

Growing
Better



CRAFTING A THRIVING RURAL LIVELIHOOD

CULTIVATING

COUNTRY CASH





WELCOME & INTRO

PURPOSE

GET IDEAS ON WHAT YOU COULD DEVELOP INTO A SUPPLEMENTARY INCOME OR EVEN A LIVELIHOOD, BASED ON YOUR LIFE EXPERIENCE AND/OR AREA OF INTEREST, EVEN WHEN LIVING IN THE COUNTRY



MAIN TOPICS COVERED

MORNING BREAKOUT

- Success essentials
- Types of Business models
- Q&A Time



CONNECTION QUESTION





INTRO

BACKGROUND

- Entrepreneur Story
- Granola and Bread
- Sprouts
- 3-D Health and Community Health Ed
- Commercial organic microgreens -6 yrs
- Coaching for Diabetes Reversal





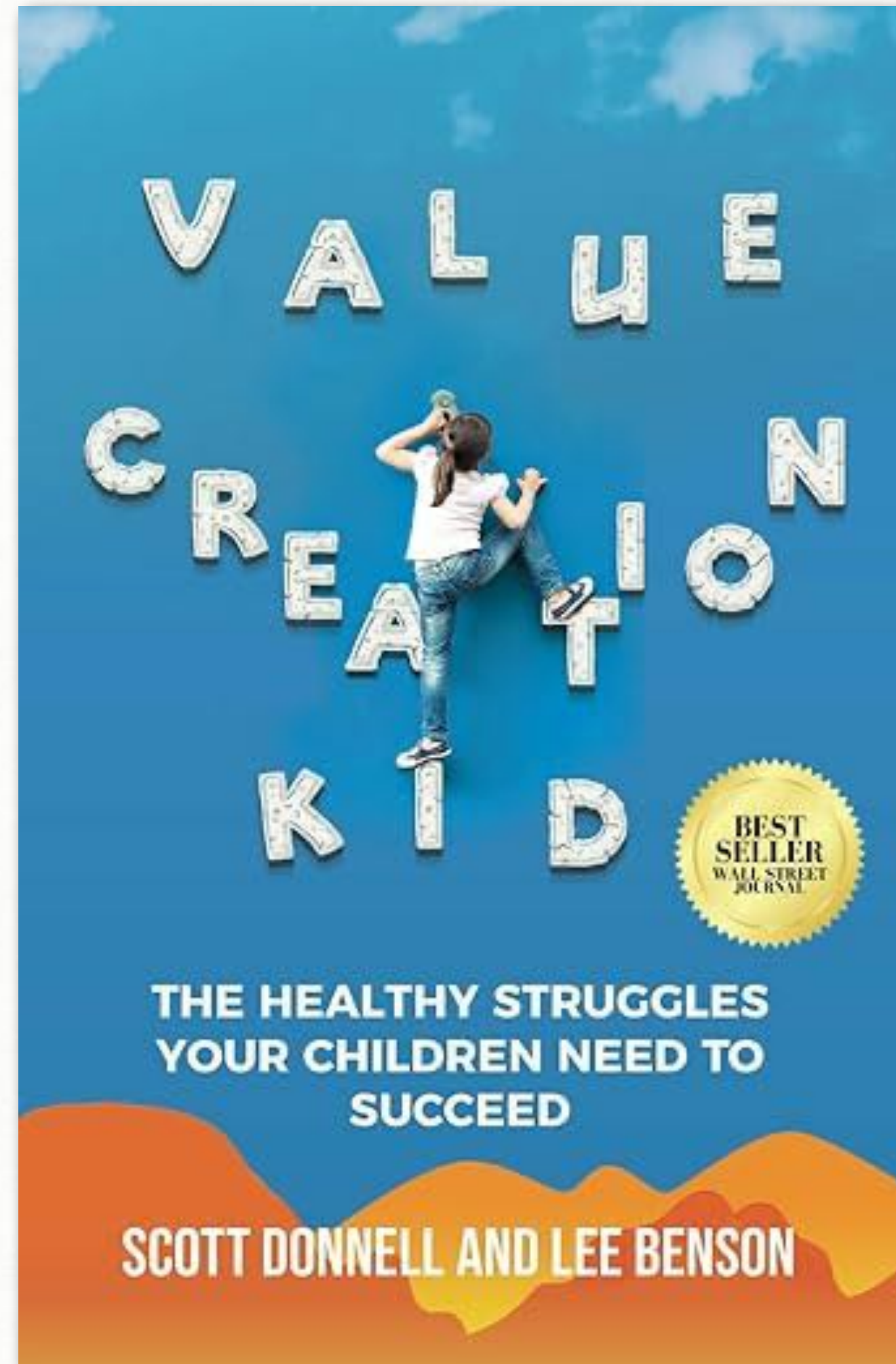
SUCCESS ESSENTIALS

**“REVENUE GENERATION IS THE
RESULT OF VALUE YOU CREATE FOR
OTHERS”**



VALUE CREATION KID

SCOTT DONNELL





CHARACTER VS. PRODUCT



CHARACTERISTICS FOR SUCCESS

THE ESSENTIALS

- What a man is has greater influence than what he says. . . If goodness, purity, meekness, lowliness, and integrity dwell in the heart, they will shine forth in the character; and such a character is full of power. . .
- The reason that Christ spoke as no other man spoke was that He lived as no other man lived. If He had not lived as He did, He could not have spoken as He did.. HP 237.3



