

YURTS

- FOR LIFE -

HOW TO DIVERSIFY WITH YURTS FOR LIFE

Encouraging factors within the current climate means there's never been a better time to diversify.

Here's our top five tips:

1. Think creatively – Think of ways to make your business stand out from the crowd! With our Yurts, the sky really is the limit. You could create an event &/or accommodation space for Weddings, celebrations, & parties, festivals complete with glampsite, Yoga retreats or therapy rooms, outdoor education, team building or corporate events. Selling Christmas Trees? Why not set up a Winter Wonderland complete with Santa's grotto for the kids and mulled wine tent for the grown-ups. Our Yurts give you the versatility to mix it up each season, and even the choice to move your Yurts to different plots each season. Consider the **SPACE** and **LOCATION** you have for your idea, don't think straight, think outside the box - think round, and let your creativity flow!

2. Research your market – It is not a case of "build it and they will come" – you need to know your market. Think about **WHO** you want to share your land with, i.e. who you want your guests or visitors to be, and how much involvement or **TIME** you want to invest in them. For example, do you want to be a hands-on host? Or would you prefer to take more of a back seat. An easy solution there would be to franchise your land to someone who manages their own event space. Yurts for Life has helped plenty of new businesses get their sites up and running, and we can offer further tips on what to consider to help you identify your market.

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3. Set goals and work towards achieving them – Objectives and Timings are going to be key in getting your business up and running. Think SMART: Specific, Measurable, Achievable, Realistic and Timely. If you're planning on trading from the 1st July for example, then you'll need to set in place a time-frame for ordering your Yurt, social media & marketing campaigns, ground-works preparation, right up to delivery & installation. All this can sometimes take as long as 6 months. Consider your **BUDGET** and what's achievable. We have the experience to be able to offer you professional advice to help bring your project to life.

4. Learn from others – a tried and tested method is worth learning from and building on. One client prepared the marketing strategy for his farm shop by joining FARMA [National Farmers Retail and Markets Association]. He mystery shopped numerous farm shops and cafes to help make informed decisions on what would work when they developed their own farm retail business. We have worked with a number of successful businesses who have chosen our Yurts for their ventures, which means we have many case studies for you to learn from. ***Ask us for more information on Yurt Restaurants, Yoga Farms, Therapy Rooms, Outdoor Education or Glamping, and we'll be happy to put you in touch.***

5. Get advice from an expert – with our informed thinking, plus tried and tested business models in the field, we know that diversifying with Yurts for Life can deliver great returns in the long term. We've supplied our Yurts to companies and individuals for a variety of ventures that have seen proven return on their investment in a Year or less. Ask us for more details.

Please contact Sacha Macey for more information.

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