Marijuana Business Successfully Dispensary Facility

High Heals

A Budding Success

STARTING UP YOUR CANNABIS BUSINESS

Marijuana Business

Marijuana Business

Cannabis Business

The Marijuana Business Operations Guide

The New Cannabis Business for Beginners

Branding Bud

The Cannabis Business

How to Succeed in the Cannabis Industry

Big Weed

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Start and Run a Medical Marijuana Dispensary

Marijuana Dispensary Business

A Guide to Running Your Own Marijuana Business

The Entrepreneur's Guide to Cannabis

Cannabis Business Plan For Beginners 2 Books In 1

Cannabis Business: Step-by-Step Startup Guide

Medical Marijuana Business

The Successful Canna-preneur, The Practical Guide to Thrive in the Legal Cannabis Space The Cannabis Business Book

The Complete Guide to Starting Your Own Cannabis Business - An Introduction to the Medical Marijuana Industry

How to Get Investors for Your Medical Marijuana Center

How to Succeed in Medical Marijuana

Marijuana Business

A Business Approach to Cannabis Farming

Growing Marijuana for Business

Marijuana Business for Beginners 2021

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How to Succeed in the Cannabis Business

Go for the Pot of Gold

Start Your Own Cannabis Business

Beginning Guide of Marijuana Medical Business

Marijuana Business

Beginning Guide of Marijuana Medical Business

The Business of Cannabis: Blueprint to a High Income

Starting & Running a Marijuana Business

How To Start Cannabis Business

Marijuana Business - How to Open and Successfully Run a Marijuana Dispensary and Grow Facility

Marijuana Business

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TRISTEN DARION

High Heals Independently Published So you want to be a Cannabis millionaire? In this book, 50 industry insiders share what it takes to succeed in the weed business and generate High R.O.I. In the follow up to his bestselling The Entrepreneur's Guide to Cannabis, Cannabis Business Coach and award-winning Cannabis entrepreneur, Michael Zaytsev shares the strategies and tactics that transformed him from an idealistic 24-year-old with absolutely no knowledge of Cannabis-except how to consume it-into one of the Cannabis industry's most consistently innovative, influential, and effective leaders. The Cannabis Business Book features interviews and insights from 50 industry leading insiders, including: Founder and Owner of California's largest medical dispensary (Steve DeAngelo) Investors funding the biggest deals in Cannabis business (Emily Paxhia, Asher Troppe, Alain Bankier, Scott Greiper) Chief Mentor for the world's largest network of high-net-worth Cannabis investors in the world (Francis Priznar) Renowned Cannabis grow expert and Senior Cultivation Editor of High Times magazine (Danny Danko) Attorneys who helped craft the laws that legalized Cannabis in Colorado, Florida, and Massachusetts (Brian Vicente, Ben Pollara, Shanel Lindsay) Entrepreneurs in all facets of the industry, from edibles to software and everything in between Trailblazing pioneers in activism who paved the way for legal Cannabis business and many more! Readers can expect to learn: Why Cannabis business represents an unprecedented once-in-alifetime opportunity for wealth creation and social impact How to take advantage of that opportunity Whether or not the cannabis business is right for you (it's not for everyone...) How the Cannabis industry is unique from every other industry in the world The mindset, leadership principles, and best practices of highly successful Cannabis entrepreneurs How to raise money for your Cannabis business How to build a potent and supportive Cannabis network The most common mistakes Cannabis entrepreneurs make and how to avoid them and more! Michael Zaytsev, or Mike Z, is the Founder of High NY -one of the world's largest marijuana Meetup communities. He has produced Cannabis education and networking opportunities for thousands of people. He is also the Founder of The New York City Cannabis Film Festival, the Cannabis Media Lab, & the High Tech Hackathon. Michael Zaytsev's writing has been published in Entrepreneur, Forbes, International Business Times, & more. For more information or to

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contact Mike Z, visit www.MichaelZaytsev.com

Although it remains illegal at a federal level, marijuana is one of the maximum exciting growth industries in the US because it will become legal in a few states, attracts funding, and will become a vertical which can make use of more than one technology ranging from the internet of things to cloud to analytics. In a majority of US states, clinical marijuana programs function as an herbal alternative to traditional prescribed drugs for treating several situations, like neurological and psychiatric issues, pain control, and cancer. And marijuana has the ability to be the following large legal recreational substance after tobacco, alcohol, and caffeine. Canada has been among the international locations to broaden the marijuana industry. The byproducts of marijuana being grown and processed in industries which have actual monetary capacity include hemp fibers for garb, upholstery, and different fabric use, in addition to resources for biofuel, cooking oils, and green plastics. New research indicates that there are doubtlessly hundreds of makes use of cannabis and hemp beyond pharmacology, natural medicine, and leisure drug use. Many complementary industries in the agricultural, business, generation, and offerings sectors will guide the overall marijuana boom enterprise.

