

THE DECISION TO GROW PRODUCE TO SELL

In this world of uncertainty, many of you are exactly where I was several years ago, suddenly unemployed and wondering how you will pay your bills? Am I right? As I write this, we are now over seven months into the Covid-19 Pandemic. The economy is not at all good for many people. People are scared. At least when I lost my job, due to being downsized eight months after the terrorist attacks on our country in 2011, we didn't have a massive virus killing huge numbers of people world-wide. However, the economy wasn't good either.

I remember well, walking out to my car, feeling sick to my stomach, dry mouth, head spinning, and all the questions running through my brain of why? What did I do, or not do right? Since no explanation was given, I didn't know. I later found out another adjuster wanted to transfer to my position, and since he had five more years seniority than me, the company booted me to save money, and gave my job to him. You know, "The old last hired, first fired" deal.

I put in seventy-five applications over the course of two and one-half months after I was downsized, and didn't get a single nibble, but I wasn't giving up that easy. We had bought our little five-acre piece of heaven six years before I lost my job. Our first, and the consecutive gardens produced such an abundance of produce, and I always had more than enough to can and freeze for our family. We shared so much of it that it made me begin thinking that I could at least grow enough produce to sell and pay the mortgage payment, or at least pay the real estate taxes. So, that's what I decided to do...raise enough produce to sell.

Selling what we raised came easy for me, but for many it doesn't. So, what do you do if you are a fantastic gardener, but short on selling skills? You plan your strategy of how you will work your new adventure in gardening out so you can make as much money as possible with what you have. That's what I will share with you on my blog.

Whatever influences your decision to become a market gardener or farmer, it centers around being able to earn enough money to make a few extra dollars doing it part-time or make a full time living from your endeavors. It doesn't matter what your reason is. What matters is how good are you at gardening on a large enough scale to do what you want to do, and how good at selling are you?

Selling is something that doesn't come naturally for many people. Most salespeople never get it right. Oh, they make a few sales here and there, but they fail to realize what the problem is. That's why I developed this blog and wrote my eBook, *BACKYARD GOLD How To Begin Selling What You Grow*, available on Amazon Kindle Books. You don't want to be like most salespeople, do you? You want to be better than that. If you haven't been in sales of some type before, you may need some information to help you not just be good, but be GREAT at selling what you grow, and knowing how to do it in such a way that people will *want* to buy from you. There is a big difference.

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By Marilyn Batzel Ison ©

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