkey operation. You set it up, they take it over. You can charge much more for this. If you're in the right demographic area, business could be quite lucrative. If you're in a rural, highly self-sufficient area, you may not have the business you want.

If you're a chicken expert, or are willing to become one, you can become a chicken coach — offering advice, services and your expertise to new chicken farmers.

If you're an artist, considering a creative approach to your chickens — selling your photos to stock photo sources such as iStockphotos, Depositphotos and others. Or, design and

create logos, shirts, brochures and other items for people who are raising and selling chickens and need to advertise and let people know what they're doing and what they charge.

Websites like Snapfish, Smugmug, Moo.com and others allow you to upload your photos and create calendars you can sell as well.

Many sites are "drop ship" sites, meaning the item is created and shipped directly to the customer. You don't have to pack or mail anything. Drop shipping is so popular and easy that many businesses prefer to use it as a business model.




"Given the chance, people will
buy from people who care."
~ Paco Underhill

Chapter One

Becoming a Chicken Entrepreneur

"Business is never so healthy as when, like a chicken, it must do a certain amount of scratching for what it gets."
~ Henry Ford

If you're reading this book, chances are you're either taken the plunge and are starting your chicken business; or you're still exploring the possibilities and are looking for more information about what's involved before you commit. Maybe you're just curious and exploring all your options.

No matter where you are on your journey, this book will tell you what to do to get started, what is involved, and how you can succeed.

Everyone's business will be different, depending on what country you're in, whether you're raising chickens in a backyard in the suburbs, or you have a large farm or several acres you'd like to see flush with chickens. But a few things remain the same. I'll give you the basics, the details are up to you.

For instance, if you're going to raise, butcher and sell chickens, or their eggs chances are there are zoning laws in place that tell you what you need to do, any permits you have to have, and what restrictions are in place for the area where you live. Some states allow you to sell directly to the public only if you sell from your farm. Other states don't allow sales to the public with proper licenses and inspections.

There will obviously be fewer restrictions on chickens on a farm than chickens in a

backyard in a fairly populated neighborhood. Why? Because chickens smell.

Their poop and straw and everything connected with them can mean your municipality may limit or forbid raising chickens inside the city. That's good to know before you build a coop, buy 50 birds and start your business.

Some localities require licensing, a business name, business license and even require you to pass certain health inspections to sell eggs, or meat. Because there are thousands of municipalities, cities and counties — each with their own laws and regulations, I can't give you all the details for your state since they are all different and change frequently. I can point you to the places you'll need to check with before you build a coop or buy your first chicks. Check the "Resources" section at the end of this book for more information and website links.

Once you've decided you want to pursue raising chickens for their meat, eggs or feathers, There are 10 steps you'll need to follow to be a success.

(1) **Determine what your legal options and limitations are concerning your chicken operation. I**f you live in the city or suburbs, you'll have more restrictions for raising chickens than if you live on a farm. Contact your local zoning office to see what restrictions you may face if you choose to raise live birds. Some ordinances don't allow chicken as livestock, but do permit you to have a limited number of chickens as "pets."

Many states require that meat chickens be processed in a USDA-approved facility in order to be legally sold to the public, unless they are sold directly from your farm. Other states, if your poultry operation is small enough in scale, allow you to sell whole chickens directly to restaurants.

Because there are so many possible laws and regulations, start by talking to your local county extension agent. You can find their phone number in the phone book under government agencies, or simply Google the name of your county and the term, "Extension agent. You can also call your state poultry or agriculture specialist about local and federal laws concerning your operation, any claims you might want to make about their health value and other statistics. Oddly enough you probably won't need a building permit for your coop (unless it's permanent or built over a certain square footage on a foundation) but you will need certain permits (in some places) for your chickens!

(2) Read everything you can on raising chickens and visit some local chicken farmers.

Join some online chicken forums or groups, like those at my website. There you'll meet other chicken farmers and learn what you can expect from starting your own chicken business. The feedback, articles and information are invaluable, but what you'll really appreciate, especially in our forums, is the fact you're talking to people who walk the talk.

Chicken Tip



According to the USDA, as of April 19, 2010, the average price for a dozen extra-large certified organic eggs in cartons runs between $2.55 and $3.16. You probably can lean toward the higher end for your nutrient-dense eggs, depending on where you live and what the market dictates. Many markets since 2013 are getting $3.50 a dozen and in large cities prices for farm fresh eggs go for as much as $4.50 a dozen.







They're either at the same stage you're at, or they've already been through the first stages

and have great tips and suggestions you won't find anywhere else on the Internet or in books. You can go to the forums with questions about everything from suppliers you can trust, to what do when you have sick hens.

If you can, visit several local chicken operations, including some smaller and larger than the size you think you'll want to be. Ask questions. Spend some time learning about what is involved. Volunteer to help with chores, including mucking out the chicken pens, feeding and whatever is required around the farm. It's the best way to determine if your vision and dream of raising chickens is close to the reality of raising chickens.

(3) Create a Business Plan

Before you buy, build or borrow a thing for your business, you'll need a business plan. A good business plan isn't set in stone. A good business plan doesn't have to be a huge, complex or extensive document with all the data and details. In fact, it's better if it doesn't!

With a basic business plan you'll feel better about changing, flexing and adapting your plan or vision to suit your reality. If your business plans says, for instance, that your primary plan for selling your chicken and eggs is at the local farmer's market, then you may not notice an opportunity to sell to a local restaurant.

A good business plan is just that, a plan — not something written in stone that can't be adapted, changed or altered if the opportunity arises. It shouldn't be so loosely structured that you don't have milestones, goals and set objectives to meet either. There does have to be a happy medium.

Your plan should have a list of goals you want to

achieve, such as “Build a 50-chicken coop and be selling two dozen cartons of eggs a day in the first six months of business.”

