

Why Legal Cannabis will
outperform Cryptocurrencies.

RISE OF LEGAL CANNABIS MILLIONAIRES

*Learn how you can Invest in
the Cannabis Market:
A Complete Guide'*

EDWARD C. BRADY



POT OF GOLD

LEGAL CANNABIS IS THE BIGGEST INVESTMENT OPPORTUNITY OF THE DECADE

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by

Edward C. Brady

INTRODUCTION

The internet is awash with stories of people who invested early in trends that went on to be extremely profitable. These people have attained the kind of financial success that most of us can only dream of. If you had invested \$100 in Amazon in 1997, your investment would have been worth over \$120,000 in 2018. If you had invested \$100 in Bitcoin in 2011, the value of your investment would have grown to an astounding \$2 million by 2018.

Both these ships have long sailed. If you put money into any of these ventures today, you wouldn't expect such staggering returns. All is not lost, though. New opportunities keep cropping up, and it's up to you to take advantage of them early enough.

Legal cannabis is one such opportunity.

If you invest in legal cannabis right now, you will be gearing yourself to take advantage of the next big asset price bubble. You also stand to make plenty of money in the process.

The timing couldn't be more perfect. People are waking up to the fact that cannabis may not be as harmful as it has previously been portrayed to be. Until recently, cannabis was mostly associated with negative social behavior revolving around delinquency and heavy recreational cannabis use. As the medicinal benefits of CBD become more apparent, people around the world are waking up to the fact that cannabis may not be so bad after all. Leading nations around the world are not only beginning to take notice but also passing legislation to that effect.

In the United States, medical cannabis is now legal in more than 20 states, with sufficient indication that it could be legalized nationwide. Canada has taken it a notch higher by legalizing both recreational and medical marijuana. It is also the second country (after Uruguay) to legalize cannabis at a national level. At this rate, it won't be long before other nations follow suit.

Major financial market players have also taken note and are getting in on this new phenomenon. It has been reported that JP Morgan and Guggenheim are raising venture capital to invest in the fast-growing marijuana sector. A CNBC analyst estimates that the Cannabis industry could be hauling in an impressive \$200 billion a year! He predicts that this figure will likely double every year for the next 6 to 7 years. This is a far cry from the \$20 billion a year circulating in the cryptocurrency market, meaning legal cannabis is poised to be much more profitable than the lucrative crypto sector.

You're probably looking at these figures and thinking, "I need to get in on this..." Guess what? You're absolutely right. This is a massive opportunity to scale up your finances, and there has never been a better time to get in than now. Please don't pass up the opportunity and regret it in a few years when Cannabis investors are smiling all the way to the bank.

So how do you go about hopping on board the Cannabis train? Here's the catch. Just like any other investment, it is crucial to educate yourself and fully understand the venture that you're getting into. There is a lot of information out there professing to guide you through the investment fog. You will come across plenty of advice. Some will be worthwhile, some not so much.

So how do you know which information is trustworthy and which isn't? How do you gather the facts without taking up all of your time? Wouldn't it be much more convenient if you could find comprehensive, reliable information from one singular source?

Well, you're in luck, because this book serves this exact purpose. In it, you will learn everything you need to know about the cannabis industry. You will also learn about the different investment options in the industry so you can decide which avenue is best for you.

You will receive clear, step by step guidance on how you can go about complicated procedures like selecting the right CBD stock, cultivating a cannabis plant, and so on. By the time you finish reading this book, you will know exactly which sector of the cannabis industry is best suited for you. You will be ready to make your investment without hesitation.

Sounds good? Let's get this show on the road.

I hope you enjoy the book

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First Edition.

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THE CANNABIS 'GOLD' RUSH

Remember when approximately 300,000 people rushed to California to cash in on newly discovered gold? Something similar is happening in the Cannabis industry today.

As more people come to the realization that legal Cannabis could be the next big thing, there is a real rush to invest and get it on the action in time. The 49ers arrived in California with their chisels and mining pans, eager to get a piece of the lucrative dream. Similarly, more and more 2020ers are arriving with their CBD products and new marijuana strains, ready to stake their claim of the cannabis dream.

So why is this happening? How has marijuana positioned itself so lucratively?

For starters, the numbers are rock solid. In 2016, Forbes reported that legal marijuana sales were up to five times higher than beloved household brands such as Oreo and Dasani. In Colorado, marijuana companies made more than \$6.5 billion in the five years following the legalization of Cannabis for recreational use. Research guru IBISWorld has placed both marijuana stores and growers in the top 10 Fastest-Growing Industries in the US for 2020.

And the best part? These numbers are projected to soar much higher.

Currently, only 11 states have legalized marijuana for recreational use, with the states that haven't legalized it yet facing a lot of pressure to do so. Federal legalization of marijuana is highly predicted to happen soon. The fact that the United States and other countries continue to not only decriminalize but actually legalize Cannabis means greater prospects for marijuana sales.

And what's more? Society, aka the clientele, is rapidly changing its perceptions of marijuana. Pew Research Centre reported in 2019 that an overwhelming 67% of Americans support the legalization of marijuana for medical and recreational use. This is in stark contrast to 1969 when only 12% supported legalization. As more people become informed about the benefits of Cannabis, this number is only set to rise.

Few things shape societal perceptions than education. And the education sector is currently very intrigued by the Cannabis trend. Federal-funded state universities are now offering courses in Cannabis across different majors like Agriculture, Chemistry, Economics and Journalism. There are currently two state universities where you can earn a four-year degree in Cannabis Science: Northern Michigan University and Minot State University. The University of Maryland even has a grad school program where you can major in Medical Cannabis Science and Therapeutics.

The way people consume the product has changed too. Cannabis consumers no longer partake of the product behind closed doors out of fear of stigmatization. This has set up the market for Cannabis lounges and cafes,

which are mushrooming in popularity as places for marijuana users to consume the product and socialize.

Marijuana has stepped out of the shadows and is becoming firmly entrenched in the mainstream American lifestyle. With this has come a mass proliferation of CBD products. CBD is a compound found in the Cannabis plant that has a host of benefits and today, there's a host of products containing CBD. Food, beverages, beauty products, you name it; there's likely to be a CBD product for it in the market. You can actually buy CBD toilet paper and CBD hand sanitizer online today. The bottom line is that marijuana is more widely accepted today, and more people support legalization of the product than those who don't.

This is excellent news for anyone who is considering investing in this industry.

The Cannabis industry has snowballed. Many companies are not only playing big in the stock market but have a market cap exceeding \$1 billion. Some, like The Scotts Miracle-Gro Company, Aurora Cannabis Inc. and GW Pharmaceuticals, have a market cap of more than \$5 billion. Canopy Growth Corporation operates in five continents and has a market capitalization of a whopping \$12 billion.

These are relatively young companies with market capitalizations rivaling established corporations like Jet Blue, American Eagle, Molson Coors and Dominos Pizza. This is an indication of the power that the Cannabis 'rush' wields.

The cannabis rush is happening so fast that it is actually becoming expensive for some companies to operate in this sector. Azuca CEO, Kim Rael says that consolidations and joint effort are becoming necessary to secure funds, marketing and other resources. Ring a bell? Does it remind you of the sky-high prices the prohibit most people from buying bitcoin?

Getting in on the green rush right now may be your best move before you are shut off from participating in this lucrative industry.

If you have already made the decision to invest, let us take a closer look at what you'd be investing in. You wouldn't want to invest in something you hardly understand, would you?

In the next few chapters, we will be looking at everything you need to know about the Cannabis industry and investing in it.

THE JOURNEY TO LEGAL CANNABIS: A BRIEF HISTORY

At the turn of the millennium, the sale, possession and use of marijuana was illegal across all 50 states. Even though it remains an illegal controlled substance under federal law, several states have passed laws permitting

marijuana use for medical and recreational reasons. Today, marijuana is legal in 36 states, with 11 states authorizing recreational use as well.

So what changed? To understand this, we'll need to take a quick look at this plant's background. It's quite an interesting one.

Discovery

The earliest human use of the Cannabis plant can be traced to Asia around 500 BC. These plants were mostly used for medicinal purposes and generally contained low levels of THC, the compound responsible for marijuana's psychoactive effects.

There is evidence, however, that ancient cultures knew about the mind-altering properties of cannabis. They may have grown different varieties with higher THC levels for use in religious ceremonies.

The plant evolved in central Asia before being introduced to Africa, Europe and eventually making its way to the Americas in the mid-1500s, when the Spanish brought industrial hemp to Chile.

Popularity

By the early 1600s, the industrial attributes of hemp were well known throughout the Americas. Cannabis was cultivated widely to produce fibre, ropes and paper.

In 1619, an Act was passed the Virginia House of Burgesses requiring all farmers in Virginia to grow hemp on their plantations. This scenario was replicated in the states of Massachusetts and Connecticut. Hemp was recognized as a proper form of currency in Virginia, Pennsylvania and Maryland.

As new products (such as cotton) were imported and developed, hemp began to lose its popularity. By mid-1800s, a different version of the Cannabis plant was on the rise.

In the early 1800s, an Irish doctor studying in India had discovered that Cannabis was effective in treating stomach pain and vomiting in Cholera patients. By late 1800s Cannabis was sold in pharmacies and doctor's offices throughout Europe and the United States to treat stomach ailments and other diseases. Marijuana was becoming an increasingly popular ingredient in medicines and home remedies.

Cannabis remained legal in the U.S well into the early 1900s when there was a different turn of events.

Restriction

Cannabis was made federally illegal in 1937 when the Marijuana Tax Act was passed. This essentially made the plant illegal in the United States. The Act required farmers to acquire tax stamps for the cultivation of hemp. It also required physicians to pay a tax to prescribe cannabis. Pharmacists too had to pay a tax to sell cannabis.

So how did a substance that was highly regarded for its medicinal properties (and was widely available in over-the-counter medications) become a prohibited substance?

Many theories abound.

One of them is rooted in perceived racism in how drug policies are carried out in the US, even today. Recreational marijuana gained traction in the 1910s when Mexican immigrants fleeing the Mexican revolution brought it with them. By the 1930s, it had become popular, especially among the Mexican and black jazz communities. Indeed, the first person to be arrested under the Marijuana Tax Act was Moses Baca, a young Mexican-American who had a quarter ounce of cannabis tucked under his drawer.

Another theory is that the Act was an effort to reduce the scale of the hemp industry. Some of the leading proponents of the Marijuana Tax Act were heavily invested in the timber and newspaper industries. The popularity of the lower-cost hemp paper was undercutting their profits.

Regardless of the actual reasons for it, the Marijuana Tax Act effectively banned the use of cannabis, and public opinion towards the plant swayed negatively.

Prohibition

In 1970, Congress passed the Controlled Substances Act, which was signed into law by President Richard Nixon. Under this Act, cannabis was classified as a Schedule I substance, a ranking reserved for drugs that have the highest potential for abuse and no medical purpose.

Heroin, Ecstasy and LSD fall under the same ranking. