You are running a business!
by Sharlene Peterson

After hours of research, study and thousands of dollars on books and education you are finally ready to open an office and serve those in need of your services. It is going to take both time and a budget to get started.

You will need a phone, vendor accounts/inventory, email, bank account and so much more. You will need clients! The following is a ramble of details from experience. It is my goal to provide you with some of the details that are part of the natural health business experience.

The Web of Interaction

Each client will form an opinion of you and your office. They will get their first impression from either you, your front manager, or from the person telling them about their experience.

Let’s start with you and those who do not know you, have not met you before. How do you dress and look at work? I am going to speak to the ladies about this subject. I would recommend that you dress in a manner that is never revealing (no cleavage, no skirts showing more than your knees). You will be bending over and squatting down several times a day. Women do not generally appreciate, and are often uncomfortable, when women dress in a revealing manner around their husbands (You do want her to feel you are good for the whole family!) or children. Revealing clothing never looks professional.

Men and Women: Dress in your own style but make sure you are not overly dressed up or down COMPARED to your clientele. You want to be professional but also approachable, someone they can talk too about anything. If they are not comfortable with you, if they do not trust you as a person, they will not come back! Never have dirty hands/fingernails. If you garden you will need to scrub well.
NEVER name another client even if you know they know each other. How well you guard all names and information is the degree to which all clients will trust you. (Do you know Amy Burns? Yes. What is wrong with her? I’m sorry but I never share information about another person. You will need to ask Amy.) When you want to use another client as an example say “one of my clients was also…”

In addition to meeting you personally, a person’s first contact may be the phone. **Answer the phone the same way every time.** Write it down and put it by the phone until you memorize it - keep it simple but include your business name and your name.

My Body Organic, this is Sharlene, how may I help you?

You also need to write (for you and your office manager) a paragraph that explains what you do - this is a common question in and out of the office. Don’t just talk about yourself, talk about what you do for clients. My little saying was very casual. “I have a natural health office where I help people get well or stay well. I use herbs, vitamins, homeopathics… whatever it takes to help their body heal itself.”

This little saying was all that was needed for them to ask additional questions or not. When they did not it was usually because they have already determined that natural health stuff was quackery. Don’t worry about it, just ask them what they do or change the subject with a different question. The ones who ask questions tend to ask many! If they ask too many questions - like an appointment - give them a little time but don’t let people use your time off or your time for free.

“I am always getting sinus infections, is it true that goldenseal would work?” It does work for some people but if a person gets sinus infections often they may need different herbs or a different approach. I don’t like to recommend herbs and supplements without knowing a person’s medical background. Would you like a business card?

Back to the phone call. Be prepared to answer questions and reassure the person calling that you care. This is expressed in your tone of voice so do not rush them, ask them how they heard about you, if and when they are ready to schedule, let them know how long it takes for the first appointment and ask them what days and times work best and then give them a couple of choices. Don’t say pick a day or time (I am not busy!).

Genesis School of Natural Health  2.
Scheduling: Take the caller’s full name and phone number. Tell them you need to mail them a Symptom Survey and Consent Form so you will need their address. Ask them if their phone gets text messages. If yes, let them know you will send an appointment reminder. If no, ask them if they have an email.

Write all this information, in pencil, in the appointment book. Also write a large “F” and circle it - when you actually mail the form just put a checkmark through the “F”. Tell them to bring the form and all the bottles of vitamins and prescriptions they are taking to their appointment. If they stop by and make an appointment you should still write the “F” - even if the forms were handed to them.

Why emails or texts? You can spend a lot of time playing phone tag! On Mondays (or your first day of work) email or text the clients you have scheduled for Wednesday thru Friday. Write something like “Just a reminder that your appointment is this Tuesday, March 21st, at 1:00. Please respond to confirm. On Fridays (or your last day of work) message those scheduled for Monday and Tuesday.

Back to your image: In addition to your appearance, phone etiquette, tone of voice, handling out-of-office questions, and confidentiality, you will be heavily “judged” during the first appointment. Their first appointment is where they decide if you know what you are doing!

Your client comes into your office. Is it clean and organized? You introduce yourself, shake hands, make a positive comment or ask a casual question. Ask them if they had time to fill out the Symptom Survey and Consent form. Yes. Excellent. Get their file folder which has their name on it and have them go back to your consulting area. No. Then get the papers, pen, and clipboard. “Have a seat here, I will have you fill it out while I (get some tea, get an order together…).

Did you find something about them you could comment positively about to start small talk? Don’t rush them, they don’t know you. If they are reserved and not “talky” start looking at the Symptom Survey and look at their address. Have you lived here long? How did you hear about us? Look at the work and children questions? Where do you work? How old are your children?
It is not just small talk, you are starting the process of understanding their life and lifestyle. Education starts right away. Tell them that where they work and where they grew up gives you some insight into the exposures they have had in their life.

Seating! How could I forget this important detail. Having two comfy but supportive chairs arranged so you are sitting across from each other is important. You need to be close enough to talk face to face and to see their body language. You may also need to look at a rash, hand them a tissue, but mostly you need to be open (not hiding behind a desk).

As you go through the questions keep it light, which means that you do not have the attitude of “wow you are really messed up”. When it is a very serious state of health of course you recognize that but not like the doctor with a no hope no “cure” learn to live with it attitude!

As an example, let’s say a woman in her 40’s comes to your office because she has been told she has rheumatoid arthritis (RA) and that there is no cure. She may be in your office because of the pain or because the pain meds have side effects and she is not comfortable with the risks.

