

THE CAMP WOOD SAGA

A crash course in microeconomics, positioning, and profitability inspired by folks who sell firewood at the end of their driveway in Bar Harbor, Maine.

By Jonathan Stark

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CAMP WOOD

Sent by Jonathan Stark on August 22nd, 2018

Bar Harbor is a delightful little seaside town on Mount Desert Island in Maine. It's a popular tourist destination and home to the largest parts of Acadia National Park, including Cadillac Mountain, the highest point within twenty-five miles of the coastline of the Eastern United States.

Apparently it's a popular destination for campers, because we went there last week and the main road onto the island was peppered with signs advertising campfire wood for sale.

As we made our way to the hotel, it seemed like every other home had a folksy hand-painted "[camp wood \\$3](#)" sign at the end of their driveway. I saw at least a dozen of them.

Other than the choice of paint color, there was little variation from sign to sign. It was weird. They all said the exact same thing, including the price. Each was virtually undifferentiated from the next - a total commodity purchase.

Since I'm a pricing nerd, this got me thinking about questions like:

- How would I choose one camp wood seller over another?
- As a seller, is it more profitable to be the first camp wood house on the road or the last?
- Why did every single seller post the exact same price?
- Why did none of the signs indicate the quantity of wood?

Then my mind then took the next logical step, and I asked myself:

If I were one of these firewood sellers, how would I differentiate myself in order to charge a premium?

[We weren't camping](#) so I wasn't in the market for camp wood on this particular occasion. But I've started LOTS of campfires in my day. Which is to say, I have experienced the agony and the ecstasy of trying to get a roaring blaze going while a coterie of hungry, cold, wet, and increasingly cranky people look on.

Given my history of sometimes failing to get a good fire going promptly in a high (ish) pressure situation, the following firewood sign rewrites occurred to me:

- Bone Dry Camp Wood \$5
- Our kiln dried camp wood practically lights itself \$7
- Caution! Dangerously Dry Camp Wood \$9
- Don't waste hours trying to light that soggy garbage my neighbors are selling. Your kids will be toasting marshmallows in minutes with my "One-Match Guaranteed" kiln dried camp wood \$12

Okay, I might have gone a little overboard toward the end there, but hopefully you see the pattern.

Speak to your buyer's desired outcome rather than providing a generic description of your product.

Sure, campers probably want firewood.

But why?

Maybe to get their kids roasting marshmallows ASAP. Or to dry their swimsuits before they climb into their sleeping bags for the night. Or to sizzle up a big pan of bacon and heat a pot of black coffee at sunrise.

Even my first headline rewrite would likely jump out from the rest of the "Camp Wood \$3" signs by implying (truthfully, I hope) that all the other firewood available on the street was not as dry as mine, so I can command a \$2 premium because it'll light faster and burn better.

What's the moral of the story?

Talk about benefits, not features.

Yours,

–J

MORE CAMP WOOD

Sent by Jonathan Stark on August 23rd, 2018

Warning! Math ahead...

Let's say you live near a popular campground. To make a little extra money, you and all your neighbors sell firewood at the end of your driveways for \$3 per bundle.

For the sake of argument, let's say that the effort it takes to fell, cut, split, stack, store, dry, package, and sell the firewood comes to roughly \$2 per bundle on average.

Therefore at \$3 per bundle, each sale nets you \$1 of profit.

Brace yourself. Here comes the math part.

If you *double* your price per bundle you **quadruple** your profit per bundle.

Wait, what?

Yep, it's true.

Consider these two hypothetical scenarios:

10 bundles sold for \$3 each equals \$30 gross revenue. Subtract \$20 in total cost and you're left with \$10 of net profit.

10 bundles sold for \$6 each equals \$60 gross revenue. Subtract \$20 in total cost and you're left with \$40 of net profit.

Assuming you do *absolutely nothing* other than change the 3 to a 6 on your sign, you're probably not going to sell as many bundles of wood as your neighbors who are selling them for \$3 each.

However - pricing psychology being what it is - you're still going to sell *some* bundles of wood at \$6 a pop because a subset of people will assume that there's something better about your wood simply because it's more expensive.

Now here comes the magic of thinking in terms of net profits versus gross revenue:

You can sell half as many units at \$6 a bundle as you would have at \$3 a bundle and still double your profits!

This may seem to defy logic, but it's simple math.

