

## BUSINESS HERBAL COURSE OUTLINE

### UNIT 1: ENTREPRENEUR INSPIRATION

#### **Lesson 1: Introduction to the Course**

- Welcome to the Business Herbal Course!
- The Business Checklist
- The Road Ahead
- But Before We Get Too Far Ahead, Here's How the Course Works
- VIDEO: Student Dashboard Demonstration

#### **Lesson 2: Our Story**

- The Herbal Academy Story
- VIDEO: Herbal Academy Inside Look
- STORIES FOR SUCCESS INTERVIEW: Marlene Adelman, Herbal Academy Founder and Director

#### **Lesson 3: Stories for Success**

- Entrepreneur Videos and Stories for Success
- VIDEO: Entrepreneur Interview with Mary Blue, Founder of Farmacy Herbs
- STORIES FOR SUCCESS INTERVIEW: Sebastian Pole, Pukka Herbs
- STORIES FOR SUCCESS INTERVIEW: Farai Harreld, Folk Herbalism for Everyone
- VIDEO: Entrepreneur Interview with Veladya Chapman, Earth Mama Medicine
- STORIES FOR SUCCESS INTERVIEW: Yolanda Joy, Founder of Herbal Entrepreneur
- VIDEO: Entrepreneur Interview with Noah Wilson-Rich, Founder of Best Bees

#### **Lesson 4: Your Story**

- What is Success?
- Your Business as a Personal Growth Tool
- Working the Edges
- Meeting Your Own Challenges

### UNIT 2: DEFINING YOUR PATH

#### **Lesson 1: Beginning the Journey**

- Many Approaches to Training

#### **Lesson 2: Defining Your Path: Education and Clinical Herbalism**



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- One Path, Many Ways
- Community Herbalist
- Offering Apprenticeships
- VIDEO: Grow, Create, and Educate! with Mary Blue, Founder of Farmacy Herbs
- Clinical Practice
- Writing
- STORIES FOR SUCCESS INTERVIEW: Colleen Codekas, Grow Forage Cook Ferment
- VIDEO: Get the Book Deal with Noah Wilson-Rich, Founder of Best Bees
- STORIES FOR SUCCESS INTERVIEW: Jan Berry, The Nerdy Farm Wife
- Other Teaching Opportunities
- STORIES FOR SUCCESS INTERVIEW: Mason Hutchison, HerbRally
- VIDEO: Running Virtual Herbal Events with Yolanda Joy, Herbal Entrepreneur

### ***Lesson 3: Defining Your Path: Manufacturing and Selling Herbal Products***

- Creating with Herbs
- STORIES FOR SUCCESS INTERVIEW: Sarah Baldwin, Seraphim Botanicals
- Growing Herbs
- Herbal Retail and Commerce
- VIDEO: Entrepreneur Video with Heather Wright, Tea & Tarot
- VIDEO: Entrepreneur Video with Salli Greene, Alternatives for Health Herbal Apothecary
- STORIES FOR SUCCESS INTERVIEW: Jovial King, Urban Moonshine
- STORES FOR SUCCESS INTERVIEW: Shawn Donville, Mountain Rose Herbs
- Role In Community
- VIDEO: Crowdfunding an Herbal Business with Kendra Payne, The Herbal Scoop

### ***Lesson 4: Building Your Vision***

- Why Does Vision Matter?
- What Are Vision and Mission Statements, Anyway?
- How Vision and Mission Statements Fit Into an Overall Business Plan
- Crafting Your Vision and Mission Statements
- Other Ways to Use Visioning
- STORIES FOR SUCCESS INTERVIEW: SantaLena Groves, Heart Grown Wild
- Moving From Vision to Plan

### ***Lesson 5: Continuing to Grow***

- Ways to Continue Professional Development
- Professional Development Through Networking
- VIDEO: Entrepreneur Tips with Ryan Langford, Ultimate Bundles
- STORIES FOR SUCCESS INTERVIEW: Nina Nelson, Tiny Apothecary
- STORIES FOR SUCCESS INTERVIEW: Alyson Morgan, Earth Star Herbs



## **Lesson 6: Useful Resources and Organizations**

- Organizations
- STORIES FOR SUCCESS INTERVIEW: Mimi Hernandez, American Herbalists Guild
- More Resources for Herbalists: Research
- Business Skills: Online Courses
- Tools for Entrepreneurs: Advice and Mentorship

