

SAMPLE

Ingredient Sales - 80%	E-Book Sales - 10%	Consulting Arrangements - 10%
Make videos showing how to use the ingredients you sell, and load them to YouTube, Vimeo, your blog.	Write one e-book a quarter	Set appropriate number of consulting clients per quarter (in person, hourly phone, etc.) and set prices
Tweet and FB the video posts	Update old relevant blog posts with new e-book info and links	Reply to email inquiries with offers to consult based on people's needs
Add your videos to targeted social networking sites	Pre-market e-books on Twitter, FaceBook, etc. Offer early pricing.	Collaborate with people offering complementary services
Quarterly ad buys at targeted publications	Ask colleagues to help you spread the word	Request testimonials from consulting clients. Share success stories on Twitter, FaceBook
Comment at blogs in your field		
Host bi-monthly ingredient podcast		
Update product photos		
Source new ingredients suppliers, bulk pricing options		
Research ingredients, testing, R&D		
Host periodic warehouse meetups with special pricing		
Interview people who use the ingredients you sell; tell their stories your blog, FB, Twitter, etc.		