You may offer: “RA is very serious but many people have found that even just changing the diet improved the inflammation. In addition, bacteria, parasites, and other organisms have been found to infect the soft tissue and cause the swelling around joints. Unfortunately, this is often missed or unrecognized as an issue. Do you remember when you first had the symptoms of pain and inflammation? Have you ever had food poisoning? I see you have had antibiotics in the past, what were they for?”

In almost every case of a serious disease we must start with the bowels and the liver. This of course requires a change in the diet along with knocking down excess parasites/bacteria and while feeding/restoring the liver (which is feeding the whole body). Let your clients know that it is important to start at the ground level, and why of course.

Genesis School of Natural Health 4.
“Did you know that the intestines are about 25 feet long! This is where all your nutrients from food are absorbed. If your intestines have inflammation from food or parasites, the herbs and supplements I give you will not be absorbed correctly. I have found that most people can’t get well until the bowels and liver are first addressed so it is an important first step….. With 25 feet of intestines it may take 2-3 months. Do you get headaches or hay fever?”

If the bowels seem fairly good but the liver is not (gallbladder issues, prone to viruses, headaches, seasonal allergies, hot flashes, skin rashes…) let them know that you are going to do a light cleanse in the bowels to take care of any hidden issues but that the liver seems to need more attention. Let them know a few things about the liver. That it requires several nutrients to function correctly and some of the functions include fat digestion, controlling blood sugar, storing and converting vitamin D, detoxing all chemicals in our food, environment, and cell waste produced by our body. Did you know that a person can have a great tan all year and still be vitamin D deficient? A healthy liver is needed to activate and store vitamin D, unfortunately many people have subclinical liver issues.
Educating the client is very important. It is not just so they gain confidence in you, they also need to learn about their own body. It helps them stick to the plan because they know why they are taking what you give them and what they need to do to take control over their own health through diet.

When you have determined what they will be taking for the next 6-12 weeks (before their next appointment) you will be filling out the Supplement Recommendation sheet. Group the pills, herbs, and homeopathics together (don’t list pill and herb then pill) - SEE THE EXAMPLE! Then explain the sheet to them. “You will taking this and this and this at both breakfast and supper. They will help remineralize, rebuild, help with inflammation…. You may put all the herbs together in a little water or juice. They do not taste good so don’t put them in a large glass! The whole glass will taste bad, just use a shot of water so you can swallow fast and follow with the glass of water.

Many of the herbs, especially parasite formulas, taste awful. It helps to just say it and tell them how to make it less offensive. Tell them you will need to see them again and why. “I am going to have you reschedule for 6 weeks. It takes about 6 weeks to finish the parasite formula and the__________ homeopathic. While we are supporting many systems with this visit, we still need to get to the root cause of __________.

Remember to tell them that the doses may need to be changed. If you are working heavily in the bowels let them know that if there is a lot of cramping or things just don’t feel right that it is not that the herbs are wrong, they just need a smaller dose. Tell them to email/call if they have any problems or questions. “If I am not working the best thing to do is cut the doses in half on ________, and _________ (put a star beside the name) but do let me know. I need to make a note on your folder that you are more sensitive. Most people do not have any issues because I use low doses to start with but if I don’t tell you, you will be the one!”

When working with the liver the most common symptoms of needing a lower dose are headaches or body aches. Homeopathics can give a person the same symptoms from the past. This is a normal response but also indicates that you need to use the homeopathic once per day instead of 2-3 times.
You have finished telling them how to take the items and why they are on the list. Now it is time to take the basket of supplements and the Supplement Recommendation form to the front desk. This is an area where it really helps to have an front office manager. She/he handles all the money which removes you from feeling bad about the often large bills the first few times and they don’t feel like you just want there money. If you are working alone, it is not improper to say that the first few visits are expensive. “I only buy from the best companies with quality control standards. I am working with many serious illness, the products have to work or it is a waste of time and money. The good news is that after we get through the main layers of dysfunction in your body we will not need as many products!”

Back to the desk. You need to make a copy of the Supplement Recommendation for your file. Put the original in the bag with their products. Immediately enter the payment into QuickBooks so it is taken care of and it shows the balance as zero. Write paid with check/cash on their invoice.

“Your next appointment should be in 6 weeks, what days and times work best for you?” You may need to add: “It is best to schedule right away to make sure you get the day and time that works best. If it is not going to work just give us a call and we will reschedule.”

Give them a business card with their appointment written on it - It is best to write the date, day, and time.

March 5th, Tuesday, 10:00 am.

Remind them to call if they have any questions as you give them their bag.

Wash your hands immediately. Not just for your next client. You are likely going to get a drink, touch your face and hair… When your next client comes, if it is not immediately, wash your hands. Yes, they care and notice.

Business Cards: Have a place either on the back or at the bottom of the front that says “Appointment:______________________________”. No need for separate business and appointment cards!
HOW MUCH TIME AND MONEY?

I scheduled new clients for 2 hours (sometimes 2.5 hours) and 1.5 hours for followup appointments. Most followup appoints took 1 hour. The extra time gave me a chance to return messages or emails, mix herbs for an order that needs to go out… I charged $150 for new/first adult appointments and $75 for children and continuing appointments/followup appointments.

How much does it cost: “We charge $150 for the first visit, you do need to plan on 2 hours. It is important that we have time to address all your concerns and I will need detailed information to determine the best course of action. The cost of supplements is separate and depends on what you need.”

The money you make from the visits will cover overhead: rent, phone, internet, employee…. Your money, your primary income, is from supplement sales.

Money! You will need to make money, unless you are already wealthy and this is your hobby. Never feel guilty for getting paid to help people. Do dentists, eye doctors, pediatricians, nurses, and physical therapists get paid? Of course they get paid. You have invested in your education and your business. Money is simply an exchange. They need your services and you need to pay your mortgage or a well-deserved vacation.

Start as small as possible! Invest in your business with the profits (grow the inventory). Do not overspend on anything - debt is bad for business and life. Just because you can save 10% on a huge order does not mean you should. If you are very busy and the products will be sold within 3 months it may be worth the investment but…. order as needed! If possible too order so you can get free shipping.

Almost all products are sold at 50% profit. Paid $12.00 for the bottle and sold it for $24.00. Some products are set up as 30% by the company and some items are very expensive and you may choose to sell at 30% profit. Some products from companies are unreasonably high! I found that they were either not needed (“special isolated ingredients”) or could replaced by another company at a reasonable price. Do they really need the product? Is the need the result of the imbalance? Working on the imbalances will make the need for the product obsolete.
THE PESKY DETAILS FOR SETTING UP AND RUNNING YOUR BUSINESS

You will need to choose a name for your business and see whether it violates another business' federally protected trademark. You can do a simple search with the U.S. Patent and Trademark Office (USPTO), as well as a search for similar businesses using internet search engines.

Now that you have a business name it is time to file that name in your state to establish an **LLC. Limited Liability Company.** You are the owner, there are no minutes and meetings - talk to your accountant to make sure you answer the questions correctly. While an LLC is not required there are many reasons to do this and it is a first step so you do not need to change all the federal, state, and bank information later.

An easy way to have the LLC formed is to use [http://www.uslegalforms.com/corporatecenter/llc-formation.htm](http://www.uslegalforms.com/corporatecenter/llc-formation.htm). They charge around $200 and then you will also have a state charge and annual renewal with the state. In SD I was charged $150 and a $50 a year renewal.

With your LLC Business Name you now need to apply for an EIN from the federal government. An **Employer Identification Number (EIN)** is also known as a Federal Tax Identification Number, and is used to identify a business entity. You may apply online and the response is fast. Generally, businesses need an EIN if: you have (or will have) employees or if you operate your business as a corporation or a partnership.

Now that you have a name and EIN you can open a **Business Checking account**, apply for merchant account if you will be taking credit cards (Quick Books has a merchant account that directly ties into the program - it is worth paying a bit more for the integration with accounting).

If you have sales tax in your state you will need to get a sales tax license. All of your products, invoices are subject to this tax. Quick Books will keep track of it but you need to have it set up correctly first!

All of the above integrates into Quick Books for reports, liability statements…. 
QuickBooks is a popular accounting software system for small and medium-sized businesses. They do have versions for large businesses but you will not need the same services.

What You Will Need QuickBooks (QB) To Do?

- Purchase Orders (order products from vendor/company)
- Inventory (what you ordered to sell to your clients)
- Expenses (what you paid for inventory, and non-inventory items, rent, phone, folders…)
- Invoices for clients (what they owe for the service item of testing and also the inventory items/supplements)
- Receive payments (check, cash, credit card - credit cards do not have to be accepted!)
- Balance check book
- Track sales tax
- Use payroll services if needed (taxes, checks)

IT IS VERY IMPORTANT TO HAVE QB SET UP PROPERLY! Everything is connected in QB so you need training (many videos or even a local class) and you need to use an accountant. An accountant is not very expensive if you are able to learn most of the details yourself. You will need an accountant at the end of the year for taxes anyway so choose one person/office and build a relationship.

You will also need to know QB so you are able to train your front office manager. The front office manager doesn’t need to be an expert but they do need to know how to do the purchase orders, receive inventory, pay bills, create invoices and receive payments. You need to know how to fix things if they are occasionally done incorrectly. It will happen!

Do not get discouraged! While it sounds, and may feel daunting at first, most are able to learn the program in a short amount of time. Setting it up correctly is the most important task and you can find help with that part of the business.
If you are going to work alone you need to train your clients! This is not a bad thing. You just need to write on your literature the best way for them to get their supplements. You are setting boundaries to protect your clients time and your reputation.

I value your time and want to give you the attention you need during your appointment To accomplish this I need all clients to do the following:

* If possible, email, text, or leave a phone message of the products you will be picking up at the office. I will be able to have them ready for you.
* Supplement pick up times are between 8:00 and 8:30 am, 12:00 and 1:00 pm, and 5:00 and 5:30. If this doesn’t work please let me know!
* I will be answering phone/email messages between clients appointments. Email/texts work the best so we are not playing phone tag. Emails also give me time to look at your folder and have a plan before calling you.

THE FRONT OFFICE MANAGER:

A front office manager? You are not hiring a receptionist or secretary. You are hiring a team member and should pay as much as possible to keep them if they are a great employee. If you think you are going to do everything yourself forever you are not planning on being a successful natural health professional!

When you start building your clientele you will simultaneously have phone calls and emails with questions, scheduling appointments, ordering products, getting products for clients when they stop in, mailing products to clients in other towns/states, taking payments, stocking shelves, making herbs… can you do this when you have a client in your office needing your attention? Do you interrupt your client’s office visit to answer the phone or fill an order whenever someone stops in to get supplies? NO!

What Does A Front Office Manager Do:

This is most often the very first contact a potential client will have, whether it is in person or on the phone. They are the other person in your office that will know almost everything you know about the client as well as things you do not know. They are the one talking to your client when they stop in for supplies, taking messages to give you, answering emails that do not need your attention…
They are doing the purchase orders (you need to tell them what you need ordered) and know that you need to a couple more items to get free shipping or that the vendor/company has a special going on that month.

They are filling the tinctures or reorders or making them while you are giving directions to your current client in the office. That is if they are not on the phone or taking care of something else!

