

Open your own New Age shop!

FabJob Guide to
**Become a
New Age
Store Owner**



PAMELA WHITE

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1. Introduction

Congratulations on taking the first step in turning your desire for your own New Age store into a reality. Imagine every day filled with customers looking to you for guidance as you work in the midst of cascades of colorful stones. All the while, you listen to chakra-clearing music playing from the speakers and breathe in beautiful scents of orange, lemongrass and cinnamon. You have set your intention to make the New Age store a reality, and now you feel it moving into your life.

Most people who desire to open a New Age store have either grown up surrounded by people seeking a higher consciousness or have spent years reading wonderful books that lead readers through understanding past lives, animal medicine, dream analysis, psychic awareness, and healing with alternative methods. You have probably spent hour after hour reading Ted Andrews, Louise Hay, or Doreen Virtue's works. Your home is based on a Bagua map that optimizes the energy flow. You may even practice Reiki, color ray, or stone therapy.

On vacations, you go to the nearest New Age store you can find. Maybe, as you've wandered through the bookshelves, feeling the smooth

coolness of the stones, you've longed to exchange your current, ordinary workday for your own business; one that allows you to connect with others on a spiritual level as you help your own clients raise their energy, consciousness and self-understanding.

You know that many people are seeking answers to questions they cannot yet even understand. You already read about and study many metaphysical topics and have likely guided friends to raise their personal vibrations and set positive, loving intentions for their own lives. If this is you, then you already have the beginning skills to open a New Age store.

You can learn how to run a New Age store, step by step, and cross the threshold from what you dream of doing for a living into being able to do it. That's what this book is about. In these pages you'll find what you'll need to know to get started.

This chapter lays the foundation for the rest of the guide. It explains what sets New Age stores apart from other retail stores, presents the benefits of owning a New Age store, and explains why the timing for opening your own shop could not be better.

1.1 A Growth Industry

From true-life television shows like *Ghost Hunters* and *Paranormal State* to television shows based on real life psychics, like *Medium* or *Ghost Whisperer*, it is clear that mainstream, hardworking people are hungry for information, inspiration and answers about what happens before, during and after our current life. The Internet, book and DVD phenomenon "The Secret" was not just about what was contained in the video and book, but it was about the desire to have some say in where our lives are going while we are here on Earth.

Over the past three or four decades, North American society has shown a growing interest in New Age philosophy and beliefs. Starting with the growth of the counterculture movements of the 1960s, and along with it a growth in Eastern spiritual concepts including yoga, Buddhism, transcendental meditation, Chinese medicine, and so on, then moving into a greater acceptance of nature-based beliefs such as Shamanism and

paganism, our culture has continued to embrace new ideas and products related to this widening appeal for new forms of spiritualism.

Consumer demand for New Age products is evident in the number of New Age shops that have arrived across the country. According to a 2000 article in Specialty Retail Report, “New Age Moves Toward Main Street”, there were approximately 6,000 New Age stores in the United States. On a recent day in 2008, there were over 349 Metaphysical shops listed just on eBay alone, and over 1,680 New Age stores.

Along with this growth of stores has come growth in consumer spending for the products they sell. Consumers spend between \$15 billion and \$20 billion, according to the Specialty Retail Report article, with “the average general consumer [spending] about \$1,145 a year on New Age products” A report entitled “The Hidden Consumer” produced by Here’s How Marketing in 2002 noted that average consumer spending among respondents on a typical transaction for New Age products or services was between \$30 and \$50.

By opening a New Age store, you can join this growth industry and create a place where you can introduce new, positive ways of thinking and living to customers.

1.2 Owning a New Age Store

Owning a New Age store is a wonderful venture, seemingly without boundaries. Many store owners teach classes, host special events, and rent space to healers; all the while keeping up a healthy retail enterprise selling tarot cards, books, decorations, stones, crystal balls, and candles. Only you will set the limits on what your business will be and can grow into.

1.2.1 Products

What does a New Age store sell? It indirectly sells intangibles like good health, happier lives, peaceful minds, and deeper understanding. It also sells tangibles in the form of a mix of goods that allow customers of all income levels to find that special gift for a loved one, as well as tools for living in harmony themselves.