To meet those goals you’ll have to determine how much a coop that size will cost, plan for the purchase of the plans, the wood and the labor, etc. Plus, you’ll have to determine where to buy your chicks and what you’ll need in terms of food, grain, grit, straw, water, bowls , etc.

Your business plan shouldn’t be a 50-page tome on chickens. All you have to do is answer these four questions:

- What is your product or service?
- Who are your customers?
- When will things get done?
- When are bills due and when do you get paid?

Part of creating the business plan is deciding what you’re going to sell — eggs, meat, chicks, pullets, chickens, chicken coops, chicken coop plans, chicken runs and so on. Don’t just set an arbitrary number, or something that sounds “about right.” Be a businessman/woman.

Add up the costs of what it takes for you to open up for business. That may be the cost of buying the chickens, feeding them (grain costs per month), medical care, pine shavings for their coop, the cost of the coop, the cost of egg cartons, electricity for lighting or heating the coop, disposal of waste — anything related to your business. Keep all your receipts and do this again every month or every six months to make sure you’re not missing something.

Divide the number of eggs (180 per hen per year) into that figure to see how many eggs you will have to sell to recoup your expenses, and to make a profit. If your expenses are $100 a month for feed, pine straw, supplements , etc., and you sell your eggs for $3.50 a carton (one dozen), you’ll need to sell at least 28 cartons of eggs to cover your expenses. Everything over that is profit.

You’ll need to have 336 eggs (more in case of breakage) per month to create 28 cartons of eggs. Hens lay about 12-15 eggs per month. So, you’ll need at minimum 24 hens to break even on your costs.

Just for fun, sit down with a calculator one afternoon, or evening, and start punching in numbers to see how much you could make, what it would cost and what your potential profit could be. See the details about these four steps under the resources chapter at the end.

(4) Raise, borrow or bootstrap your operation costs. If you’re dirt poor, but motivated you

can literally start your chicken business with no money at all. You can often find chicken farmers or hobbyists who just want to get rid of two or more of their chickens for whatever reason. They may be getting out of the chicken business, want to liquidate, have fallen ill, or their operation is so big they need to cut back. Whatever the reason, keep a lookout on Craigslist.com, in your local newspaper, or on chicken raising forums. Let friends and family know you want to start a business and just need chickens. Never start with less than two chickens, and strive for at least six or more.

You can find, make or repurpose bowls, buckets, and a variety of items to create the feeders, water systems and even your first chicken coop and "bootstrap" your business the old fashioned way — by literally building it from the ground up.

For $50 to $100 you can buy starter bowls and feeders and a half-dozen chicks. It's free to become a ChickenCoopGuides affiliate. Just go to http://clickbank.com to sign up and get more information. I advise starting small (unless you've raised chickens before and know what you're getting into).

You'll need to know what to charge for your eggs, so consider all of your expenses, including production, marketing and promotion, packaging and delivery costs for the entire year. Chicken feed will probably be your greatest expense, but you can reduce it by selecting a breed of hen that will forage for food. (See my book entitled: ***How to Choose the Perfect Breed for Your Flock—the Ultimate Guide***.

Budget in one-time or unexpected costs like coop remodels, fencing and replacement of chickens that don't make it.

Add all of your expenses together, even the small stuff because $5 here and there adds up fast.

Now that you know what it will cost to run your operation, estimate how many eggs each hen will produce: A good average per hen is 180 eggs per year. Some breeds produce more, others less. Multiply that 180 by the number of hens you have, or plan to have, to get your total number of eggs for the year. Then divide that number by 12 to get your estimated total number of dozens for the year. Finally, take your total expenses and divide that by your number of estimated dozens to get the minimum price you should charge to break even.

(5) **Find a supplier.** If you're going to be selling chicken raising accessories, or even chicken coops and eggs, you'll need a dependable, affordable supplier of whatever it is you're selling. Alibaba.com is one such site for finding anything you want to source and resell.

There are others vendors out there. But beware. Take your time, do your due diligence and pay attention to reviews by other buyers of each vendor. Start with small

orders and see how they handle those before you invest a huge chunk of change into a vendor who disappears with your money. If something sounds too good to be true, it usually is. So, a word of caution is recommended here. Some manufacturers can be a bit dodgy or lax. Shop only from verified manufacturers.

One sure way to determine if a manufacturer is legitimate is to request a free sample (you'll have to pay the shipping of course), so that you can check the quality of their product. They may ask you to pay for the sample too, but are usually willing to put that purchase towards any order you make with them. So, if you pay $50 for something they'll give you a $50 credit for that item if you order more.

Check locally to see what other stores are offering and find out who their suppliers are. Check the Internet for local or regional chicken forums and message boards to find out who, what and where other chicken farmers and businesses are getting their supplies. They may be reluctant to share or not. It depends on the group. Become a part of the group before jumping in with questions and you're more likely to get the help you need.

A word of caution is recommended here though as some manufacturers can be a bit dodgy and it's important to only shop from verified manufacturers. All honest manufacturers should accept sending your a free sample (you pay shipping) so that you can check the quality of their product.

Not only is Alibaba a marketplace, you can also use drop shipping from various merchants there as a business model.

(6) **Start setting, or set your 1, 2, 3, 5 and 10 year goals.** I know you probably haven't bought your first pullets yet, but it's not too early to start setting some goals and making some lists for your business right now. Those goals may begin with determining how many chickens you plan to have, then siting and building your chicken coop and run based on your 1, 3 or 5 year plan. If your goal is to have 100 chickens in three years, consider that goal when determining what size coop to build now. You may want to build for 25 to 50 hens and then add a second building later. You may want to build a 100-hen house now, even if you only have 20 hens.
Your goals should include sales numbers and markets, employees (if any) and potential additions or expansions as well.