They are managing your time! They are scheduling the appointments and putting out fires and taking messages and printing off emails for you to look at so you can determine if she/he an call or email the client with a simple answer or if you need to call or email. She/he is tactfully not letting clients interrupt you when you are with a client but still meeting their needs!

They receive the order into inventory and stock shelves when orders come into the office. They know every password and have to update the companies if you get a new credit card. I had my office manager make out her own check and all the checks for bills - I just signed them!

My manager came in a half hour before I did to do a quick clean from the evening before because I was often there past 5:00 when she left for the day. When I arrived she had the messages and emails from the the night/morning so I would know what I needed to take care of between clients or before lunch. She went to lunch before I did so someone was always in the office.

They need to have a lunch hour! You need to have a lunch hour or an hour and a half to reenergize and unwind from a likely very intense morning of problem solving.

They go to the post office to mail the packages they have invoiced. They stop by the bank and make a deposit on Fridays. I paid my manager cash for gas once a month ($15 per week).

They need an office policy/duty guide in advance so they know what you expect. Change it as necessary so you are both able to work as a team. Give them some freedom to take a day off so they can visit family on a long weekend. Let them take a vacation - even the first year give them a paid week! Treat them as a team member and keep them. Your clients need the consistency of a team not the attitude of an over-whelmed, under-appreciated, under paid employee!
MANAGING YOUR TIME, YOUR LIFE

How many days will you work?
Which days of the week will you work?
What hours will you work?

The first year is often slow enough that a person will work anytime their client wants to meet! Is that a good idea? NO, it is not a good idea. It will overwhelm you when you have 200 active folders/clients in your file cabinet. I say active because you will have clients that you just didn’t connect with, moved way, got well and stop coming in, didn’t get well after one bottle of herbs and decided it didn’t work, started seeing someone else… do not take it personally! You will not be the best person for everyone and not everyone is willing to make the changes necessary to get well.

Burnout in this business is very real. When you first start you are so excited that you can’t imagine it ever happening but… day after day with sick people who need a lot of attention and care and the calls and emails will add up. You will not be able to help them if you do not take care of yourself! They deserve the best you have and you deserve to be the best you can be.

Do not work three days in a row. If you work Monday and Tuesday you should take off Wednesday. If you have a husband who does not work weekends, or if you have children, do not work on Saturday! Your time and profession is just as important as the dentist, chiropractor, eye doctor and others who do not work on the weekends. Your clients will need to take time off of work for you just as they do for others.

As long as your clients know your schedule you may set any hours and days that you need. One of the things we “trained” our clients to do was emailing their orders or leaving a phone message with what they needed. My office manager, Brenda, would simply email back or leave a phone message saying that we had or would mail their package that day. If they were local she didn’t respond back but would simply have it ready when they stopped in to pick it up. This was great for the client! When they stopped in, their supplies were in a bag and the invoice was ready. In and out and on with their day. It was a time saver for us and if Brenda was out to lunch while I was with a client it only took a minute to give them their pre-packaged and invoiced order.

It is the little things that go along way in managing your time and preserving your mental capacity for the person you are currently working with.

Genesis School of Natural Health 13.
There are many little details in an office. Like what kind of bag? We ordered 2 sizes of white bags with handles. The larger would hold protein drink size stuff and the smaller ones held 6-8 bottles of supplements. They were easy to carry, sat up on the counter, looked neat and clean, and they were not expensive. We ordered ours from papermart.com. Brenda would use a pencil and write their name on the bag so it was easy to pick out when the customer came in. Pencil because they often reused these bags for other things.

Mailing supplements? We found that boxes were seldom needed - only for large orders. We kept all the small boxes that came with our supplement orders and reused them! What we used 90% of the time was padded envelopes. We bought a huge box at a time of medium and large envelopes. We also had a box of bubble wrap for any glass herb and homeopathic bottles. We had no problems with sending glass wrapped in bubble wrap and placed in a bubble envelope. There are some smart tricks like: if you are sending a couple of plastic bottles arrange the glass one in-between for extra protection.

The large envelopes would hold 4-6 bottles! The medium ones 1-3 items. Don’t buy them in the store because they are expensive that way. papermart.com has their own brand of bubble mailers and they are cheap when you order a box of them.

HERBS AND MORE HERBS! We primarily used 2 oz. bottles when combining our own herbs from our bulk herb supply. The 4 oz. bottles are great for longer-term nutrient herbal blends. At 30 drops 2x per day a 2 oz. bottle lasts about a month. You may want to order 50-100 bottles at a time! We ordered a box of around 250 2 oz bottles so we were not always running out.
Make sure you wash your hands before putting the droppers in the bottles! Prepare many at one time for your shelf and close the box tight so the remaining bottles are kept clean. [https://www.sks-bottle.com/340c/fin1a.html](https://www.sks-bottle.com/340c/fin1a.html)

For bottle labels we used mailing labels that we formatted (keep a saved copy on your computer) with Name: Date: Herbs: - we would fill out the label before putting them on the bottle. Fill the bottle with herbs first - no drips on the label.

BEGINNING INVENTORY

This is an investment that has to be replaced all the time. The best way to build the inventory is by using your profits to purchase more items of the same (depending on how often needed) and by adding additional items for the inventory as you determine they will be needed. You must invest in your business, grow your business so you can have a long-term profit! Beginning profits should not be used for anything outside the business until you have gained ground.