New Age stores typically sells products like:

- Angel items: figurines, posters, books, jewelry
- Books: health, healing, psychic development, past lives, meditation, Wicca
- Candles: spell, meditation, decorative, for religious services
- Cards: angel, animal medicine, tarot, oracle
- CDs: music, healing, meditation, self-help
- Celtic items
- Crystals: both healing and decorative, from small to huge amethyst cathedrals
- Divination tools: dowsing rods, pendulums, crystal balls, runes, I Ching, scrying mirrors
- Essential oils: cinnamon, spearmint, grapefruit, patchouli and many more
- Fabrics: wall hangings, tapestries, bags, clothing
- Feng Shui: wind chimes, coins, water fountains
- Gift items: faeries, pixies, sprites, decorations, key chains, mugs, magnets
- Greeting cards and posters with angels, witches, stars, moons, chakras
- Herbs: packaged with instructions, sold by weight, a variety of both healing and magickal herbs
- Household items: prayer rugs, yoga clothes, humidifiers, Celtic cloths, candles
- Incense: all scents in cones, sticks
- Jewelry: silver, stones, wire-wrapped, pendants, crystals
- Rocks: all kinds, a variety of sizes
- Salt lamps
- Smudging tools: abalone shells, white sage, pine, charcoal, feathers

Within each of the above categories there are many variables to choose from. For example, when selling incense it makes sense to offer it in a variety of shapes and scents and to sell incense burners of different sizes and shapes. Candles sold in New Age shops vary from thin, one-color candles for casting spells to large, scented candles for meditation, plus the candle holders to go with each candle.

Not all New Age stores sell everything, however. Within the New Age store business model, there are niche markets. Some stores sell books on witchcraft along with the tools to cast spells. Other store owners choose to focus on stones, crystals and incense, while others open New Age book stores that are packed with books and music but little else.

Your choice of products can depend on your personal preferences, but should also take into consideration what your local and regional area customers are interested in.

1.2.2 Services

New Age stores rarely thrive on product sales alone. Customers come searching for answers, and sometimes they want answers from the spirit realm. If you are not already a proficient intuitive or spiritual counselor or medium, you may want to learn one or more method of divination, such as runes, I Ching, or tarot cards, in order to do readings for customers.

Other services to provide include alternative healing such as Reiki, Crystal Therapy, or Sound Healing. These can all be learned in a short time, and most of them can be done without extensive certification or a license. Holding psychic message circles is another way to support your clients.

Holding classes and workshops will attract customers to your store also. You or someone else can teach courses on spiritual or psychic development, jewelry making, spell writing, belly dancing, using a Bagua map to rearrange your home, meditation, yoga, or visualization.

Other New Age stores teach about ascended master/violet flame, energy and movement, palmistry, tasseography (tea leaf reading, sometimes called tasseomancy), reflexology and pagan holidays.

The best part is that the products you sell and the services you provide work in tandem to boost sales. Someone taking a meditation class will buy meditation CD's. Someone learning the Tarot will be eager to buy one or two decks of cards plus books on the topic. Someone taking a jewelry making or beading workshop will return time after time to buy their favorite beads, stones, chains and wire for wrapping.

1.2.3 A Typical Day

You open the door to your beautiful store. Morning seemed to come too early after last night's exciting message circle. So many people heard from family members who had crossed over. Keeping the retail part of the store open late was a great idea. Circle participants didn't want to leave the high energy of the group so many chose to wander through the store looking over new merchandise. Many bought scented candles or silver rings, one bought a pewter dragon and another a dozen sticks of the incense that was used at the circle.

You take a tour of the store, feather duster in hand, looking for any sign of dust, smudges, or spilled herbal tea. Everything meets your approval, and you go into the back room to review your inventory. A knock at the door, and your favorite UPS driver is there with that shipment of books from Llewellyn. You unpack everything, log it into your inventory sheet, and put that into your "To Do" folder for your shop assistant to do later if things at the store get slow.

It's time to fill the urn with water. So many customers noticeably appreciate the herbal tea you offer while they shop.

Looking at your agenda for the day you see that Cathy is coming into work early today because you have already booked three Reiki healing appointments throughout the day. You love the transfer of energy between you and the person you are working on so you know this is going to be a great day.

The phone rings. Jenny, a newcomer to the message circle last night, has gotten up the nerve for a phone tarot reading. She gives you her credit card number, you get out your cards, and Jenny receives 15 minutes of spiritual advice and redirection. She is so happy that she makes an appointment for a one-hour reading to be done the next week.

At 9:30, you open the door and ‘begin’ your day as a New Age store owner, although you never seem to let go of the intuitive guide inside you. No matter where you are and what you are doing, you are always thinking about your store.

Today’s tasks include going over the holiday promotions with your freelance copywriter. It may still be May but December comes quickly and last year’s holiday gift-giving season was a record-breaker. You want to create the same buzz with your newspaper and television ads, and create a magical new website for this promotion.

Once Cathy arrives to handle all sales and phone calls, you take one hour to connect with the director of a regional paranormal group. You love setting up these joint ventures. For this one, they will come and give a two-hour presentation for donations for the group only. This will bring in a new crowd of potential customers who dream of ghost hunting, but feel that the New Age store is too “woo-woo”. Your charm never fails and you know you will end that evening with several new loyal clients (and big sales on incense, pendulums, books, and smudging sticks).