STARTING UP YOUR CANNABIS BUSINESS Entrepreneur Press 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 dayto-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.

Marijuana Business Mmj Publishing

Step-by-step instructions to get money to launch or expand a

medical marijuana center. MMJ is a controversial topic and traditional small business funding is not readily available. This book explains how to navigate the hurdles you will almost definitely encounter along the way to opening your own cannabis dispensary.

Marijuana Business Entrepreneur Press

An in-depth look at 7 real-life medical cannibis center founders revealing their marketing, financial and operational tips. Includes interviews, shedding light on the secrets of overcoming the immense challenges associated with opening an MMJ dispensary. **Cannabis Business** Routledge

ALL YOU NEED TO KNOW ABOUT GROWING MARIJUANA FORM SEED TO HARVEST AND MAKING WEALTH OUT OF MARIJUANAAS marijuana gains broader legal status each year (recreational use is currently legal in nine U.S. states plus the District of Columbia; medical marijuana is legal in another 29 states), the cannabis industry is poised for massive growth. Market research shows that North American sales are expected to leap from \$9.2 billion in 2017 to close to \$50 billion ten years from now. Take a closer look at the world of Marijuana and what it holds for you and your future in creating wealth as a cannabis entrepreneur. You'll learn how to:Design a solid business plan with tips from experienceEstimate startup costs with the help of cannabisexperienced CPAsAssemble a team of employees with insight from legal cannabis recruiting and dispensary training agenciesProtect your assets in case something goes wrong with your businessFamiliarize yourself with the tax and legal regulations of the industryUnderstand what's legal and what's not in the U.S. in Marijuana BusinessGrow your Marijuana business into a Multi-National Company. Be a Successful Entrepreneur Tips for succeeding in the cannabis industry:Stay focused: There are tons of opportunities in the Marijuana industry right now and it's easy to attempt to go in a million directions. The more focused you are on the course you set out to achieve, the more successful you will be. Hire great people: Entrepreneurs and their ideas are only as good as the people they can get on board to execute. Successful execution requires a great team. To other young people looking to find their life purpose, Hilton recommends having as many experiences as possible, ideally ones that take you out of your comfort zone. "Whether it is internships, jobs, volunteer work, travel, school, or other experiences, being young is the perfect time to experiment and find something that you're inspired by and passionate about."

The Marijuana Business Operations Guide St. Martin's Press Embark on a groundbreaking journey into the lucrative world of cannabis agriculture with our comprehensive guide - a must-read for aspiring entrepreneurs, seasoned cultivators, and anyone seeking success in this booming industry! Why You Can't Afford to

Miss This: Cultivate Success with Planning and Strategy: Dive deep into the essential principles of strategic planning tailored for the cannabis industry. Learn how to navigate the complexities and uncertainties to secure a prosperous future for your cannabis venture. Revolutionize Agricultural Methods: Discover cuttingedge agricultural techniques that maximize yield and quality. From cultivation to harvesting, this guide is your go-to resource for cultivating premium cannabis that stands out in the market. Design Your Success: Equipment and Facility Mastery: Elevate your operations with insights into state-of-the-art equipment and facility design. Create an environment that fosters optimal growth, ensuring your cannabis farm becomes a symbol of efficiency and innovation. Navigate the Green: Funding and Financial Management: Uncover the secrets to securing funding and managing finances effectively. Whether you're a startup or scaling your business, our expert advice will guide you to financial prosperity. Promotion and Identity Building: Establish a powerful brand presence in the cannabis industry. From marketing strategies to building a unique identity, learn how to captivate your target audience and set your business apart from the competition. Master the Supply Chain: Gain a competitive edge by mastering supply chain dynamics. Explore effective distribution strategies, ensuring your cannabis products reach the right markets at the right time. Compliance Demystified: Navigating the legal landscape is crucial. Our guide ensures you stay on the right side of the law, helping you understand and comply with regulations, safeguarding your business from potential pitfalls. Unlock Possibilities, Conquer Difficulties: This book goes beyond the basics, addressing the possibilities and difficulties unique to the cannabis industry. Arm yourself with the knowledge to turn challenges into opportunities and propel your cannabis venture to unprecedented heights. Ready to revolutionize your cannabis business? Don't miss out on the invaluable insights that "A Business Approach to Cannabis Farming" offers. Seize your copy now and cultivate a thriving, compliant, and successful cannabis enterprise! Your journey to cannabis business excellence starts here. GRAB YOUR COPY