Always work on a cash basis. If you used credit to start your inventory keep it as low as possible. Use some of the profit to pay off the credit but you must buy more of anything that leaves the shelf also so… first you order what went off the shelf and the rest of the money goes towards debt and expenses. So many people fail at business because they spend all the profits instead of growing the business so they can enjoy greater profits and stability later. Yes, you will use a credit card to order more inventory but you pay it off immediately. With online banking I paid off my credit card every week at first. As my clientele and income grew I paid it once a month. Sometimes my credit card bill was $6,000.00 for one month and I only worked three days per week with an occasional Saturday for those traveling from out of state.

Yes, you can build a very busy business. I live in a small town in South Dakota. Many of my clients lived in other towns and states. Other states? After you see Amy and help her, she is going to tell her friends and family. Some of them live in other towns and states and will make an appointment for when they are in town. You will send refills by mail and will either see them in person for another visit or you will do a phone/email consultation and send more supplies.

Credit card rates? Who cares if you are paying them off every month! I used a Capital One with cash rewards on ALL purchases. With 6,000-8,000 per month inventory spending I was able to take many free trips by applying the rewards to past purchases for plane tickets and motels. Don’t let your big spending and immediate payoffs go without rewards.
Let’s talk about inventory and organizing….

The most cost effective and profitable way is to mix as many of your herbal combinations as possible. I don’t recommend this for parasites and some herbs that you will not use very often. I ordered all of my bulk, liquid herbs from Professional Formulas. They are an excellent company, affordable, and carry hundreds of herbs.

By bulk I mean 250ml bottles. Most formulas you combine will be placed in 60ml/2oz bottles. Professional Formulas also has a few pre-combined formulas.

*Talk to your accountant about how to do end of year inventory - of course the empty bottles will be listed as non-inventory but you will have a sales item called Herbs 2oz with a set price. I sold the 2 oz for $18.00 and 4 oz for $35.00. The “Herbs” will show a negative inventory because you did not order them, you made them from the bulk herbs. The profit shows of course. What I did at the end of year for inventory was count the amount of bulk herb bottles and adjust the inventory and than reset the Herbs to zero for the year - I think! My accountant always told me what to do and then I would forget and ask again the next year! They are important. They are very important when you have to do end-of-year forms and taxes for an employee.

A very important item with herbs in an office is a sink! You must have one to wash your hands before making the herbs, washing the measuring beaker… If possible the sink in the same area you see clients is great. They love to watch you go through the process. I suppose it would work if you washed your hands in the bathroom if you made sure you used a paper towel to shut of the sink (dirty handles) and left the bathroom door open so you are not touching that either. A small tub/bowl with soapy water on the counter could be used for the measuring beaker. If you don’t rinse or wash right away the very concentrated herbs are hard to remove and you want to show that you do wash the items!

Another side item! Your inventory should be close to you, in the same area where you see your client. I was working in a 500 sq foot space with a divider between the front door and office manager for “privacy”. We could still pretty much hear each other, which was actually great most of the time, but the client could not be seen when others stopped by to get products. It also closed in, defined our consulting area so they were comfortable. We had a bathroom of course and were lucky enough to have a small back room area for our purses, coats, and mailing supplies…
This picture is an example of what NOT to do! Bare space all over makes it look unorganized and it appears that you don’t have much. I say appears because a person could have a lot but the space is deceiving. What to do? Buy 2-3 bookshelves. Now find an old one at a second hand store - you are going to take it apart and use the shelves and pieces for adding additional shelves to the new bookcases. The bottom shelves are great for books!

This picture is an example with too much detail. You only need 2 pieces of wood screwed into the side of the bookcase (adding a shelf between a shelf). Slide the shelf from the old unit into the space (may need to cut to fit - make sure you don’t get an old one that is too narrow!). Leave enough room above the products to easily reach in and bring them forward and to see how many you have. You will need to leave at least one shelf undivided for tall items.

You also need to measure your bulk herb bottles to be sure there is enough room to easy reach them, take them off the shelf easily. The bulk herbs should be in alphabetical order and no more than 3 bottles deep for both order and convenience.

Surround yourself with the product - create a cozy but not crowded atmosphere. Enough room for your desk, your chair, the client’s chair, a couple of folding chairs for your client’s parents, friend, or spouse, and of course room to walk around and get the supplements. If you are muscle testing you will need to arrange the chair they are in for consulting to also work for muscle testing or have a higher chair that you can take out of the corner when you are ready to test products. Remember that the desk is for papers and products and such. It should be to your side. Don’t sit behind the desk which separates you from your client.
This is a wall mount multimedia case. It was the best thing I had ever used for the small homeopathic bottles, liquid herbal bottles, and my empty bottles for combining herbs. With a beginning inventory you should just by one. Mine had the 2-divisions like the one shown.

Each section will hold 6-7 different formulas, 3 deep. There are many homeopathics and herbal formulas where you only need 3. For the formulas I used often, I made 2-3 rows. They looked great and it made re-ordering easy - a quick look and you know what needs to get replaced.

I put my formulas in alphabetical order and/or groups (Energetix has Core formulas and others, I put all items starting with Core in alphabetical order). Always group the companies together so you can easily write down what you need to order. When your business grows this is often done in a hurry!

**What are you going to put on the shelves?** Homeopathics when combined with the use of herbs and other supportive supplements are absolutely necessary. I am not talking about classical homeopathy which takes years to perfect. I am talking about the use of specific homeopathic formulas for use against organisms (viruses, bacteria, mycoplasma, parasites, candida/yeast, fungus).

Professional Formulas and Des Bio made up the bulk of my homeopathic inventory. A few were Marco Pharma and Energetix. Every company will claim they have the best. My inventory evolved as I experienced consistent results and your inventory will change as you discover what has worked best.