(7) **Decide on a business model.** A business model is simply the nuts and bolts of how you plan to generate revenue and profits. It details your long-term strategy and day-to-day operations. For instance, your business model may be door-to-door sales, or setting up and selling at Farmer's Markets and then using those market sales to find

new customers who will buy from you outside market days. Your business model should include how you plan to price your product (discounts, bulk discounts, etc.) Consider how you plan to distribute your product, how to keep your customers happy (Customer service — how will you deal with unhappy customers?) and how you plan to sell (on the Internet? In person? Direct mail — like postcards, fliers or inserts in your local newspaper?) It's simple, but get a notebook and write it down anyway. It will be your guidebook to many questions in the days and months to come.

(8) Decide on a business and/or marketing strategy. This can sound scary, complex and overwhelming, but don't let it be. It's not. A business or marketing strategy is simply how you plan to get tell your potential buyers that you're selling eggs, or meat or whatever you're selling. This can mean starting a blog and talking about your product (eggs, meat, coop plans etc.), or about chickens. You might want to start a YouTube channel and post videos of your chickens, or eggs or of your family tending to the chickens. A marketing strategy is just an approach you take to raise awareness of, and a demand for your eggs. If a local restaurant uses your meat or eggs, see if you can get photos or recipes of the eggs/meat in use. Maybe you can film a video of the chef talking about how important it is to use fresh eggs in all recipes. You may be asked to donate the eggs and meat used in the filming, but that is normal and part of doing such a show. You might want to offer to make breakfast yourself on the set of your local radio or television station talk show.

(9) **Create a brand, logo and business collateral for your business.** This sounds scary, but it's just another way of saying you're going to at least need business cards, a business name that conveys your business personality. For instance, "Eggs for Sale" creates a different image in the customer's mind than "Don's Organic Eggs." When you think of a company, the brand is the feeling you get when you see or say their name. "McDonalds" may bring up an image of inexpensive burgers, fast food, good fries. "Outback Steak House" may make you think great steaks, expensive, fine dining. Do you want customers to think of your business as a place where they get cheap eggs, or great, fresh organic eggs at a good price? That's branding.

You may want to create brochures or fliers to give out to people so they know how to contact you to buy your eggs. Handing someone a business card with your name, address, phone and email address is much more professional and easier than searching for a piece of paper and pen every time someone asks how to find you.

Most office supply stores offer inexpensive cards, or you can get the highest quality cards at http://moo.com. You'll pay more for them, but they'll be very, very high quality cards.

You can create your own price stickers using a home computer and adhesive labels, or you can also buy those from your local office supply, or Moo.com.

(10) **Join any organizations related to your business.** This can include, but is not limited to The Chamber of Commerce, any local or national poultry associations, clubs, and business organizations that can help you promote your business. If there is a local SCORE office near you they can direct you to such organizations.

The SCORE Association (Service Corps of Retired Executives) is a nonprofit association dedicated to entrepreneur education and the formation, growth, and success of small businesses nationwide. SCORE is a resource partner with the Small Business Administration. SCORE Association volunteers serve as "Counselors to America's Small Business." Working and retired executives and business owners donate their time and expertise as volunteer business counselors and provide confidential counseling and mentoring free of charge.

S.C.O.R.E. is an excellent place to go to receive help setting up your business, learning how to do accounting, and acquiring other business skills for no to little cost. Their website is: http://SBA.gov

Finally! It's now time to LAUNCH! Launch is the term for "Open for business." You may want to do a soft launch first. Give yourself a week to a month to sell, work out any bugs, or make any changes to your operation before letting the world know. Sell to family and friends and whomever learns about you. Then, when you feel ready to tell the world about your business, send out a press release, have a ribbon cutting ceremony (Schedule that with your Local Chamber of Commerce).

Part of letting your local customers and potential customers know about you is through writing a press release. The release shouldn't be all about you and the business. But it should tell a story, offer advice or provide information that will benefit the newspaper's readers.

The sample press release to the right is an example of how to write a "Story" the media will pick up on. The release is more about why eggs are healthy and not so much about the Smith's opening a chicken and egg business. The newspaper editor doesn't want to promote Smith's new business. That's what ads are for. But he is interested in sharing information with his readers about the importance of organic, free-range eggs and chicken. The editor can see the value in doing a story

about the health aspects of eggs because it benefits his readers.

John Smith doesn't have to worry about convincing the editor to mention him. The editor will need a "source" to quote in the story, and that will be John Smith. They'll also want to illustrate the story, so they'll send a reporter out to photograph Smith and his business.

Getting a story about your business in the local paper is better than putting an ad in the paper. Anyone can pay for an ad, but the public perceives you as a more legitimate business if the paper does a story on you.

When your local paper does do a story on you, be sure to have the story framed and preserved so visitors to your farm can read what the local news had to say.

Take advantage of certain times of year to send out additional press releases and to invite the media to the farm. During Easter, a time when many people buy chicks as Easter presents, it's a good time to contact the media and offer to let them film your chicks and tell readers what families need to know if they're acquiring a baby chick.

Always be friendly to the media. Never ask them if you can "Review the article before its published." That isn't allowed and many reporters will become offended if you ask. They may offer to let you read a part of the story for accuracy, but if they don't, don't ask. It's better to give them a sheet of paper with all the facts and numbers written down (sometimes called a press kit) so they can refer to that if you're worried about them getting their facts wrong.

Press Release Writing Tips

Always tell a story about your product, people, staff or customers that newspaper readers can use or would be interested in. Instead of saying, “We have the best eggs in town,” write something about, “Five ways to tell you’re getting the best eggs in town” and then list five tips for how someone can determine if their eggs are fresh — like sell by dates, or floating eggs, or candling. The idea is that people will want to read about eggs and chickens first, and you last. This is how you get the media to use your press release — by talking about eggs and meat, and not about yourself.

Even if you win an award or prize the press release should be a story about why you won that prize and how others can win a prize too. Many farms might write a press release saying, “Farmer Jones and Happy Eggs Farm won first place for biggest eggs last Saturday”

You, being a smarter businessperson, would write, “Organic supplements a secret sauce helped Happy Eggs Farm chickens win first place for biggest eggs.” See the difference? One is bragging, the other is suggesting that if the reader reads the story they too can produce giant eggs, or want to buy giant eggs.”

Either way, the newspaper editor is going to be attracted to the second press release because it talks about something (secret sauce and organic supplements) that will attract readers (who buy the newspaper) to the story.

Contact Info:

When you put the name, address and phone number of your contact person on the press release you must do three things:

Make sure the contact person is cleared or able to talk to the press. If you have employees who can answer the phone and take calls from the media, that’s one thing. What you have to do is determine who is allowed to speak on the record to the media and who is not. If you don’t want someone talking to the person who cleans out the barn, don’t put their name on the press release. The press will call and interview whoever is on the release. That person should be the owner, or the most articulate person you have working for you.

Make sure you put all the phone numbers you have, cell phone, office phone and work phone numbers. The media must be able to reach you quickly and easily, 24/7. Better to have to get up at 3 a.m. to talk to a reporter on deadline, than miss their call and the opportunity to be in a story in the paper!

Your Name
Your Address
Your Phone Number
Your email address and website (if you have one)
Contact hours: 24/7

FOR IMMEDIATE RELEASE

Eggs Are Actually GOOD for You Says Local Farmer

In spite of the debates among health care professionals over the years, recent studies show it's actually healthy to have an egg a day. It provides much needed protein and other nutrients most people can't get. Eggs are also affordable, and if organic or free range eggs, they're also quite tasty.

"It costs less to stay healthy than it does to see a doctor," said John Smith. Smith says that's why he and his family of four decided to start an organic egg and chicken farm — to help keep people healthier by providing them an alternative to the antibiotic, closed cage poultry production where most processed chicken comes from.

"Our chickens are free-range chickens," Smith explained. "They run around in a fenced-in pasture, eat bugs and grain and all-natural supplements. We collect and sell their eggs daily. You can get any fresher than same day eggs."

Smith says the chickens are hand-raised and processed by his family on the farm. By allowing chickens to run and develop naturally their meat tastes better, their eggs taste better and both are better for you healthwise, he said.

"You can tell a chicken that's been raised free-range," Smith said. "Their meat is firm and has both texture and flavor."

The Smith's three teen-aged children help out on the farm and even help process the chicken. It's a great way to work together as a family and Smith is hoping the family business grows to include grandchildren in the coming years.

Chicken farming is the fastest growing business in the country. The US is the number one exporter of chickens and eggs in the world.

If you'd like to know more, contact John Smith at John@EggZactlyEggy.com or at (555) 123-4567 anytime.



Chicken Tip



When planning your business, start small and master that business before expanding. You can become an expert just as quickly with six chickens as you can with 60. Expansion can happen one week, two weeks or months down the road. It's like learning to drive. Master the gas, brakes and acceleration before heading off on a cross country trip.



Chapter Two

The Business Plan

"Expect the best, plan for the worst, and prepare to be surprised."

~ Dennis Waitley

Creating a Simple Business Plan

No matter what the size of your business, all you need to do to create an effective business plan is answer these four questions:

1. What is your product or service?
2. Who are your customers?
3. When will things get done?
4. When are bills due and when do you get paid?

Simple, right? Let's start with question number one:

1. What is your product or service?

This is simple. What are people going to give you money for? Eggs? Meat? Chicken raising accessories? Chicken coops? What is it you plan

to sell to make an income from? Don't worry about how much income.

Just think about what you expect to get money from. What you're really doing is trading value for money. The value a car dealer offers is transportation, and a vehicle. If you're selling eggs you may be offering the value of nutrient rich, organic eggs that help people get or stay healthy.

2. Who are your customers?

I'm not just talking about "people who want eggs." Dig a little deeper. Write down all the potential customers you think you can reach. Customers can come from different backgrounds, industries , etc., such as Farmer's Market shoppers, chefs from local restaurants, neighbors, your book club or other groups you belong to and so on. Write 'em down. If you plan to set up a roadside stand, or sell inside a local grocer, those are potential customers to list. Will you be selling online? List every place you might be selling your product or service. Why? Because marketing and selling to each type/group will require different strategies and tactics. The first step though, is to identify these groups .

Then you need to identify how many potential buyers there are in each group. How many potential customers do you have in your neighbor's group? Are there potentiall 10, 20 or 100 people who will buy from you through word of mouth from neighbor to neighbor? How well attended is your local Farmer's Market? Are there at least two or three restaurants who have expressed serious interest in buying from you on a regular basis?

You can look at your competitors to get an idea of the market size. If you're thinking of creating a website and selling items online, check out your competitors. Do this by determining a website's reach and traffic. Use third party traffic trackers like Alexa, Compete, HitWise, Quantcast, or comScore to see what you're up against. If you want to play big, and go head-to-head with public companies, check out Hoover's, LexisNexis, and S&P's industry surveys. It's important to know your customers AND your competitors. Think about it. If you were one of your potential customers, where would you go to get the product and service you're thinking about selling? Those places are your competitors.

3. When will things get done?

Now that you know who your customers, or potential customers will be, how do you plan on letting them know you're open for business? Are you going to buy ads? Hang up a sign on your garage? Post a sign in your yard? Tell all your Facebook friends? Build a website and send people emails? Start a newsletter? Throw a party and invite your friends to help celebrate and spread the word? Post fliers around your neighborhood? Write it down, along with a plan for when everything gets done.