Consider our hypothetical scenarios again but this time with a different number of units sold:

10 bundles sold for \$3 each equals \$30 gross revenue, minus \$20 in total cost results in \$10 of profit.

5 bundles sold for \$6 each equals \$30 gross revenue, minus \$10 and total cost results in \$20 of profit.

In fact, you could go all the way down to selling only 3 bundles at \$6 each and still be netting more money than you would by selling 10 bundles at \$3 each. (i.e., \$12 net profit on \$18 gross revenue vs \$10 net profit on \$30 gross revenue)

Keep thinking about this until it's crystal clear. This is one of the key concepts required to get you off the hamster wheel of trading time for money.

Yours,

—J

THE RETURN OF CAMP WOOD

Sent by Jonathan Stark on August 24th, 2018

Let's say you and all your neighbors sell firewood at the end of your driveways for \$3 per bundle, and that each sale nets each of you \$1 of profit per bundle.

Then one day, you decide that \$1 of profit per bundle is not worth your time, so you decide to double your price (i.e., from \$3 to \$6) to quadruple your net profit per bundle (i.e., from \$1 to \$4).

Pricing psychology being what it is, simply posting a premium price will be enough to attract a subset of buyers for two reasons:

- Lots of people associate "most expensive" with "best"
- Some people will consider the price difference inconsequential

Your ideal buyer exists in the overlap between these two things - i.e., people who don't see a meaningful difference between \$3 and \$6, and will then think:

"Well, I might as well buy the best one."

We could stop there, but there are a couple risks:

- There might not be enough buyers in the overlap to support you at this price point
- You might feel like you're ripping people off - and your customers and/or neighbors might be happy to say so to your face

So... what could you do to answer the question, "Why is your camp wood worth more?" to the satisfaction of your customers, your neighbors, and maybe even yourself?

How to create a meaningful difference

You could pull a Don Draper ["It's Toasted"](#) with a sign proclaiming that your camp wood is "organic" or "hypoallergenic" or "gluten free" or whatever. This might be enough to attract buyers, but it's not a genuine differentiator because it'd also be true of your neighbors' firewood.

No... what you're looking for here is a difference that will be meaningful to the entire market (i.e., you, your buyers, and your competitors). You want to *actually* improve the product in a way that will be more valuable to your customers.

And there's no better place to look than your ideal buyers. Having conversations with customers is the surest way to identify what you could do to add value to their purchase.

Since I don't have the luxury of talking to potential camp wood customers at the moment, I'll act as a proxy. As someone who buys a pallet of firewood every winter (for our fireplace, not camping), I can make some educated guesses about what someone might want when it comes to firewood:

- Lights quickly
- Not wet
- Minimal smokiness
- No bugs
- Not covered in dirt
- Not rotted

If we add in the camping angle, I'm going to guess the following might be attractive:

- Bundled for maximum portability
- A good mix of wood sizes in each bundle
- Not bundled in plastic or other eco-bummer material
- Waterproof matches & tinder included

You could pick any of these features to emphasize as a guarantee in your marketing (i.e., on your hand-painted sign). And of course, having made that promise, you'd want to change your process to keep it. For example, if your hand-painted sign says, "Don't

want bugs in the back of your car? Our camp wood is guaranteed bug-free." you'll want to take steps to ensure that there are no bugs.

But why stop there? Now that I'm thinking about it, you could bundle the camp wood together with paper and jute twine (both good fire starters) and include a paper bag full of dryer lint and shredded cardboard from your recycle bin to create a self-contained camp fire kit at a very low incremental cost.

Now all of the sudden, you have a whole bunch of potential answers to the question "Why is your camp wood worth more?" Heck, you might not even be selling "Camp Wood" anymore... you might be selling "5-Minute Campfire Kits."

Of course, I'm just spitballing with these ideas. Real camp wood customers might not actually care about any of them.

Fortunately, it's easy to find out what they do actually care about. How? By engaging in casual conversation. For example, you might ask:

- "Have you had a campfire around here recently?"
- "Are you planning to cook anything over the fire?"
- "It's been raining all week... have you got dry tinder and kindling?"
- "It's been really dry... are you aware of the campfire fines?"
- "Have you got something to douse the fire?"

I could go on, but hopefully you get the idea.

Takeaway

If you have a genuine concern for your customer's well-being, chatting with them has the delightful side effect of revealing new and more valuable ways to be of service.

Before you know it, your competitors won't be your competitors anymore because what you're selling will no longer be in the same category.

Which is a great way to justify a premium price.