I will call the other items supplements because they are usually vitamins/minerals, or a combination of herbs with other ingredients. The most important ones to start with are Calcium, Magnesium, Potassium, Iodine, Sulfur, Fish Oil, Probiotics, B-complex, sublingual B-12, vitamin D, vitamin C, and a multivitamin for women and for men.

I am only going to list my favorites and most used items. I built my inventory up to $20,000 - I didn’t start with that much! Hopefully this list will save you some money because it does not contain the failures!
If you choose 30-50 individual herbs you will have an arsenal at your finger tips. Pair them with homeopathics, supplements needed in greater amounts than found in food, a change in diet, and it will not be necessary to carry every product from every company! I always used the pre-made kidney, bowel movement, and parasite formulas and used other herbs to boost them if necessary. Why kidney? Just because it takes many herbs for a great formula and I needed use those individual herbs often enough to carry 250ml of each.

Stock your shelf based on the herbs that you felt more connected too - there are many that are able to accomplish the same goal in the body. The following are some of my favorites. You do not need everything listed below! Just make sure you have each organism and body system covered.

**Companies:**

PF = Professional Formulas (all bulk herbs, many homoepathics….)
Marco = Marco Pharma
DesBio = Deseret Biologicals
Systemic = Systemic Formulas
PLabs = Progressive Labs
Energetix

The above companies have one major shortfall - most of them do not have a great tasting formula for protein or greens. Some of the protein powders did not have great ingredients either.

While I did not use them in my office, I have found that the Garden of Life **protein powders** (not the soy ones!) are excellent. They also have a wonder **natural B complex** supplement and **collagen** formulas. Randy McCormick, a naturopath and mentor has found them to be excellent with his clients and I used them recently to “test” them on myself.

The **Raw Prenatal** formula is something that you may also want to carry from Garden of Life. It is great for pregnant clients or use at 1-2 per day for those very behind in key nutrients and iron. Low iron is common with vegetarians, women having heavy periods, the elderly, those using antacids or have bowel issues/
food intolerances/bowel inflammation/liver issues… A common symptom of low iron is exhaustion and out of breath symptoms. Yellow dock mixed with alfalfa, nettles, and dandelion will also build the blood/iron. Marco Pharma’s Malunggay formula is also iron rich and may be used as a whole food multivitamin/multi-mineral.

**Herbs Alternatives (use with organ specific tonics/support):**

Burdock: blood, skin issues, congestion anywhere in the body  
Poke Root: lymphatic system/glands, growths - slow and powerful, use 3-6 months  
Blue Flag (low doses!): liver, gallbladder  
Barberry (berbine like goldenseal): liver, blood, lymph, bowels, lungs,  
Oregon Grape (berbine like goldenseal - affinity for skin): skin infections, blood, liver  
Red Clover: lungs, skin conditions  
Echinacea (mixed): lymphatic system/immune  
Plantain: kidney, bladder, or external poultice for infections  
Yellow dock: bowels, liver/blood builder, skin  

**Primarily Nutritional**  
Alfalfa  
Bladderwrack/Kelp  
Nettles  
Dandelion root  
Oats Milky Seed/Avena sativa/Oatstraw (stimulating, reviving, burn out recovery)

**Specifics, Systems, Tonify, and more**  
Licorice  
Milk Thistle/Silybum  
Schisandra  
Celery seed  
Lemon Balm  
Valerian root  
Passion flower  
German Chamomile  
Ginger  
Peppermint  
St. John’s Wort (excellent anti-viral but make sure they are not on an antidepressant)  
Withania/Ashwaganda  
Panax (American Ginseng)  
Chaste Tree/Vitex (primarily works through pituitary)  
Red Raspberry  
Wild Yam
Black Cohosh (this nervine is great in pain/inflammation formulas for men and women)
Cramp bark (muscles spasms and tightness, menstrual cramps)
Blessed Thistle
Hawthorn/Crataegus
Saw Palmetto (don't forget the uses for women!)
Prickly Ash (stimulant, warming, peripheral circulation, slower but better than cayenne)
Horse Chestnut (weak blood vessels)
Horsetail (bones should be strong but also flexible!)
Elderberry (with red clover and barberry you have an excellent sinus/lung formula)
Lobelia (add to sinus/lung, asthma, great inflammation anywhere)
Astragalus complex (Professional Formulas) - immune
Mushroom complex (Professional Formulas) - immune
Thyme (anti-infection, lungs/bowels/kidney/bladder) - use with additional support
Rehmannia Complex (inflammation/systemic support)

Homeopathic Nosodes - Primarily Bacteria (read the ingredients, do not go by disease names!)
Lyme Plus (wide range) (DesBio)
Rheumatoid Arthritis Nosode (wide range) (DesBio)
Bacteria Plus (wide range) (DesBio)
Borrelia Series (DesBio) - keep one around, more if Lyme is common in your area
Tick Pathogen Nosode (wide range) (PF)
Mycoplaster/Mycoplasma (PF)

Homeopathic Nosodes - Primarily Parasites
Bowel Pathogen Nosode (wide range) (PF)
Parasites/Amoeba/Protozoan Nosode (PF)
Food Poisoning Detox (wide range) (PF)
Colo-Chord (amoeba/parasites) (Energetix)
VER (liver is primary target) (DesBio)

Homeopathic Nosodes - Fungus/Mold/Candida
Toxic Fungi-Mold Nosode (PF)
Mycosis Nosode Drops (PF)
Mycocan-Chord (candida/fungus) (Energetix)
Homeopathic Nosodes - Viruses (involved in chronic diseases)
Virus Nosode Drops (PF)
Vaccinosis Nosode Drops (PF)
Childhood Immunizations Detox (PF)
Herpetic Nosode Formula (PF) - so many herpes viruses involved in chronic issues
EBV/CFS Plus (DesBio)
Virus Plus (common fatigue generating) (DesBio)

Homeopathic: Xenobiotic Detoxification
Food Additive Detox (PF)
Lawn and Garden Detox (PF) - pesticides, herbicides and more
Industriox (PF) - manufacturing…

Herbal Formulas: Parasites/Bacteria/Candida/Fungus
Parasite Complex (parasites) (DesBio)
Core Artemisia Blend (parasites/bacteria) (Energetix)
Para-A (parasites/bacteria) (Marco Pharma)
Core Pau d’Arco Blend (Candida/Fungus) (Energetix)

Herbal Formulas: Virus
Core Cat’s Claw (this bark MUST be pre-broken down) (Energetix)
Mushroom Complex 250ml (immune) (PF)
Astragalus Complex (Astragalus, Eleuthero, Echinacea) 250ml (immune) (PF)

Herbal & Homeopathic (HO) Formulas for Blood/Lymph/Liver/Spleen/Kidneys
ALWAYS USE A DRAINAGE FORMULA (*) WHEN WORKING SYSTEMICALLY WITH HOMEOPATHICS OR HERBALS!
Hoxsey-Like Formula 4 oz (blood/lymph/systemic) (PF) (*)
Scolopendrium (spleen/lymph) (Marco)
Core Goldenrod (complex kidney formula/cleansing/bladder) (Energetix)
Core Queen of the Meadow (kidneys/soothing/cleansing/bladder)
HO: Lymph Drainage (DesBio) (*)
HO: Systemic Drainage (DesBio) (*)
HO: Lymphonest #10 (Marco) (*)
HO: Drainage-Tone (lymph) (Energetix) (*)
Enzymes/Bowels
Lipo-Complex (Gall bladder replacement pill/fat digestion) (PLabs)
Marcozyme (systemic enzymes/inflammation) (Marco)
Instesti-Cleanse (Marco)
Frangula #27 (parasite support/bloating/recovery) (Marco)
Core Condurango Blend (healing intestinal tissue/recovery) (Energetix)

Probiotics
Ba-co-flor extra strength (Marco) - excellent first and last for bowel issues
Kiddi Flora (Marco) - kids version of Ba-co-flor
Broad Spectrum Probiotic (one to two bottles only - use with another kind when it is serious, many antibiotics or food poisoning) (PLabs)
A multi-species probiotic that does not cost a fortune! Many to choose from.

Endocrine System
Tranquil Complex (PF)
Pituitary Complex (PF)
Pure Thyro (PF)
Enerdreen (adrenals/CFS) (Marco)
Ga - Adrenals (Systemic)
Gb - Pituitary (Systemic)
Gt - Thyroid (Systemic)
P and Ps - Pancreas (Systemic) - pancreas building/stimulating
Metapan (Marco) - sugar control

Other Supplements - the individual items that are needed in greater amounts than found in food/herbs
Gynecrine multi for women (PLabs) - covers the B’s and tests for almost all women.
AZV multi that worked best for men (Systemic)
BSV (B vitamins with herbs for stress - only use one per day in the a.m.!) (Systemic)
Methyl B12 (has 46mg B6 also) (PLabs)
Phosphatidyl Serine (brain energy) (PF)
Glucosamine Chondroitin (sulfates!) (PF)
E-400 Sesame (PLabs)
C-1000 (PLabs) - the right balance of flavonoids and ascorbic acid
Vitamin D 1,000 or 5,000 (PLabs)
ProOmega D (Fish oil with D) (Nordic Naturals)
Osteo Complex (PF) - osteoporosis or going that way, combine with CAL and determine if they also need deep green herbs for additional K and other minerals, magnesium, protein, vitamin C, and additional vitamin D.
CAL (calcium and more) (Systemic)
Calcium Lactate (PLabs) - easily absorbed/converted
MarcoMag (Marco) - very absorbable formula
Accelerin (potassium/mag) (Marco) - toe/leg cramps, missed heart beats once in awhile
Organo Iodine Drops (PLabs) - thyroid building and cleansing, virus overload
ProOmega CoQ10 (Fish oil with CoQ10) (Nordic Naturals) - two in one is always great
Cod Liver Oil (Nordic Naturals)
ProDHA (Nordic Naturals)

**Metals (always use with blood/lymph/kidney/liver support)**
Cilantro tablets (Marco) - (need to use with herbs for kidney/liver support)
Nepro-Rella (Marco)
Viscum #3 (Marco)
Core Cilantro Blend (with liver/kidney support) (Energetix)
Cerebro PTC (Marco) - brain “detox” and support

**Children Specific or for the very weak or old**
T4 - fungus formula (Systemic)
T3 - bacterial formula (Systemic)
Kiddi Flora (Marco)
ABC - homeopathic for ear infections (Marco) pairs well with:
Ear Drops (PLabs)
Nettles, Dandelion, Alfalfa, Bladderwrack (low dose), Elderberry, Chamomile, Ginger, Peppermint (low dose), Licorice (low dose), Lemon Balm, Barberry (not Goldenseal), Echinacea, Passion flower (low dose).
Marketing Ideas and Recommendations

Your business will be built by word of mouth! 99% of all people will come because they heard about you from someone else. Spend more time with clients and your professional image than anything else.

Website: Do not spend a lot of money! A simple template with a brochure-like reading and contact information. Always mention that you do not cure or diagnose! Do make sure it is clean and not too “girlish”. Flowery colors and graphics do not provide a professional image. That said, you also don’t want a cold, business or medical look! Look at other websites and notice your first response.