Now comes the fun part. Ask yourself where you see your business in 2, 3 and 5 years. What about 10 years down the road? It's okay to day dream and indulge yourself here. Five years is a long way away and you'll need the motivation of your dream to help you plan and execute it so you're still around in 10 years. Once you start executing your plan (setting and reaching milestones), you can adjust your plan to be more realistic and focused. Don't get bogged down in details and numbers and spread sheets here, but be specific enough to get out of dreaming mode and into reality.

You can't plan for every potential problem, but you can anticipate the common ones: hard freeze killing all your birds, a fire that burns down your coop, predators that eat or kill most of your flock, or vendors not delivering what they promised, Illness or disease and so on. Plan more for how you'll respond (financing the replacement, insurance and emergency funds) more than the details of what to do next. That will come if anything ever happens.

Determine what specific steps you can take today

For the first milestone (within 3 months), what are tasks that need to be done? For each task, what is the next action step? Who's responsibile for doing it? When will it be done?

The more specific and actionable your answers, the more likely you'll move this project along. Write down some actionable tasks you can knock out today, this week, and this month.

4. When are bills due and when do you get paid?

This is the heart and core of your business. What are you going to make or produce, what is it going to cost to produce and sell that, and what is it going to cost you every month to stay in business? Feed? Water? Electricity? Rent? Pine shavings? Egg cartons? Supplements? Gas to deliver your goods, or postage to mail them?

Write down all the things you might have to pay for while launching or running your business. Your expenses will fall into three categories: fixed expenses, variable expenses, and capital expenses.

Fixed expenses. Fixed expenses are the things you have to pay for every month, whether you're open, selling or not selling. Whether you have a good month or a bad month, you've got to pay these bills: Your rent or mortgage, any employees you have, phone, car payment, insurance and so on. These are your fixed costs. You have to pay for them every month whether you sell something or not. Add up your fixed expenses, and you have the baseline cost of running your business.

Variable expenses. Variable expenses are just that—variable. They fluctuate monthly, weekly, even daily. They're the expenses tied to your sales. What does it cost to ship, or deliver an item? What do your ads cost ? And so on.

Capital expenses. Capital expenses are one time purchases you need to make, usually before you even open your doors for business, in order to open your business! You may need to hire a web designer, buy or build a chicken coop, or a flock of chickens, and so on.

Use this spreadsheet (XLS), plan your startup's first year expenses and income. Think about when you'll break even — meaning how long will it take you to earn back all the money you spent putting this business together? It might take a month, or in the case of a large business, it could take years. You can make your best guess. It's something to keep you focused and aware of where your money is going and if this business idea is working for your or not.4b. How much do you have to charge to earn a profit?





An average size chicken coop made from coop plans at my website.

Most Ready-made Coops Are a Complete Rip-off! Most of the "ready-made" coops are shipped or sold to you flat-packed. They are nothing more than a few pieces of cheap wood cut to the right dimensions, packaged with a couple of nails for you to put everything together.

You Get to Choose Material If you build your own chicken coop you get to choose the FINEST material to use and you'll get the material for wholesale prices from your local hardware shop!

Build the Perfect Coop For YOUR Needs When building your own coop you get to build a coop that suits YOUR exact needs. Want a coop large enough for 2 chickens? Need a full-sized chicken condo that can hold 25? No problem! You're in control.

Chapter Three

Selling Chicken Coops and Accessories

No matter what kind of chickens you raise, or how many or how few you raise, chickens need a place to sleep. Consider the noise, mess, smell and logistics of housing creatures as diverse as chickens. The best place to raise them is in a chicken coop designed and built especially for your business and your birds. Not only will a proper coop keep the birds happy and healthy, it will keep them safe by keeping predators at bay.

Whether you have two chickens or 200, a chicken coop is a necessity. You can build one yourself from plans you create, or you can save yourself time and errs by buying proven, easy to expand or alter plans from ChickenCoopGuides.com.

If you're in the egg and meat production business you'll need at least one coop to get started. It can be a modest coop designed for six chickens, or something more ambitious with room for 50 or 100 birds. That's up to you. All the coop plans at my website can easily be expanded or altered without affecting the integrity or strength of the structure itself. Unlike ready-made coops, with your plans in hand you can select the best or most affordable wood you want from your local lumberyard. The included cut lists allow you to order and even have your wood cut by your local lumberyard (most yards do charge extra for this service — usually .25 to .50 per cut).

If you don't particularly want to be in the egg or meat production business, you can make a very good living for yourself by selling, building or assembling chicken coops and runs for those people who do want to raise and sell chickens.

If you have carpentry skills you can do very well constructing chicken coops and runs on-site as well as selling plans and offering consulting advice for people who want to build their own. Electricians, consider adding business to your existing business by offering to install lights and even safe heating systems in new or existing chicken coops. Many coops are bare bones basic, but hobby farmers and the elderly like coops with lights for ease of seeing inside, as well as some sort of warmth.



An example of a ChickenCoopGuide chicken coop for a larger flock.

