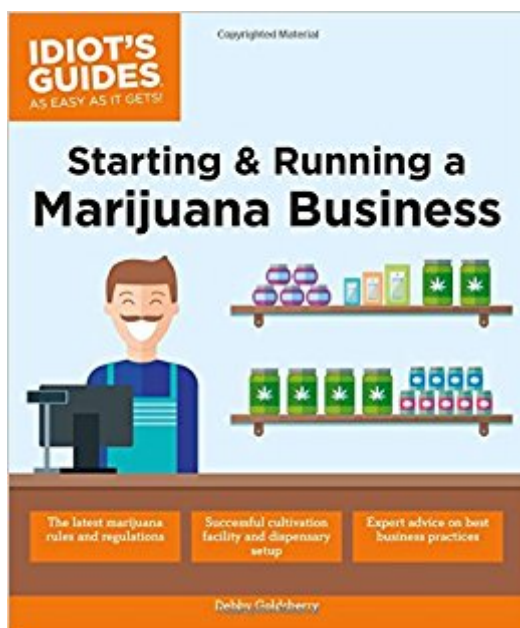


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# Starting & Running A Marijuana Business (Idiot's Guides)



## Synopsis

The most comprehensive and easy-to-understand guide to starting and running a marijuana business. Legal marijuana is one of the fastest growing industries on the planet, and aspiring entrepreneurs are chomping at the bit to get in on the "green rush". However, while starting any new business can be challenging, starting one in an emerging field with a new and changing legal landscape can be downright daunting. But whether your ambition is to start a grow facility or cannabis dispensary, *Idiot's Guides: Starting & Running a Marijuana Business* will help you navigate this complex industry with careful planning and special considerations to make the most of your new venture. In this comprehensive overview, you get:

- Best practices for securing locations and permits, dealing with the financial restraints from the U.S. Government, and managing all of the day-to-day aspects of running a business.
- Insights on the legal challenges from state-to-state and how to navigate them to maximize earning potential.
- Expert advice on locating cultivation/dispensary sites, creating a business plan, securing finances, training staff, dealing with security measures, paying taxes, and offering medical patient counseling.
- Marketing strategies to ensure the business grows and operates legally and effectively.
- Checklists for any owner and manager to incorporate in their business and training to ensure all systems are covered.

## Book Information

Series: Idiot's Guides

Paperback: 336 pages

Publisher: Alpha (June 13, 2017)

Language: English

ISBN-10: 1465462066

ISBN-13: 978-1465462060

Product Dimensions: 7.6 x 0.7 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 7 customer reviews

Best Sellers Rank: #110,835 in Books (See Top 100 in Books) #31 in Books > Crafts, Hobbies & Home > Gardening & Landscape Design > Marijuana Cultivation #985 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship #1130 in Books > Business & Money > Industries

## Customer Reviews

Debby Goldsberry has more than 25 years as a leader in the medical and adult use marijuana industry. She is Executive Director at Magnolia Wellness, an award-winning dispensary in Oakland, CA. She co-founded the Berkeley Patients Group (BPG) medical cannabis collective in 1999, directing its growth over 11 years. Ms. Goldsberry developed and implemented standard operating procedures for procurement, product safety, patient relations, and business management and operations, which have been replicated by dispensaries around the nation. As a community leader, Ms. Goldsberry is active in the campaign to reform the California state cannabis laws and to protect patient's rights. She co-founded and directed Americans for Safe Access (ASA), Medical Cannabis Safety Council (MCSC), and Cannabis Action Network (CAN). She is a board member at California NORML, is a former board member of the Marijuana Policy Project, and teaches procurement and patient relations at Oaksterdam University. Ms. Goldsberry has been a staff writer at DOPE magazine and High Times Medical Marijuana magazine, and was a featured blogger at "Smell the Truth."

As the former producer of the Cannabis Cup in Amsterdam from 1996-2003 I thought I knew EVERYTHING about the Cannabis biz...well, thanks to Ms Goldsberry's well written and useful book, I now really do know everything, or at least a lot more now. I came out of the travel and entertainment side of the marijuana culture so for me there was so much to learn from this book, I really recommend this to people that are curious or very serious about entering this growing industry. The book is well laid out and covers alot, for a small investment you can take advantage of the authors decades of knowledge and trial and error. So get the book, roll up a nice joint, light it up and dream big as you read.

Cannabis pioneer Debby Goldsberry has distilled her experiences over more than a quarter-century of activism and business leadership into this wide-ranging yet compact guide. While it is primarily a helpful business start-up primer, SRMB reflects the author's deep roots in advocacy by gently, persistently making the case for a values-based approach to cannabis business operations in both the medical and social-use arenas. The first chapter sets the tone, offering a history of cannabis commerce that reminds entrepreneurs of the industry's origins as a social justice movement. And even technical chapters on cultivation technique or company formation are seeded with reminders that cannabusinesses can, and should, be values-driven, environmentally and socially responsible, and patient/consumer focused. As a how-to book for a complex emerging industry, SRMB covers a lot of ground, so don't expect it to do all of the detail work for you • this is not a "business in a

box or compilation of boilerplate checklists and forms. It is, however, a thorough business manual, designed to give small businesses a chance to compete, and Goldsberry makes a sage, encouraging companion for entrepreneurs who feel called to this challenging, important work. Whether you are curious about the industry, a new participant, or an old hand, you will want to add this valuable guide to your cannabis library. (Note: This is a flipping-back-and-forth, notes-in-the-margins, dive-in-anywhere kind of book. Depending on your level of comfort with these functions in the Kindle interface, you might appreciate having the paper version.)

Everyone wants in on the Green Rush. Few folks know what it takes time-wise, money-wise, and legally to get involved in the process. This book gives you a floor plan and life experiences from one of the pioneers in the California cannabis scene. Those who read and follow the advice in this book stand a chance of being able to do it legally and successfully. It was an eye opener how involved the entire process was....from the amount of rules/regulations, to how long it can take from conception to grand opening. Written clearly and concisely and worth every penny of the price - I continuously lose track of time as I go thru it.

We are thankful to have such great leaders like Debby (#LikesWeedGoodPerson) Goldsberry in the changing tides legalization brings. This book should be in the hands of anyone who is curious about starting or helping run a marijuana business. Be sure to pick up a copy for your local library too. Get 2 for States that are still working towards responsible legislation. Don't forget to tell your family and friends!

If its legal in your state, this will give you an overview of how to get into the business

Great book, informative, easy to read, and great author!

A Must Read For Anyone Interested In Herb an It's Runnings ...Loaded With Info

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