<u>The New Cannabis Business for Beginners</u> Independently Published

Thinking about investing in or starting a Cannabis business? Read this book first so your time and money don't go up in smoke! Leadership and Business Coach, Michael Zaytsev, interviewed 25 of the Cannabis industry's most successful leaders for their best entrepreneurship advice. Learn directly from: Steve DeAngelo, CEO of Harborside Health Center, the world's largest Cannabis dispensary Ethan Nadelmann, Executive Director of the Drug Policy Alliance, described by Rolling Stone as "the real drug czar" Scott Reach, CEO of Rare Dankness, winner of multiple Cannabis Cups Betty Aldworth, Executive Director of Students for Sensible Drug Policy, a multinational advocacy organization Cy Scott, Co-Founder of Leafly, and many others! Legal Cannabis represents a \$50 Billion Dollar a year industry; the industry will never be as small as it is today! Don't enter the "Green Rush" without learning from the pioneers interviewed for this book. Begin with The Entrepreneur's Guide to Cannabis.

Branding Bud Anne Holland Ventures Inc

In reverse to popular belief, a good living can be made on an organic farm. What's required is farming smarter, not harder? In This Marijuana Dispensary Business, Dr. Geoffrey Williams shares advice on how to make your cannabis production more efficient, better manage your employees and finances, and turn a profit. Every cannabis cultivation method is unique and results will be different for every farmer. It is necessary to continually research for better ways of improving on the farming method a grower chooses as well as crop yields. This book has offered you an essential insight into growing cannabis but, a lot of information is available online and at local libraries. There is countless cannabis growing blogs, websites, and forums where growers interact to share their experiences. It is also necessary to look for local farmers, observe their techniques and exchange information. Different localities offer different advantages and challenges that the residents are familiar with. As mentioned earlier on, every grower will need to check and comply with the laws governing cannabis use and cultivation in their area before embarking on a cannabis growing project. Growing cannabis legally poses a huge risk to the grower. The process of growing your own cannabis can be exciting and rewarding. Once you grow the first one, even if it is only one plant, from seed to harvest, subsequent ones will become easier as you build on your previous experience to cultivate better yields. This book is a step-by-step guide to help you be on the winning side of this Green Rush. The Marijuana Business books leave no stone unturned. -Visualize, dream, plan and organize your new business venture -Assess and pick the right locations-Select your legal and financial teams-Navigate through the entire legal process-Find the money or capital that you will need to finance your new business venture-Learn how to put a business plan together-Design a dispensary and grow facility-Learn how to grow marijuana-Hire the right staff for your business-Learn about Air tight SecurityAnd, everything else you will need to own and operate a profitable marijuana business. With this book you will have laid the groundwork, from start to finish, for eliminating the mistakes others have made, preventing unforeseen problems, and running a successful marijuana business.... AND MANY MORE!Scroll to the top of the page and select the buy button now!!!.