Yours,

-J

CAMP WOOD APOCALYPSE

Sent by Jonathan Stark on August 29th, 2018

Time for a pop quiz:

Let's say you live near a popular campground. To make a little extra money, you and all your neighbors sell firewood at the end of your driveways for \$3 per bundle.

You know that your cost per bundle averages out to \$2, so each sale nets each of you \$1 of profit per bundle.

You know your neighbors' prices (i.e., \$3 per bundle) but you don't know their costs, so you don't know what their net profit per bundle is.

Then one day, your neighbor Alice lowers her price to \$2.75 per bundle.

And then the next day, your neighbor Bob lowers his price to \$2.50 per bundle.

Your move.

What do you do?

Hit reply and let me know.

(Please let me know in your reply if it's okay for me to share your answer)

Yours,

—J

CAMP WOOD RESURRECTION

Sent by Jonathan Stark on August 30th, 2018

Thanks so much to the 30+ folks who sent in replies to yesterday's question about what to do if your neighbors started undercutting your price for firewood.

In case you missed that message, here it is again:

Let's say you live near a popular campground. To make a little extra money, you and all your neighbors sell firewood at the end of your driveways for \$3 per bundle.

You know that your cost per bundle averages out to \$2, so each sale nets each of you \$1 of profit per bundle.

You know your neighbors' prices (i.e., \$3/ea) but you don't know their costs, so you don't know what their net profit per bundle is.

Then one day, your neighbor Alice lowers her price to \$2.75 per bundle.

And then the next day, your neighbor Bob lowers his price to \$2.50 per bundle.

Your move.

What would you do?

This scenario sets up a potential "race to zero" situation. I'm going to talk more about the race to zero in an upcoming message.

In the meantime, here's what you said:

Your answers

Francine Chartier

Up my price to 4\$ and advertise my wood as better somehow...

But if it doesn't work after a few days I go down again:(

Lee Whalen

Man, you are really fixated on this wood thing, huh? :-)

Presuming it costs me nothing to hang on to the wood, I'd raise my price an extra dollar and widen that gap, just so there's some price differential. Keep it that way for a few weeks, or the whole season, whatever, and keep increasing the price until it hurts net income, then back it off.

MB

Raise my prices to \$4. Include a small bundle of kindling, an old newspaper and a box of matches.

Kelli Shaver

I'm gonna go \$5/bundle and bag it in plastic to keep it dry. A heavy duty plastic bag and a zip tie works out to an added cost of about \$0.30/bundle and takes maybe 5 seconds of additional work on my part. My bundles become more valuable because they're weatherproof and my profit margin goes up to \$2.70/bundle.

I would - and do - happily pay a few bucks more for a bundle of wood that I know is dry and will burn better.

Eddie Hinkle

\$3 is pretty close to theirs and more expensive. I think I would try to raise it to \$4 or \$5 to differentiate my wood from my neighbors, and then figure out what is needed to make it worth \$4/5.

Faik

"Premium Firewood \$4. 100% money back guarantee"

Ian Rogers

think the thing here is to figure out additional sources of income. Sell a matchbox and lighter fluid or something in addition to the bundle for \$10. Sell the complete package instead of part of a solution. Just my thoughts

Norman Lieberman

I add more value like delivery so they don't get their car dirty or splinters in their finger or palm , while avoiding termites or other bugs in their car or on their clothes. You could add 50 cents per bundle and still get willing buyers.

Holger Frohloff

Since it's a commodity I would make a "pay-what-you-want" sign to make people come to me. Then have talks with them about my product and let them convince themselves to pay me around 3-4\$ per bundle.

Corey Quinn

Slap a sign on the pile that says "Premium Wood, Contains No Uranium" and charge \$6 a bundle.

Scott Gould

Oooh good question!

I guess one option is to specialise, justify my higher price, i.e it's toasted / it's super dry

But then again, with wood being a commodity item, surely most people's purchasing decision is based on convenience or cheapest. So the one they are going to buy will be the one they see first, or the cheapest among a comparative set.

But, if I'm going to lose profit by making mine cheaper (and suffer the risk of having to go cheaper still), why not risk it in the other direction and try premium, and at least earn more per sale?

so selling two bundles at \$5 each gets me \$6 profit, whereas to make the same profit at a cheap price, I'd have to sell 12 bundles at \$2.50

Jens Boje

Walk over to Alice and Bob and ask what they are going to buy from their 50 cent profit. And watching their reactions; people reading. Worst case scenario, they know my profit margin now, best is I have a good guess of theirs.

