

Making Local Lucrative *Strategies That Work*

- Embrace the unique challenges of gardening in your climate and focus on those.
- Look for a need that isn't addressed in general garden literature and address it.
 - o Explore local Facebook groups and see what gardeners are struggling with.
- If you live in a region oversaturated with garden communicators, focus on a certain type of gardening or plant(s). Examples: drought tolerant, plants for cold (or hot) climates, edible gardening, growing herbs, fruit trees, houseplants, vegetables, etc.
- Create a logo and name that describes the region that you represent.
- Focus on using at least two social media accounts – I use Facebook and Instagram.
 - o Avoid spreading yourself too thin by trying to keep up with too many social media accounts, which can be a time sink.
- Start a Facebook group.
- Volunteer to write a monthly article for a community newsletter to help get your name out there.
- Reach out to local nurseries and offer to teach classes.
- Adult education programs are often looking for instructors.
- Start a blog and post regularly – at least two times a week. This will help with name and brand recognition via web searches.
- Submit stories to local magazines or newspapers.
- Look for opportunities on local television lifestyle programs.

These are all strategies that have worked well for me and I hope for you too!



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