As the day progresses and the traffic in the store picks up – Mother’s Day gift shopping, high school girls looking for unique jewelry for the prom, a Wiccan practitioner stops by to pick up some supplies including candles, a porcupine quill, crushed stone, and some of your sweet-grass and sage smudging blend – you get yourself a cup of herbal tea and sit down.

Imagine, one time your successful New Age business was just a dream. Now it’s your reality.

1.3 Benefits of Being a New Age Store Owner

The main benefit of creating your own New Age store is in making your dream come true, but there are other benefits as well. You will earn a good living doing what you love. You will also grow personally into your true authentic self. Another likely benefit is travel to find new products, participate in workshops or visit other New Age stores. You will become the expert in all that you offer to your clients, and you will find new ways to influence your world, and those who inhabit it.

Financial Rewards

While no one can guarantee what a New Age store will earn for its owner, some do very well. For example, a column in the Fall 2008 issue of *New Age Retailer* suggests a low-end figure of \$250,000 in sales per year for a start-up New Age shop. One large retailer featured in the magazine reported nearly \$700,000 in annual revenues. However, much depends on where you set up your store, competition and local preconceptions about metaphysical matters, and how you structure your hours and what services, classes and regular meetings you offer.

Your sales might be less if you are a niche New Age book store. And they will certainly be more if you are a psychic medium and are available to do \$200 readings two or three times a day, over the phone, online and in person. Every skill you and your partners or employees can offer to clients will bring in more income, and increase traffic.

No matter where you are, and what skills you have to offer along with your products, this book will provide a variety of ways to find your ideal clients and attract them to your store whatever you teach or sell.

Personal Growth

As people come to you with different questions and problems, you will learn new ways to offer guidance, you will find new products that add beauty and harmony to others lives, and you will learn as much from those seeking enlightenment and peace as they will learn from you.

And while you think you are networking with feng shui experts, yoga instructors, self-help groups, acupuncturists, psychic healers, and mediums in order to expand your customer base, these people will open new pathways for your own personal growth.

Travel

You will be on a metaphysical journey with the process of learning about and opening your New Age store, but you will take many physical journeys, too. Business travel will be required (unless you have a buyer you want to send to all the gem, gift, art and fashion shows) so that you can hand pick the items you wish to sell in your store. While you're at the show you might just decide to check out all the local New

Age shops, metaphysical schools, and healing practitioners for ideas and to compare with what you have created in your New Age store.

Attain Expert Status

By being a store owner, you will become the expert in metaphysics, New Age ideas, psychic or intuitional readings, psychic message circles, tarot readings, healing with crystals, building a labyrinth, holding sweat lodges, or wire wrapping jewelry.

Being the expert is a great way to get publicity, both locally and beyond. You could be asked to write books, host a radio show, or teach at a local college.

Influence and Improve Your Neighborhood and Your Neighbors

Maybe your store will take on some causes – fighting breast cancer, cleaning up our water – and as a store owner with a client base and a following, you have clout to make necessary changes, and in so doing, will make your world (locally or globally) a better place.

Freebies

You will have practitioners of healing, psychics, card readers and mystics offering you samples of their skills in order to be invited to teach or promote themselves in your store. Distributors will drop off samples of music CDs and self-hypnosis recordings. Wholesalers will woo you with free samples of essential oils, herbs, books, and stones.

1.4 Inside This Guide

The FabJob Guide to Become a New Age Store Owner is organized to help take you step-by-step through the basics you will need to open and operate your own store. The chapters are organized as follows:

Chapter 2 (“*Getting Ready*”) explains how and where to learn the skills you will need as a New Age store owner. You will need to know both interpersonal and business skills, but also will want to study up on specialized skills that your New Age shoppers will appreciate. It cov-

ers ways you can earn while you learn by selling online or working at someone else's store. You can learn by working in retail shops and by networking with other New Age retailers who own successful shops outside your store's area. You'll also find resources for learning more.

Chapter 3 ("*Starting Your New Age Store Business*") will help you decide what kind of store you should open and if you want to narrow your store's focus or niche. This chapter discusses different products you can sell and will help you decide whether to buy an existing store or open a new store. It also explains what you need to get started, including your business plan, start-up financing, store name, and other important matters.

Chapter 4 ("*Setting Up Your Retail Store*") walks you through how to find your ideal location, how to determine the best layout of displays, classrooms, and checkout for your store. You'll learn where to find the beautiful merchandise that you will sell, and how to price these items. You will also discover what equipment and supplies you will need.

Chapter 5 ("*Running Your Business*") takes you into the day-to-day challenge of running your store once it's open. It explains how to develop a procedures manual, and covers inventory management, financial management and pricing, marketing your business, and working with staff and customers.

Chapter 6 ("*Getting and Keeping Customers*") This is where you learn how to work with your customers and keep them coming back. Topics include networking, marketing ideas, building websites, and top ways to get publicity.

By following the steps in this guide, you will be well on your way to living your dream — opening your own successful New Age Store.