The Cannabis Business J.D. Rockefeller

So you've packed your bags, loaded your van are ready to join the "Green Rush" along thousands of others looking to try their luck at opening and running successful marijuana dispensaries and businesses in states like Arizona, Colorado, Georgia, Alaska and others. The business is big: According to CNBC, the marijuana industry in the U.S alone is worth an estimated \$45 billion and it continues to grow. As of January 1, 2014, the state of Colorado became to the first have dispensaries where marijuana could be grown and sold legally. Because of this legalization, medical dispensaries in Colorado are now able to apply for special licenses that allow them to sell marijuana for medical and recreational use to the public. However, the costs of cannabis retail sales don't come cheap: Marijuana dispensaries and businesses can expect to pay tens of thousands on operating licenses and application fees. Background checks and residency requirements for business owners are there to make sure that not anyone can start their own dispensary and sell marijuana. Today, marijuana dispensaries are not just in Colorado but have grown to other states like California, Alaska, Florida and the like. Marijuana dispensaries have the added advantage in that they don't only have to sell weed to card-holding patients, but to recreational smokers as well. In this book you will learn: - How to Open a Medical Marijuana Dispensary: A Bit of Background - A Look at How Marijuana Dispensaries Work - Challenges of a Marijuana Medical Dispensary - What to Do When Opening a Medical Marijuana Dispensary - The Kind of Costs and Revenues to Expect From A Medical Marijuana Dispensary - What Are the Auxiliary Benefits of Starting a Medical Marijuana Dispensary? - Other Important Considerations to Make Before Starting And Running A Medical Marijuana Dispensary Let's get started!

How to Succeed in the Cannabis Industry Createspace Independent Publishing Platform

Are men poised to dominate the burgeoning cannabis industry business by default? Not if Dr. Leslie Apgar and Gina Dubbé have anything to say about it. These two best friends and businesswomen challenged norms and expectations by opening their own medical cannabis dispensary--and it was anything but easy. In High Heals, Apgar and Dubbé share raw details from their professional and personal lives, explore the highs and lows of the cannabis industry, explain the real and profound benefits of medical cannabis, and empower women in business to find their confidence and unlock their true potential. Throughout their careers, Apgar and Dubbé struggled with the same things that plague all women in business: self-doubt, condescension, and harassment. But thanks to a little bit of luck and a lot of grit, they found success in a risky business. And the extraordinary thing is that Apgar and Dubbé aren't extraordinary: all women have the potential to do what they've done and more.

Big Weed Createspace Independent Publishing Platform Would you like to create a thriving marijuana business? Do you want to open a successful marijuana dispensary? Are you ready to discover the potential of this ever-growing market? Are you simply intrigued by the idea of how a marijuana dispensary works and how it could have enriched many people? If this is what you're looking for, this is the book that can help you! The marijuana movement is an ever-growing, quickly changing industry. The natural flow of profitable business operates smoothly and safely by our valued employees. It's possible for anyone to start their own cannabis business. Though very few actually succeed at it. Why is this? Well, it's because they don't have the steps laid out for them. They have no map to success they can follow. Without any kind of guidance you're destined to fail. During the course of this guide, we will take a brief look at the marijuana business world, before exploring how you can start from scratch your marijuana dispensary and grow facility with practical information and advanced tips. Going through these pages you will learn: Understand marijuana industry What's the right mindset to start a marijuana business How to set up the plan for your marijuana business at 360° How to choose the location and the building of your business The best marketing strategies for your marijuana dispensary How to manage harvesting and the final stages of the growth 7 common mistakes to avoid And these are only a few of the topics... Knowing how to start a marijuana business takes time, money and energy, but the return of investment can be really priceless. Are you ready to start your marijuana business? If so, the only step missing is your action! WHAT ARE YOU WAITING FOR? CLICK THE BUY NOW BUTTON!!! Marijuana Business J.D. Rockefeller

How to Succeed in the Cannabis Industry (3rd Edition) is a topselling workbook for professionals, contractors and entrepreneurs looking to transition their skills into the legal cannabis industry. This book provides a step-by-step explanation of current opportunities in the industry whether you want to build a side hustle or launch an empire. Access 95+ self-assessment questions and exercises to determine the best place to enter the market based on your skills, resources and talent! Learn insider tips & tricks from an industry pioneer already capitalizing on the fastest growing global industry. Avoid the common