FaceBook: This is an excellent tool if you use it correctly. Post simple recipes that are not mainly for sweet treats. Post a weekly health tip - you can write many in one sitting and save for weekly use (Are you drinking enough water, why we should not use lotions with mineral oil/petroleum, fruit or vegetable of the week…).

DO NOT post a bunch of articles from other pages, especially all the vaccination posts and other divisional posts in the medical community. Educate clients on a one to one basis (without judgement of course). Why? If you are “too far out there” you will make many feel uncomfortable before you have a chance to address it as needed in the office. Never make them feel guilty about past decisions - you can only work with the present and future! Don’t make them feel guilty about future decisions, just educate without beating them over the head with information.

Local health fairs are a great way to meet people and get your name in the community. It is very ineffective to get people’s names by offering a “prize”. Most do not like giving out the information. It would be better just to hand out a brochure or business card with a certificate for 50% off first consultation or something like that. 50% sounds like a lot because it is but…. when you are first getting started it will increase their chance of coming and it is the repeat business and referrals that are going to build your business.
Brochures and Business Cards: Print them as needed on your computer until you are sure they are just right. Vista print has an easy site to use and they are very affordable for brochures and business cards. Send one with every new person, every mailing of Symptom Survey forms. Leave them on your desk because many of your clients will give them to someone they know.

Like the website, the card and brochure design should be fairly neutral in colors and graphics. Search the internet for business card images and see what looks like it would appeal to both men and women with different educational backgrounds. Your name should stand out more than any graphic on the business card - make sure it has an easy to read font and color. Simple is always better than busy.

The brochure should have a section of location and contact information and how to find your office easily. A section of what to expect during their appointment: amount of time, why you give them a Symptom Survey, professional/quality of products used, rates, layers of healing.

Some Ideas for the brochure and website:

Sharlene Peterson, Holistic Health Professional and Master Herbalist
I have worked in the Black Hills of SD as an natural health professional for several years. In addition to my own office, My Body Organic, I have also served clients at Alt Med Services in Black Hawk under the guidance of Cory Carter, ND.

My education includes a B.S. Biology degree, Lymphatic Decongestion certification, Holistic Health Professional diploma, Master Herbalist diploma and many seminars and classes in the alternative fields of health.

I work with children, youth, and adults from several states. I may see some clients a couple times a year for preventative health services while others are facing serious imbalances that require frequent visits and changes.

I do not claim to cure or diagnose diseases – that would be against the law! It is also true. I simply recommend the herbs, nutrition, and homeopathy that the body can then use as it sees fit. Your body makes the new cells, transports the nutrients, and eliminates the waste – your body heals itself.

Insurance does not cover my services. This is a good thing – I do not want some uncaring person sitting in an office telling me what you should have, can have, and for how long. You are a unique individual and I will serve you to the best of my ability and within the parameters you choose.

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Genesis School of Natural Health  26.
As a practitioner of natural health therapies I use well-researched nutritional, herbal and homeopathic supplements to encourage your body’s inherent self-healing process. There is always an emphasis on minimizing the risk of harmful effects on you – First Do No Harm.

I do not divide you into parts but rather examine how your whole body system is responding to the environment, your current lifestyle and how it is expressing your inherent strengths and weaknesses. It is my belief that we have been perfectly created. My purpose is to help you reach your full potential for health.

Sharlene Peterson, B.S. Biology, Holistic Health Professional, Master Herbalist

The primary objective at My Body Organic is the prevention of disease and the attainment of optimal health. Prevention should start at conception and continue through life by eating real food, drinking plenty of clean water, avoiding exposure to chemicals like pesticides and food additives, and toxic metals like mercury or aluminum. High-quality, natural supplements should be taken as needed.

**When are supplements needed?**
Supplements are needed when your body has not received the required minerals, vitamins, fatty acids, water, protein, or enzymes needed for optimal health. They are also needed when toxins or chemicals have created or aggravated an imbalance/dis-ease in your body.

Homeopathic remedies are very successful in helping the body overcome pathogens (bacteria and viruses), food sensitivities, and chemical exposures that are implicated in bowel disorders, chronic fatigue, allergies, chronic respiratory problems, thyroid function, swelling/inflammation, and a host of other imbalances that may occur in the human body. We do not use drugs, we are not medical doctors. We use herbs, homeopathic remedies, and supplements that work with the body so that the body is able to overcome/heal itself.

We use high-quality supplements from several different companies. Our supplements are solely or primarily from the earth NOT from a chemistry lab! Our bodies came from the earth, receive nourishment from the earth, and will return to the earth. Anything that enters our body and does not provide nourishment for our cells is waste material and adds to the total burden of our bodily systems to dispose of such waste.
My Body Organic recommends herbs, homeopathy, specific support formulas and other products after determining your unique needs. To determine your needs we use education, experience, symptom survey forms, muscle testing, and most importantly, communication.

Everyone has their own experiences, stresses, history, exposures, beliefs, and daily lifestyle. It is a privilege and my responsibility to listen and observe so I may properly apply the education and make better use of the tools available.

When you schedule your first appointment we will provide you with a Symptom Survey form. This form contains several questions offering insight into the health or struggle of your body systems, organs, and glands. We also require a signed Consent Form.

During your appointment I will review your answers and ask additional questions as needed. Everything you say, write down, or take as supplements is confidential and your privacy is respected. Your appointment may also involve Muscle Testing which is a simple test to determine if you body prefers one supplement or formula more than another.

Thank you for choosing Genesis School of Natural Health.

The Journey Continues,
Sharlene Peterson