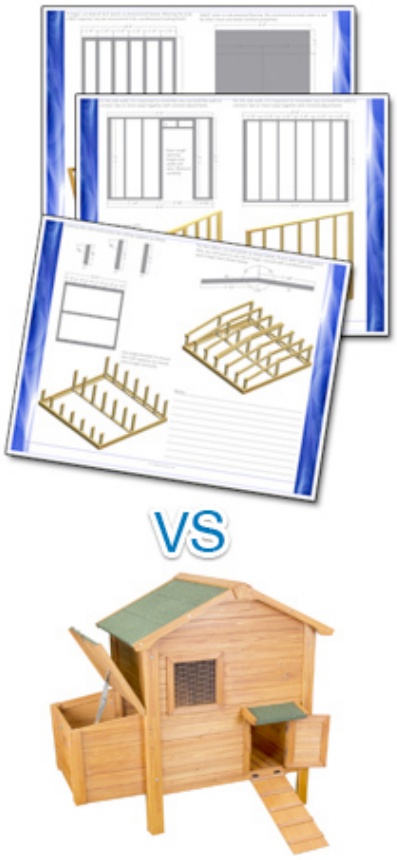
Chickens need more than just a place to sleep or “roost” at night. They need shelter from the sun, protection from strong breezes or winds, shade and a place to run and feed.

As you can see from the chicken coop in the photo above, there is a space under the door where chickens can go for shade and protection from feathered predators. The space under the coop also offers excellent protection from hawks, owls and overhead predators that might want to take advantage of the chickens being out in the open.

The enclosed pen in the back of the coop allows the farmer to put the chickens in a protected run or space where all predators, including possums, raccoons, foxes, dogs, birds and coyotes can’t get to them. Large airy windows allow in plenty of light and fresh air that help keep mites, pests, mold and smells away.

The door at the side allows easy access for humans to collect eggs, clean the pine shavings or straw and droppings out of the coop and to feed and water their flock.

My chicken coop plans have an added bonus. All measurements are provided in both U.S and European Metric standards, so you can refer to these plans anywhere in the world without having to do your own conversions. As an affiliate seller you can earn a big commission too.



Chicken Tip



There are more than 100 breeds of chickens. Some are known for their excellent laying ability. Individual hens of high producing breeds can lay up to 300 eggs a year, almost one a day. The average hen lays about 2-3 a week. When planning your business, or estimating eggs for production for sale, estimate about 180 eggs per year for the average chicken. Your hens will have to be happy, healthy and well fed and nourished to produce the most eggs. Plan on one nesting box per four hens at minimum. Two boxes per hen is optimal!

"You don't learn to walk
by following the rules.

You learn by doing, and
by falling over."
~ Richard Branson



To learn more about becoming an affiliate or learning how to sell our plans and ready made coops, go to http://clickbank.com. They will set you up with an affiliate account (free) and explain how affiliate sales work. Basically you earn a 75% commission from every set of plans you sell. That's not exactly chicken feed! (pun intended)!

Selling ready made coops, or even chicken coop plans can be a fun and financially lucrative business, especially if you can bring something to the sales pitch others don't. Many people don't know where to place their coops once they build them. Learning where to place a coop is a skill. Is it downwind or upwind? Will prevailing winds and breezes carry the odors of the coop and the chickens towards the house, or worse, towards the neighbor's house?

How far away should you place the coop? Should the coop fence and gate be close to the coop or opposite the coop? HINT: If you plan to collect eggs every day you want to place the coop as close to the fence or access point as possible so you don't have to walk through chicken droppings every day to collect your eggs. With small coops you can build the coop so the nesting boxes are accessible without having to go inside the run at all.

What about water access? Will you need to carry water to the coop, or will you have access to a water source or hose at the site?

Learn as much as you can about what people will need to know about selecting a plan and you're more likely to sell more plans because you can answer their questions. Many people will select a plan based on looks first, then adapt the plan to fit their needs. The more you know about what customers will need, the easier it will be to "upsell" and "cross-sell" items.

Upsell means you offer customers a more expensive item than what they originally wanted. For instance, if a buyer is planning on a dozen hens, but during the conversation about coop size you learn he plans to add another dozen hens in six months you can "upsell" — suggest a larger coop, or different plan to accommodate his business down the road.

Cross-sell means to suggest or sell items related to what the customer is already buying. If the person is buying a chicken coop for instance, cross selling would mean selling the customer water feeders and feed bowls, pine shavings and fencing for the chicken run. Those are all items related to the purchase they're making.

Not all the items listed are "must have" items. But most chicken farmers who can afford them do buy them:

Pine shavings for the floors of chicken coops and runs. Many people use straw, but smart farmers know that the hollow insides of straw are perfect places for mold, diseases and mites to hide, so they use pine shavings instead.

Water bowls are a necessity. Chickens drink a lot. They also tend to use their water

basins as a bath and will scatter fresh water everywhere if they can get into the bowl. So, most farmers have a watering trough as well as a basin for bathing. Some water bowls are fed with a reservoir system, others (most actually) are manually filled.

Feeders are bowls, troughs or bags that chickens feed from. Yes, they may go scratching for bugs and mice, but almost all farmers supplement their bird's diet with feed. They come in a variety of types, from hanging to wall mounted to floor models.

Feed Storage bins, such as Tupperware, or plastic tubs, are used not only to store grain and shavings, but to keep it dry so it doesn't mold. Keeping these things in an air tight, pest proof container keeps out the rain, bugs, pests and predators.

Heaters and thermometers are important whether you plan to raise and hatch chicks or not. They help keep your flock healthy and happy. Because chicks cannot produce enough energy to keep themselves warm (this is why mothers cover the chicks with their bodies), you'll need to do that for them. Using some kind of heat, such as a heat lamp, is essential to their survival. If you plan on hatching chicks, a brooder thermometer also allows you to monitor the actual temperature of the chicks' habitat, so you can raise or lower the coop temperature as you need to.

Wheels for portable coops allow owners to move their chicken coop around an area so they have a steady supply of bugs. It also keeps the chicken owner from having to deal with chicken feces. Just pick up the coop and roll it to a new area every few days. The droppings in the old area help fertilize the ground.

Grit. Chickens need an insoluble grit to grind up the food in their gizzards. In the wild they may use sand, but chicken farmers like to buy oyster shell grit.