misconceptions and mistakes that waste valuable time and money. Foreword written by Roz McCarthy, Founder & CEO of Minorities for Medical Marijuana. Customer Reviews "Dasheeda has helped me synthesize how all of my experiences and passions can be married together for this industry." -- Vanessa J., Oakland CA "Dasheeda has simplified a complicated process and made it so that you don't have to reinvent the wheel to enter this industry." -- Bonniewell G., Trenton, NJ "This workbook has helped because it actually provided a guide to the industry outside of growing and retail." -- Cassandra O., Atlanta GA ABOUT THE AUTHOR Dasheeda Dawson is The WeedHead(TM) - a global cannabis advocate, award-winning executive strategist and author. An industry thought leader featured across multiple outlets, including a historic Times Square billboard campaign, Entrepreneur.com, Huffington Post, Black Enterprise, and Essence Festival, Dasheeda is a corporate crossover pioneer spearheading the "rebranding" of cannabis as medicine for mainstream consumer market adoption. From Target to THC, she has over 15 years of business development, strategic management and brand marketing excellence while leading teams for United Way, Target Corporation, and Victoria's Secret. Dasheeda received her MBA from Rutgers Business School and completed her undergraduate degree in Molecular Biology at Princeton University. Originally conceived to document her experience, The WeedHead(TM) & Company has grown to encompass education, empowerment and e-commerce for professionals curious about and working in cannabis. Additional affiliations within the industry include Chief Strategy Officer for Minorities for Medical Marijuana (M4MM) and co-founder of Cannabis Education Advocacy Symposium & Expo (CEASE).

Start and Run a Medical Marijuana Dispensary ARX Brand International LLC

A roaring green market lies ahead in the legal world of cannabis. Jared Kesselman, an insider who has spent his entire career in this field, reveals the business of cannabis in a frank and direct way that marks his mentoring style. His expertise from 20 years in the game covers every corner of the industry. He lays out the principles, strategies, experience, and wisdom, upon which you can build a successful cannabis kingdom. Jared ushers you inside his world of green with fascinating, instructive personal stories, and nuts-and-bolts business deals. Whether you choose to grow, manufacture, distribute, build a brand, or operate a dispensary, everything you need to win is right here. This market is booming and it's just getting started. Now is the time to get in on this dynamic industry, and The Business of Cannabis is just the blueprint you need to succeed.

Marijuana Dispensary Business Independently Published When it comes to the marijuana industry, it is very important to know how to successfully open and run a business with a certified grow facility and dispensary in order to provide legitimate cannabis products to the public. Obviously, the history of marijuana is kind of rough and indeed a controversial one. But with the legalization of cannabis in many states across the US today, we may be able to say again, one day soon, that we are living the America dream. Before you start such a business, be sure to understand whether or not it's right for you. Managing this specific type of business is not an easy one. In fact, you will have to deal with overhead costs, time management, crop planning and plenty more. There is a lot associated with this type of business to consider before deciding whether or not it would be the best venture for you. In terms of the legalization process, you will need to know how to setup the business before you can run it, and you must do your research on the laws that govern your state. This guide will provide you with tips on how to successfully set up the right business plan, structure, permits, and licenses and how to gain knowledge of the rules and regulations within your state. Certainly, there are a lot of things to do first before you can finally open a marijuana business in the US. Another important thing to consider, is finding an ideal location where in you can open your dispensary and grow facility. Lastly, you will also get some helpful insights when it comes to establishing an ultimate dispensary, from merchandising, inventory and sales, detail and retail, social media and web presence as well as the childproofing regulations. Read on, dream big and achieve your business goals in no time!

A Guide to Running Your Own Marijuana Business Anne Holland Ventures Inc

As the largely illicit cannabis market transitions to a legal, regulated industry, the "canna-curious" and experienced industry participants alike are experiencing the harsh truth: Making a fortune in the legal cannabis industry is a challenge made even more difficult by a complex patchwork of state and federal laws. The Cannabis Business clears the confusion around topics such as the distinction between hemp and cannabis and why it matters for consumers and regulators, why CBD isn't completely legal in the U.S., why and how states differ in their licensing processes, and how deal structuring is impacted by state regulations. Written by attorneys from the nation's leading cannabis law and policy firm, this comprehensive primer on all things cannabis law is a must-have for anyone seeking to understand the major practical legal issues facing the cannabis industry in the U.S.