CHARACTER QUALITIES FOR SUCCESS

THE ESSENTIALS

- Resilience and Adaptability
- Innovativeness and Creativity



CHARACTER QUALITIES FOR SUCCESS

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- Resilience and Adaptability
- Innovativeness and Creativity
- Strong Work Ethic
- Community Mindedness



CHARACTER QUALITIES FOR SUCCESS

THE ESSENTIALS

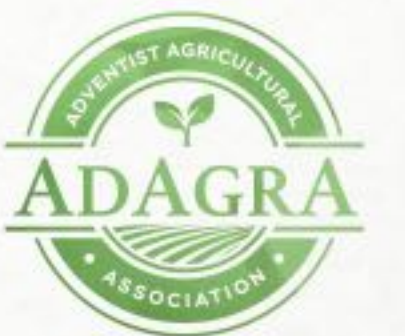
- Resilience and Adaptability
- Innovativeness and Creativity
- Strong Work Ethic
- Community Mindedness
- Patience and Longterm Vision
- Resourcefulness
- Financial Prudence



CHARACTER QUALITIES FOR SUCCESS

THE ESSENTIALS

- Learning Agility
- Problem Solving Skills
- Initiative and the ability to work independently
- Networking skills





CONTEXT

U.S. RURAL TRENDS

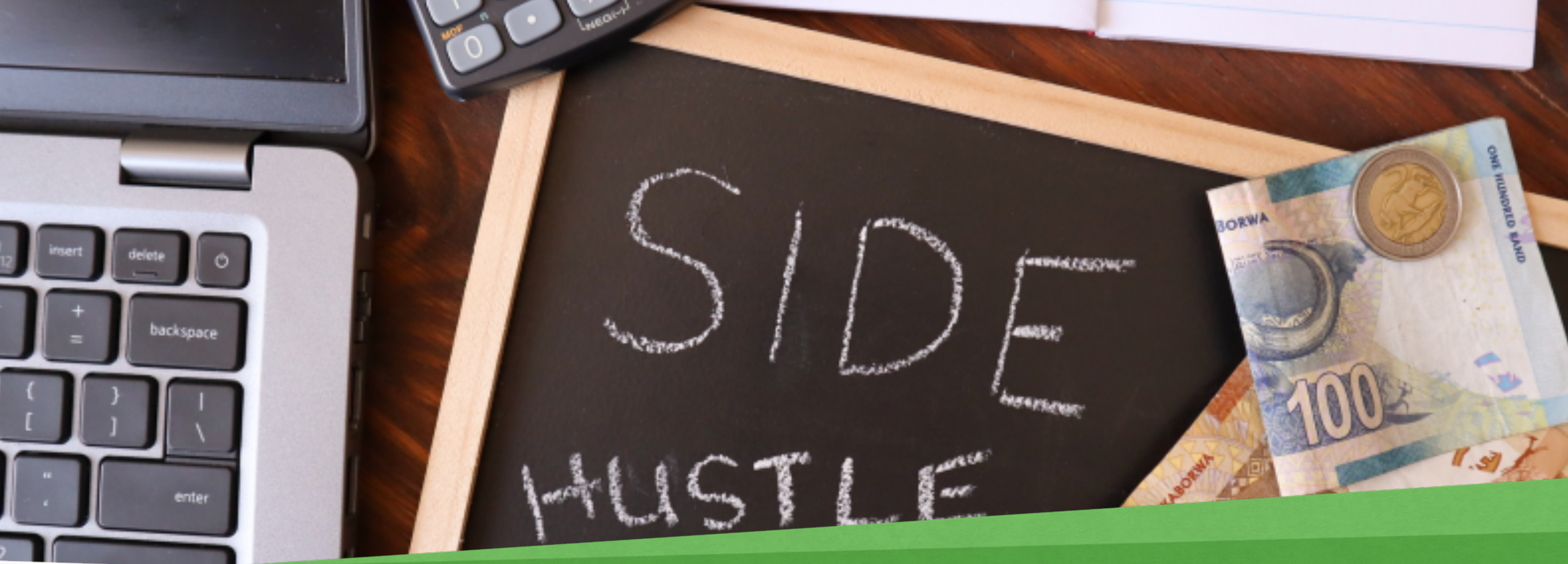
- Population grew by 0.25% from 2020 to 2022
- Decline in rural poverty (9.7% fewer counties with persistent poverty as compared to 10 yrs. Ago)
- Most job growth in rural U.S. has been in the service and retail industry
- Higher levels of education than seen historically



RURAL CHALLENGES

- Aging population
 - More than 20% are over 65, vs. 16% in urban areas
- Healthcare capacity is inadequate
- Limited internet connectivity
- Note that challenges are also opportunities





ALTERNATIVE INCOME SOURCES

AGRICULTURAL

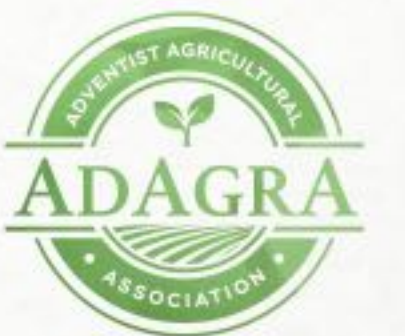
- Small- scale farming and gardening
- Livestock and poultry rearing
- Specialty farming (organic, exotics, etc.)
- Floriculture
- Not spending much time here, as there are other sessions looking at more detail here.



OTHER MAJOR TYPES OF BUSINESSES

RURAL ADAPTED

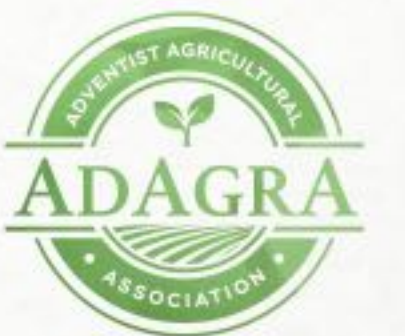
- Cottage Industries/handicrafts - Value added products



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- Freelancing and Remote work



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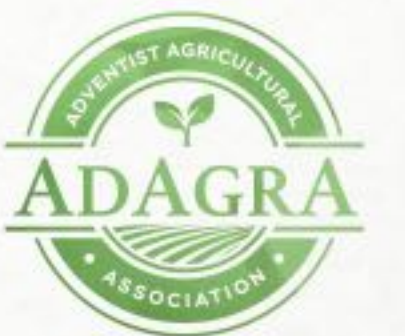
- Cottage Industries/handicrafts - Value added products
- Freelancing and Remote work
- Local Tourism and Agrotourism



OTHER MAJOR TYPES OF BUSINESSES

RURAL ADAPTED

- Cottage Industries/handicrafts - Value added products
- Freelancing and Remote work
- Local Tourism and Agrotourism
- Network and affiliate marketing



Speaking of Networking,
would you like to be part of
an Adventist entrepreneur
network?



JUST SIGN UP HERE



<https://theharvestcook.activehosted.com/f/41>





LEVERAGING TECH

PRACTICAL TIPS/HACKS

- High speed internet available nearly everywhere - Starlink
- Use an online marketplace as an additional sales channel
- Etsy, eBay, online farmer's markets, etc.

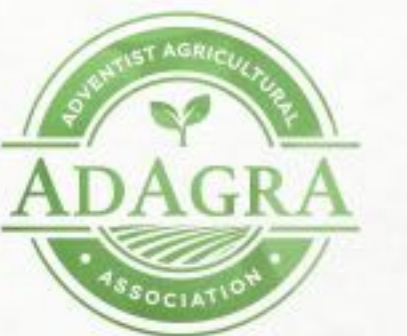




PRACTICAL TIPS/HACKS

- Social Media Marketing
 - Promote products
 - Share stories
 - Connect with customers

Q&A



WE NEED YOUR FEEDBACK

JUST POINT YOUR PHONE AT QR CODE BELOW - FILL IT OUT HERE WHERE THERE IS GOOD INTERNET!