Fencing for chicken runs and areas. Chickens like the sunshine. They like to roam around, chase and eat bugs, snakes, even mice. Most chickens will roam during the day and return to their roost at night, even without fencing in place. However, most owners prefer their chickens stay close to home, shelter and in a confined range or run so predators don't get them. This means either fencing off an area, or building an open cage large enough to allow the chickens to roam inside the enclosure. Chicken farmers always need chicken wire for a variety of reasons.

Automatic door closers aren't really a necessity, but they sure are a nice luxury to have. Many chicken farmers can't always be home to ensure they open and close the doors to the henhouse every morning at daylight and every night at dusk. The doors still need to be checked, but it gives the chicken farmer more freedom and the chance to sleep in sometimes.

Video cameras are used as both security and as a way to check on one's flock from the warmth and comfort of your own home 24/7. Not every chicken farmer will want a security

setup, but for those that do, it's good to know you can offer or at least order those

systems for your customer.

LED and/or solar systems help chicken farmers keep their chicken coops lit to help keep away predators. It also helps to have LED lights on the inside of the coop if you have to get in there to clean, collect eggs or retrieve a sick bird. Some solar systems can be hooked up to heaters that allow flocks to stay warm even in bad weather.

Coop Decor is fun. Decorative hooks for hanging supplies, buckets, rakes and boots are sometimes more desirable than plan old nails hammered into the coop wall. Some people prefer the nails, but for those who like whimsy and art there are many, many decorative items you can offer your customers. Keep small shiny objects out of the reach of chickens of course.

Boredom Busting Blocks, like a "Flock block" are popular. A flock block is a block of assorted food, feed and chicken friendly snacks compressed into a block you set out in the run for your hens. Your chickens can scratch and peck at to help relieve boredom as well as provide nutritious treats are popular.

Incubators are in high demand among owners who want to hatch their chickens eggs, or breed and raise chicks and pullets for sale.

Egg cartons for the farmer who sells eggs are always a high demand item. You can sell the permanent carton that customers can return to have filled as well as the disposable cardboard or paper cartons.

There are literally hundreds of items you could potentially sell:

- Egg baskets
- Meal worms
- Pluckers
- Incubators
- Debeakers
- Feed
- Identification bands
- Books
- Predator control
- Transport cases

Trial and error and time and your customers themselves will tell you what's a hot seller or not. You can also sell calendars, cards, stickers and chicken related items like jewelry or T-shirts and clothing online through sites like Etsy, CafePress and ebay. The only limit to what chicken related items you can make or sell is your imagination! Meat and eggs are popular, but expand your range!



Chapter Four

Getting your First Sale

"Make a customer, not a sale."
~ Katherine Barchetti

There's nothing quite like that first sale of anything you've made or produced, or offered in exchange for cold, hard cash. That feeling is exactly why so many businesses keep the first dollar they make, frame in a picture frame and post it on the wall behind their cash register. It's to remind them how much they love what they're doing, even when they hate it.

True salesmanship lies in making customers, not sales. If you can provide not only a product and service, but great customer service, advice and loyalty your customers will not only keep coming back, they'll keep referring their friends, family and neighbors to you too.

Everyone likes to be the person who "discovers a great deal, a great business, or a great price." When you learn, and call your customers by name, and get to know their operation then you're able to help them. When you consistently help people they show loyalty.

Getting your first sale, even if it's only $3.50 for a carton of fresh eggs, is going to feel great! It signifies a new phase in your life — that of an entrepreneur and small business.

To get to that point you need to do several things, the first of which is establish how much you are going to charge for various things. Getting your first customer to say, "I'm going to tell my friend about you. I know she'd love your eggs, chicken, whatever as much as I do," is also exciting.

So how exactly do you go about getting that first sale?

Tapping Your Warm Market

Where do you find your first customers? Among friends and family. It's pretty obvious, the people most likely either to buy from you or send you good referrals are people who know you, like you and trust you. The people you know are what's called "Your warm market." They're the people who are going to help you get the word out about your business.

Grab a pen and paper and start answering the following questions:

Who are your personal friends-and their friends?

Who do you know from school? From the PTA? From your book club or gym? Brainstorm a list of people you know from your high school or college classmates, teachers, and so on.

Who are your business connections through your past or current business? These names may include former employers, employees and customers.

Do you belong to any civic organizations? Kiwanis, Rotary or the Chamber of Commerce? What about fellow church or synagogue members? Think of all the organizations you belong to and who you know there.

Who are your contacts in trade associations you've been a part of over the years?

Who are the businesspeople you know? Include folks like your lawyer, pharmacist, doctor, dentist, plumber, insurance agent, hairstylist, mechanic and even your babysitter or nanny.

Are you active in sports? What about your golf, basketball, fishing, hunting or running friends?

Who are the people you know because of your home? What about your banker, mortgage lender and real estate agent?

Who does your spouse know? Who do your children know? Their friends have parents. Write down every name you can possibly think of. These will be the people you will contact personally to let them know you're starting a new business.

Even if you aren't a great writer, it's important to contact every person personally and let them know you've started a new business. Send a personal letter or email and tell them about your new business. This doesn't have to be formal and stiff. Make it personal. Don't just copy and paste the same letter to everyone.

Write something like:

"Jim, I've loved playing golf with you every weekend, but I'm writing to let you know those

games are going to be even more valuable to me now that I've started a new business. That's right. I just started an egg and chicken business called 'Egg Zactly Organic and the family and I are going to be selling fresh, organic eggs and fresh free range chicken here in another week. I'd really like to offer you a free carton of eggs to see what you think about what we're doing. They're pretty tasty. I hope you'll come by for your first dozen.

Thanks for your support. If you're not an egg eater, then maybe you know someone who is. Feel free to gift them to someone if you like.