The Entrepreneur's Guide to Cannabis Green Horizon Press

Everything You Need to Start and Run a Successful Cannabis Business From retailers to growers, producers, and suppliers, there's a seemingly never-ending list of startup opportunities in this emerging market. In Start Your Own Cannabis Business, cannabis, biotech, and entrepreneurship reporter Javier Hasse introduces forward-thinking entrepreneurs lie you to the industry and shares hard-earned tips and success stories from pioneers and visionaries in the marijuana industry. Take a closer look at the world of weed and what it holds for you and your future as a cannabis entrepreneur. You'll learn how to: Put together a solid business plan with tips from cannabis lawyers Estimate startup costs with the help of cannabis-experienced CPAs Assemble a team of employees with insight from legal cannabis recruiting and dispensary training agencies Protect your assets in case something goes wrong with your business Familiarize yourself with the tax and legal regulations of the industry Understand what's legal and what's not in the U.S. in cannabis Grow your cannabis business into a multistate company Cannabis Business Plan For Beginners 2 Books In 1 J.D.

Whether you want to open a cannabis dispensary or create the next best cannabis product line, drawing out a plan is where you will start. Even if you already have a cannabis business, you may need a plan to refresh and/or organize your ideas more proficiently. Either way, you've come to the right place. Our cannabis staffing team has a network of hundreds of thousands of cannabis professionals and cannabis executives. So, we know a thing or two about what makes a cannabis business successful. In this book, find the top tips to help you craft your cannabis business plan.

Cannabis Business: Step-by-Step Startup Guide Ed Rosenthal

Lifting the veil on all facets of the marijuana industry, this step-

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by-step guide sheds light on business opportunities available as cannabis becomes legal and regulated across the globe. From retailers to growers, producers, and suppliers, there's a seemingly never-ending list of startup opportunities in this emerging market, and we'll give you the tools you need to succeed. Plus, this kit includes: Essential industry-specific startup essentials including industry trends, best practices, important resources, possible pitfalls, marketing musts, and more Entrepreneur Editors' Start Your Own Business, a guide to starting any business and surviving the first three years Interviews and advice from successful entrepreneurs in the industry Worksheets, brainstorming sections, and checklists Entrepreneur's Startup Resource Kit (downloadable) More about Entrepreneur's Startup Resource Kit Every small business is unique. Therefore, it's essential to have tools that are customizable depending on your business's needs. That's why with Entrepreneur is also offering you access to our Startup Resource Kit. Get instant access to thousands of business letters, sales letters, sample documents and more - all at your fingertips! You'll find the following: The Small Business Legal Toolkit When your business dreams go from idea to reality, you're suddenly faced with laws and regulations governing nearly every move you make. Learn how to stay in compliance and protect your business from legal action. In this essential toolkit, you'll get answers to the "how do I get started?" guestions every business owner faces along with a thorough understanding of the legal and tax requirements of your business. Sample Business Letters 1000+ customizable business letters covering each type of written business communication you're likely to encounter as you communicate with customers, suppliers, employees, and others. Plus a complete guide to business communication that covers every question you may have about developing your own business communication style. Sample Sales Letters The experts at Entrepreneur have compiled more than 1000 of the most

effective sales letters covering introductions, prospecting, setting up appointments, cover letters, proposal letters, the all-important follow-up letter and letters covering all aspects of sales operations to help you make the sale, generate new customers and huge profits.

Medical Marijuana Business J.D. Rockefeller

Big Weed presents an inside look at the legal marijuana industry and the huge economy it's creating—from the founder of Green Man Cannabis, one of the fastest-growing marijuana producers in the country. Marijuana legalization is the hottest story in the US today. More than 20 states have authorized sales in some form; Denver has more legal marijuana dispensaries than Starbucks franchises. We are witnessing the dawn of a new industry. And like the early days of gourmet coffee chains, the rules and players are being established on the fly. Christian Hageseth is the face of the revolution-an entrepreneur and father of three who worked in the white-collar professional world for 20 years before opening his first dispensary. The Founder and Chairman of Green Man Cannabis, the fastest-growing legalized marijuana company in the country, he's the perfect tour guide through the wild frontier, where police hardly know what laws to enforce, or parents what to tell their kids. He paints a colorful picture not only of how he got into the business, but of the big interests that are eager to do the same-namely Philip Morris, Monsanto and a who's who of Big Pharma. He predicts a future where the marijuana market splits in two: the high-end, artisanal market, supplied by individual growers and small farms, and the mass market, covered by the cigarette giants and anyone bold enough to compete with them. Much like beer and coffee, your brand of weed will be just one more reflection of your lifestyle. It's an entrepreneur's dream, and Hageseth invites us along in Big Weed as he pitches skeptical investors, negotiates a shaggy cast of colleagues, and builds the biggest business he can.