Then change my sign to 3.5\$ and add "super dry, burns like tinder" and see what happens. When still enough people buy, I'd run some additional test with price increases and new value proposition.

And if enough people buy and Bob's wood is as fine as mine, I'd go buy his for 2.5\$ and resell it at 3.5\$ and higher. Still 1\$ profit but I don't have to do the work anymore.

Nicolas Previdoli

Being the second lowest offer is not a competitive advantage. Being the most expensive is.

I would increase the perceived value by adding some benefits, and probably increase the price a bit.

Ian Trembirth

I'd change the sign from "Firewood \$3" to "Quality Firewood \$3"

(that or stick an Apple logo on it).

Anthony English

Magic Power Sticks

These wild wands can burn, break, bristle, blaze, flare, flash and flicker.

They can delight and destroy; create and consume. They are a stage for the world's fastest, most fiery dancers, and bring light to the deepest darkness.

These wands can smell, smoke, stifle, snap, sizzle and squeal.

They can cloud the sight and make water disappear.

These natural sticks can warm the heart, stimulate conversation, instill a contemplative silence, and enkindle sagging spirits.

They will create an atmosphere that no technology can compete with. They will sacrifice themselves until they run out of oxygen, and then they will be ash.

These magic sticks are natural and priceless. They need close supervision and must be treated with reverence.

They are exclusively for purchase by people who have poetry in their soul.

These magic sticks are not firewood. They are poems and songs and dancers and dreamers and life and death and are yours for \$11 per bundle, if you dare to use them.

LN Grogan

I'd cut half of each bundle into smaller sizes, then offer both kindling AND camp wood in one convenient bundle for \$5 each - bringing my cost to \$3 but doubling my net.

No more sending your kids out to hunt for branches and sticks that have, by this time in August, certainly been cleared out within a 100-foot radius of the campsite, so they come back with pine needles, damp bark, or green twigs freshly yanked from some poor unsuspecting nearby tree that's already been stripped up to 12-year-old-kid's-reach (speaking from experience)

And if anyone thinks you are overthinking the camp wood argument, enjoy this lively 3-page thread:

<https://www.arboristsite.com/community/threads/anybody-sell-campfire-wood-bundles.132821/>

Doesn't it start to look like it's one guy supplying all the houses on the way to the campground?

"My cousin does that for a 2nd job. It's gotten so big that he's bought a used processor, powered shrink wrapper/bundler and a few trailers to deliver the wood in."

Jim Thornton

Put a sign out:

FIRE STARTER KIT \$6

all natural, cord of wood included

Kit is birch bark, kindling, cheap pack of matches, additional cords for \$4 unadvertised.

Jeff Marino

Here's a couple of quick ideas I came up with, you are welcome to share.

Package x) \$5 per bundle with included matches / Firestarter material (newspaper, kindling, etc.). Maybe include a safety brochure for how to build, start, and extinguish the fires (one of those 3 page large picture type brochures).

Package x) \$10 per bundle and include smores kits; sticks, marshmallow, chocolate, etc. maybe even some quick recipes or derivations on smores. Charge more and come up with a personal recipe

Package x) \$20 per bundle with free delivery and setup. Offer a phone number that can be called if more service is needed so that the customer doesn't need to driver back and get more.

Package x) \$49.99 per bundle with included cooking paraphernalia / personal campsite recipes / etc.

Adjust pricing and packages over time based upon feedback from customers.

Once sales are going well then turn Alice and Bob into suppliers and hire locals to do sales and delivery, sit back and think up new services / packages.

Onwards and upwards!

Ryan Solida

Buy all of theirs and sell them for \$5 each :)

For real, though... add delivery options, kits (like you mentioned before), insert a "firewood tips and tricks" printout with each bundle, etc... basically, raise the value, hold or raise the price.

Looking forward to what some of your "correct" answers are.

Dave Davis

I would raise my price to \$5 and include matches w/kindling with each bundle. The firestarter stuff costs me \$1.

Josh Brammer

I'd immediately raise my price to \$5 with a clear benefit like "bone dry firewood". The price difference would self-justify that the other wood must be low quality in some way. Enough of the market would buy my wood that I'd make 2x+ profit selling 1/4 as much as Bob.

I'd use my new buyers to learn more about the right benefits and outcomes that are meaningful to them. I'd create a 2-4 value propositions that are easy to deliver on based on perception and test out which one resonates the best.

Few people would buy from Bob, Alice and me - so the market perception for tourists would mean it all plays out very quickly as they drive down the road.

I assume the market is very fluid with few repeat buyers so the risk is very low to test things out each week and then dial in the best offer.

Tommy Caruso

This is a problem when you are differentiating your product based on price. All it takes is one of your competitors to lower their prices and then you have to lower yours to stay competitive. The solution is to differentiate your product based on something other than price. This is one of the reasons a car dealership will give you a tour of the facility pointing out their service department and how great it is and how convenient it will be for you. When the price is close, knowing that you will be able to get fast, great service just might make the difference.

So, in order to combat this race to the bottom, I would advertise that my firewood was "campground approved" or that I buy back unused firewood (within 1 week). The goal being to get the campers thinking about something other than price when that are deciding where to get their firewood.

Nickolas Peter Chelyapov

Some ideas:

- I would sell a "complete" package with kindling included (marginal extra cost)
- Same with added skewers (+marshmallows?) for even more money
- Perhaps include competing starter package for 2.50 (but make money on the others)
- Jumbo 3 pack for \$10 is a really nice number ("all night bundle"), would get rid of 2.50 option in that case, or add kindling etc to justify
- Make the case that my packages will burn/last longer, make it emotional "keep the conversation/party/quality time alive longer"
- Offer full service delivery via SMS to the campsite for more money ("don't leave the party")
- Make a bigger, flashier sign, eg Campfire Experts
- Leave the business

Matthew Gregg

I would probably try to market my wood differently. Make people feel like they're getting \$3 of value from my bundle and they should pay a premium for it.

Breck Williams

Understand their competitive position, the value prop for the buyer and then if all else fails move right outside the camp ground and raise my price accordingly for the added value of proximity. Or better work to sell it to the campground for onsite purchasing! :)

Matt Inglot

I'd immediately lower my price to \$2 to drive my neighbours out of business. At the same time I'd start hiring neighbourhood kids for \$1/hr to go chop the firewood for me thus driving my COGS down. If the neighbours start doing the same thing I start bringing in shipping containers of the stuff from China, benefiting from low wages and economies of scale to drive prices down even further than child labour allows.

At this point I'm buying the firewood for 50 cents and selling it for \$1. Parking on the street is nuts because everyone is coming for my firewood and the neighbours are starting to complain. I start applying for small business grants and convince the city council that it would be a win-win for the city to subsidize me leasing a distressed lot that used to be a gas station rather than continuing to run this out of my house. Gorging on tax payer money, offshore labour, and an insatiable desire for "more", I expand my operation to include sales of complimentary products like marshmallow skewers.

I then erect a giant neon size promoting my firewood and purchase a billboard 5km up the road advertising the "Best Deal Firewood in Town".

At this point I've run all the neighbours out of business and have secured a complete monopoly on the firewood market. Secure in this knowledge I start jacking up prices to \$5/bundle and offering a premium version for \$10/bundle. I tell people that only my firewood is certified free of bugs (we gas the firewood with toxic chemicals pretty heavily once it comes off the cargo containers) and buying it anywhere else they are endangering forests.

I start expanding to other towns and rinse and repeat..

:troll emoji:

Nice work on the emails as always ;)

Steve Richards

I keep it at \$3 and show the value of my firewood - vs the commodity my neighbors are selling.

Marty Thomasson

If you lower your price to \$2.25 to beat Bob, then you have lowered your price by 25% but you have cut your profit by 75% so you should instead differentiate your wood from their wood and raise your price.

Or

Corner the market, buy out all of Alice's and Bob's wood, and then raise your price to \$5 :)

Kasper Brohus

I'd go for the "blue ocean strategy" here and not to compete on price. Reducing my price by just 1/6th, half a dollar, cuts my profit in half!

Instead, I'll try to tap into a demand not served by my competitors. Maybe add a pack of skewers and marshmallows or something and add a few dollars to the price even.

If the others compete on price, their wood is not of higher quality. And let's face it: people are not buying camp wood because they are cold. They are buying an experience.

So I'd sell them exactly that. One that tastes like marshmallows and smells like summer.

Arthur A. Page

I would keep my price right where it is and add another sign that says 'Wood Matches included' then another sign the next day that say 'newspaper included' because my dad delivers newspapers and usually has a mile high pile at any given point. The third day I would change my sign to bullet points:

Seasoned Firewood \$3

- w/ Matches
- w/ Newspaper
- Zero Plastic

Nour Akalay

I'm thinking about 2 things I could do:

- Sell bigger bundles so the buyer is not comparing anymore
- Increase the price significantly and offer at-home delivery so again no comparison

John Paul

Keep at \$3 and add the word "Organic" to the "Firewood \$3" sign.

Final sign - "Organic Firewood - \$3"

• • •

Thanks everyone! Lots of good ideas in here (and some hilarious ones, too!) I will summarize the patterns in a future message.

For now I'd just like to point out that there is no right answer. But there is a wrong one:

"I'd charge less."

Yours,

—J

CAMP WOOD - THE FINAL CHAPTER

Sent by Jonathan Stark on June 24, 2020

Let's say you live near a popular campground. To make a little extra money, you and all your neighbors sell firewood at the end of your driveways for \$3 per bundle.

Then one day, your neighbor Alice lowers her price to \$2.75 per bundle. And then the next day, your neighbor Bob lowers his price to \$2.50 per bundle.

The race to zero has begun... what do you do?

If you join the race by lowering your price to \$2.25 (or lower!) you'll crush your profit margin and your personal camp wood empire will crumble.

But what are your options? Do you have any choice in the matter? Don't customers always want the cheapest price?

Here are three approaches you could use to deal with the situation:

1. Add value

If you can differentiate your product in a way that is meaningful to your potential buyers, they will pay a premium for it. There are at least three ways to do this:

Messaging—You could take a placebo approach by orienting your marketing message (i.e., the sign at the end of your driveway) to appeal to a story in the head of your ideal buyer. These stories come in a variety of flavors:

- Worldview (e.g., "Eco-friendly packaging")
- Ideology (e.g., "For Libertarians!")
- Personal status (e.g., "Only the finest selection")
- Use case (e.g., "Perfect for toasting s'mores")

- Fears (e.g., “Snake-free bundles”)

Products—You could bundle in inexpensive products to support your value proposition:

- Lighter/matches
- Tinder
- Kindling
- S’more supplies
- Safety brochure
- Fire starter training manual

Services—You could include free services like:

- Loading
- Delivery
- Training
- Returns

With a little more brainstorming, you could extend all three of these lists. Doing so would result in a dizzying array of potential combinations. One of these would almost surely be a winning offering.

The tricky part is figuring out which one is the right one, but you can do that through conversation with your existing clientele.

2. Decrease costs

Let me start off by saying that I don’t like this option. I’m only including it to explain why I don’t like it.

If you lower your price to undercut your competitors, it’ll destroy your profit margin UNLESS you also lower your costs. So, in the short term you can maintain your profit margin by lowering your costs along with your price.

Why don't I like it? Because cutting costs probably looks like sourcing cheap labor and cutting corners on quantity, quality, or both.

Yuck.

Plus, your competitors can probably cut costs in the same way, so this approach really just prolongs the inevitable collapse of the market.

You can't cut your way to success. With camp wood or anything else. It's a short term strategy that trends toward failure.

3. Build partnerships

Assuming you have a reasonably good relationship with your neighbors, you could team up with them in a variety of ways. My recommended approach would be for you to handle all the marketing and innovation (i.e., the "brains" work) and your neighbors to supply the products and deliver the services (i.e., the "hands" work).

Since your neighbors have started a price war, it's safe to say that they're not savvy marketers. They might be perfectly happy to never have to deal with a bunch of annoying customers ever again, and instead just supply a steady stream of firewood and related supplies to one customer - you.

Since you'd be shouldering all the financial risk and decreasing their range of responsibilities, you could probably even get a bulk discount and still have a mutually beneficial arrangement. They get a predictable income stream with less hassle, while you increase your profits and potentially corner the market.

And so ends the camp wood saga.

I hope the folks who sell firewood at the end of their driveway in Bar Harbor, ME have inspired you to think a little bit about microeconomics, positioning, and profitability.

Even this exceedingly simple market example can teach you a lot about how to grow your business... even if it's not selling firewood to campers.

Yours,

-J

More Information

I hope you have found this short guide to be a useful resource.

For more free resources, please visit:

jonathanstark.com/free

If you have any follow-up questions or comments, please feel free to email me at:

jstark@jonathanstark.com

I look forward to hearing from you!

Yours,

—J

Jonathan Stark

jonathanstark.com