Sincerely,

John Smith.

People buy new products for five reasons:

- Their friend recommended the product, service or business.
- They got a free sample and liked it.
- They know the owner of the business
- Their old brand wasn't available.
- They're curious about the product.

You can take advantage of this by having a friend try a free sample and then refer your product to their friends.

Do this by consulting your list, sending the email or letter or using the telephone. Call the people on your list to "catch up." Find out what they're doing and then share what you're doing with your new business.

Have a dinner party and serve your chicken. At the end of the meal, ask people what they thought of the meal. Explain the chicken you served was chicken you raised. Ask those in attendance for referrals to people who might be interested in buying your chickens or eggs.

If you have a good product, are persistent and provide consistent quality and good customer service, your business will almost grow itself. Your first sale won't be nearly as difficult as you think. People LOVE fresh eggs and fresh, tasty chicken raised by people they know and trust. Once you start selling, don't let up. Thank people for their business. Ask them for their email or address so you can send them periodic coupons or a newsletter or flier.

Congratulations! You're on your way!



Resources

This Section has websites and links and other information you can use to help you create and launch your business.

United States Extension Offices

Your local extension office is the first and best stop for finding out all you need to know about your county's licenses, rules, laws, restrictions and permits (if any) for starting a chicken business of any kind. They can give you the brochures, books, fliers and information you need to begin your business. http://www.csrees.usda.gov/Extension/

FREE books on Business, Marketing & More

The US Government's publication office has hundreds of free books on all kind of topics related to business. You can download a PDF or order free paper copies from: http://publications.usa.gov/USAPubs.php?NavCode=XA&CatID=10

You can also download free eBooks on business, marketing and sales from: http://changethis.com

Grants and Money for Chicken Farmers

Yes, it's true. The US Government has grants (money they give you, not a loan) for chicken farmers and other agricultural businesses. The Sustainable Agriculture Research and Education organization lists grants available to farmers. Some of the grants involve partnering with your community or an educational institution. Some do not. If you are strapped for cash though there may be something there just for you.

Calculators For Calculating Chicken Business Costs

Pastured poultry costs and returns can vary widely. Before you write your business plan, or as you write it, you might want to take advantage of some online calculators and spreadsheets to estimate the economic return from your operation. These calculators typically calculate poultry specific terms and operations, such as revenue in terms of the number or weight of birds sold per year; expenses for chicks, feed, medication, bedding, paid labor and processing. They also include more complex costs, like marketing, capital investment, equipment depreciation and the value of unpaid (family and friends etc) labor. There are many such calculators, spreadsheets and systems out there, but here are three:

University of Wisconsin's Center for integrated agricultural systems
www.cias.wisc.edu/crops-and-livestock/poultry-enterprise-budget

Windyridge natural farms
www.windyridgepoultry.com/tools1.htm

Washington state University
http://www.nwdirect.wsu.edu/barriers/tools.htm

SCORE

The SCORE Association (Service Corps of Retired Executives) is a nonprofit association dedicated to entrepreneur education and the formation, growth, and success of small businesses nationwide. SCORE is a resource partner with the Small Business Administration.

SCORE Association volunteers serve as "Counselors to America's Small Business." Working and retired executives and business owners donate their time and expertise as volunteer business counselors and provide confidential counseling and mentoring free of charge. http://SBA.org.

SCORE offers free to low cost classes in Accounting, writing a business plan and other small business skills.

Vendors and Suppliers

There are many places to find goods and services you can use to buy items you can resell. One of the more popular ones is Alibaba.com. The company is privately owned. It is a group of Internet based e-commerce business sites and data-centric cloud computing services. According to Wikipedia, in 2012, two of Alibaba's portals together handled 1.1 trillion yuan ($170 billion) in sales, more than competitors eBay and Amazon combined.

The company primarily operates in the People's Republic of China. The Economist magazine valued the company at between $55 and more than $120 billion dollars. Alipay, an online payment escrow service offered by Alibaba, accounts for roughly half of all online payment transactions within China.

It's free to join the site. For more information about them, you can read their wikipedia entry as well as research the site itself.

If you're looking for someone to design websites, write articles or copy or create brochures, use online services like Elance.com, or Odesk.com (both are owned by Elance). These are services that provide affordable talent, virtual assistants and a variety of services ranging from copywriting to creating apps and technical services for your business. No business is too large or too small. Another great thing about Elance is that you put your money in escrow, ensuring you don't pay if your provider doesn't meet the terms of your agreement.

When you're thinking about how best to promote your business, but aren't sure how to create the ebook, or even write the grant or business plan to show potential investors, you can always turn to the people who do. Elance.com and ODesk are free to join.

Chicken Groups and Organizations

The American Pheasant & Waterfowl Society
http://www.apwsbirds.com

Heart of America Game Breeders' Association
http://www.gbwf.org/hoagba/index.html ChickenCoopGuides.com

Chicken Coop Guides (Chicken Coop & Run Plans)
http://www.ChickenCoopGuides.com

American Poultry Association

http://www.amerpoultryassn.com

American Bantam Association
http://.www.bantamclub.com

National Call Breeders of America
http://.www.callducks.org

International Waterfowl Breeders Association
http://www.iwba.org

Ann Charles' online magazine
http://.www.ExhibitionPoultry.net

Dan Cowell's educational program
http://.www.animalwonders.net

Standard Breed Poultry
(We bring breeders and buyers together.)
http://www.standardbreedpoultry.com

Sand Hill Preservation Center operated by Glenn & Linda Drowns is a source for heirloom seeds and poultry.
www.sandhillpreservation.com

Kevin & Valerie Miller maintain a good site for locating shows, swaps, and auctions in your area.
www.PoultryShowCentral.com