Plant Propagation for Profit

While the presentation will focus on plant propagation for a profit from a small/backyard nursery stand point if you want a successful permaculture business you will want to attend this talk. Within permaculture perennial plants represent an extreme expense and an incredible opportunity.

In this 60 minute presentation Jack Spirko will bring his 20 years of business management, marketing, technology and sales experience to the plant propagation niche.

In this presentation you will learn…

* The 4 “abilities” of any successful business
* Why story based marketing is critical to small business success
* How a 4x8 bed can produce a minimum of 15,000 dollars in plants
* Exploiting niches and creating markets in the plant propagation world
* Two critical things every successful business must create to survive
* The concept of selling appreciating assets and how to clearly market that
* Knowing what to produce and what to resell and how to transition between the two
* Developing local markets with simple tactics and low cost marketing
* Understanding the larger national/international opportunity