## UNIT 3: BOTANY, PHYTOCHEMISTRY, AND SOURCING RAW MATERIAL

### **Lesson 1: Plant Identification and Taxonomy**

- Basic Botanical Taxonomy
- Learning the Language of Plants: Botanical Terms
- Plant Identification
- VIDEO: Lamiaceae (Mint) Family with Chris Morano
- VIDEO: Rosaceae (Rose) Family with Chris Morano
- VIDEO: Fabaceae (Pea) Family with Chris Morano
- VIDEO: Asteraceae (Daisy) Family with Chris Morano
- VIDEO: The Asclepiadaceae (Milkweed) Family, the Malvaceae (Mallow) Family, and Using a Plant Identification Guide with Chris Morano
- Other Ways to Identify Plants

### **Lesson 2: Plant Chemistry**

- Coevolution of Plants and Humans
- Whole Plant Vs. Isolated Constituents
- What are Plant Constituents?
- A Few Key Chemistry Terms: Solute, Solvent, and Solubility
- Common Phytochemicals

### **Lesson 3: Sourcing Herbs and Ingredients**

- Considering Our Impact
- Sustainable Growing and Harvesting Methods
- STORIES FOR SUCCESS INTERVIEW: Sebastian Pole, Pukka Herbs
- Working With Small Farms and Producers
- Sourcing Sustainable Bee Products
- VIDEO: Honey with Noah Wilson-Rich, Founder of Best Bees
- Sourcing Other Ingredients
- Other Considerations
- STORIES FOR SUCCESS INTERVIEW: Frontier Co-op
- STORIES FOR SUCCESS INTERVIEW: Anne Armbrrecht, The Sustainable Herbs Program



## **Lesson 4: Wildcrafting**

- Core Ethics, Preparation, and Planning
- VIDEO: A Guide to Wildcrafting Herbs, Part I with Erika Galentin
- Technique
- VIDEO: A Guide to Wildcrafting Herbs, Part II with Erika Galentin
- Record Keeping
- How Much to Harvest
- Which Plants to Harvest
- Harvesting Plant Parts
- A Note About Mushrooms
- Preparing Your Harvest for Processing

## **Lesson 5: Wildcrafting and Production**

- Interview with Lauren Murphy, Lala Earth

## **Lesson 6: Growing Herbs for Production**

- Growing Herbs for Production Interviews
- VIDEO: Companion Plants with Peter Borchard

## **Lesson 7: Drying Herbs: Considerations and Techniques**

- Why Dry Herbs?
- Choosing an Appropriate Drying Method
- Drying Guidelines
- Processing and Storing Herbs
- Current Good Manufacturing Practices (cGMPS) and Drying Herbs

## UNIT 4: FORMULATION AND PRODUCT DEVELOPMENT

### **Lesson 1: Formulation**

- Formulating for the Masses
- VIDEO: Tips for Successful Formulation with Heather Irvine

### **Lesson 2: Tea Blending**

- Why tea?
- Material and Equipment
- Know Your Herbs
- Know Your Customer
- The Art and Science of Tea Blending
- Tea Bags or Loose Tea?
- Dosage
- Preparing Material
- Taste Testing



- Directions for Use
- Decoction Blends
- More Than a Beverage

### **Lesson 3: Incorporating Essential Oils**

- What is an Essential oil?
- Essential Oil Extraction Methods
- Hydrolats/Hydrosols
- Essential Oil Chemistry
- Herbs or Essential Oils?
- The Three Methods of Essential Oil Use
- Special Safety Considerations
- Blending Essential Oils
- VIDEO: Aromatherapeutic Blending with Sherilyn Siegmund-Roach, MSc, CCA
- Using Essential Oils for Health and Wellness
- Where to Look for More Information

### **Lesson 4: Preservatives and Shelf Life**

- What Affects Shelf Life?
- Expiration Dating
- Preservatives for Skin-Care Products
- Herbal Product Shelf Life: General Guidelines

### **Lesson 5: Product Development**

- Align With Your Vision as a Product Maker
- Research
- Formulation
- Getting Ready for Production
- From Formula to Finished Product

## UNIT 5: MANUFACTURING

### **Lesson 1: Making Herbal Products**

- Herbs, Solvents, and Preparations
- Making Herbal Products
- Herb-Infused Oils
- Salves
- Creams and Lotions
- Honey, Syrups, Elixirs, and Electuaries
- Macerated Tinctures
- Percolation Tinctures
- Infused Vinegars and Oxymels



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- Body and Facial Scrubs

## **Lesson 2: Packaging**

- Guiding Questions and Considerations
- Types of Packaging Materials
- Labels
- Shipping

## **Lesson 3: Pricing**

- Determining Your Baseline Cost of Goods
- Pricing Your Products for Market

## **Lesson 4: GMPS for Dietary Supplements**

- VIDEO: Introduction to GMPs with Zoë Gardner
- What are cGMPS?
- Definition of Food, Dietary Supplement, Cosmetic, and Drug
- Terminology and Language in 21 CFR 111
- cGPMS: Required Documentation
- Document Guidelines
- Record Keeping
- Establishing Specifications
- Production and Process Control System: Requirements for Manufacturing Operations, Packaging, and Labeling
- Product and Material Testing
- STORIES FOR SUCCESS INTERVIEW: Matthew Persico, Galen's Way

## **Lesson 5: Labeling Herbal Products**

- What Kind of Product Are You Selling?
- Dietary Supplement Labelling: The Basics
- Labeling Requirements for Cosmetics
- Dietary Supplement Claims
- VIDEO: Tips for DSHEA-Compliant Marketing with Summer Singletary

## UNIT 6: CONNECTING PLANTS AND PEOPLE

### **Lesson 1: Considering Clinical Practice**

- Do I Have to Be a Clinical Herbalist to Work With Clients?
- Clinical Practice Models
- Special Skills for Practice
- What Does it Take to Become a Clinical Herbalist?
- VIDEO: Top 10 Tips for New Clinicians with Camille Freeman



## **Lesson 2: Starting an Herbal Practice**

- Find Your Niche
- Preliminary Business Setup
- Steps to Open Your Business
- Privacy Considerations
- Paperwork and Recordkeeping
- Communication and Scheduling
- Dispensing Herbs
- Build Your Business

## **Lesson 3: Practice Management**

- Practice Management Tools
- Grow Yourself, Not (Just) Your Practice

## UNIT 7: HERBAL BUSINESS

### **Lesson 1: Herbalism and the Law**

- VIDEO: Herbalism and the Law with Bevin Clare
- Truth in Advertising
- When to Seek Legal Advice
- VIDEO: The Fire Cider Controversy with Katheryn Langelier, Herbal Revolution

### **Lesson 2: Building Your Business Plan**

- Business Plan Overview
- Building Your Business Plan
- Your Business Plan Checklist
- Example Business Plan

### **Lesson 3: Building Your Brand**

- Remember Your Motivation and Vision
- Business and Product Naming: Creating a Brand Name and Image
- VIDEO: Brand Aesthetics, Labels, and Other Packaging Considerations with Katheryn Langelier, Herbal Revolution
- STORIES FOR SUCCESS INTERVIEW: Katheryn Langelier, Herbal Revolution
- Marketing Your Products
- VIDEO: Brand Photography with Katheryn Langelier, Herbal Revolution
- STORIES FOR SUCCESS INTERVIEW: Elise LeBlanc, Harmonic Arts
- VIDEO: Creating a Brand with Katheryn Langelier, Herbal Revolution

### **Lesson 4: Running an Herbal Business**

- Legal Business Structures
- Insurance



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- Accounting
- Receiving Payments
- STORIES FOR SUCCESS INTERVIEW: Veladya Chapman, Earth Mama Medicine

## ***Lesson 5: Creating and Maintaining an Online Presence***

- The Foundations of Your Online Presence
- Creating and Maintaining a Website
- STORIES FOR SUCCESS INTERVIEW: Heather Barnes, Photographer, Food Stylist, and Recipe Developer
- Social Media
- STORIES FOR SUCCESS INTERVIEW: Julia Watkins, simply.living.well
- Writing and Publishing Online
- STORIES FOR SUCCESS INTERVIEW: Cat Seixas, The Olive Trees and the Moon

## ***Lesson 6: Resources***

- Herbal Entrepreneur Book List
- Herbal Conferences
- Handy Business Resources

## ***Lesson 7: Course Conclusion***

- Get Inspired
- Get Organized
- Get Started!

