

■ Permaculture Nursery Quick Cheat Sheet (Greg Peterson)

- Plants are self-replicating — nurseries grow themselves.
- Many nurseries start by accident — sell your surplus plants.
- Customers want locally adapted trees — big-box stores fail here.
- Use pop-up nursery model — keep overhead low, flexibility high.
- Lead with education — free classes turn learners into buyers.
- Structure your sales calendar — pre-orders, early birds, seasonal pickups.
- Free education builds loyalty — tours and workshops pay back.
- Bare-root trees transplant better than potted trees.
- Use a shared guarantee model — split replacement costs.
- Diversify income — consulting, podcasts, events supplement sales.
- Repeat key instructions — most customers don't read handouts.
- Use newsletters as your #1 sales tool.
- Partner with other nurseries to expand offerings.
- Build around regional niche crops suited to your climate.
- Relationships matter most — community sustains long-term success.

"Our nursery runs only 20 days a year — the rest of the time, I have my life back."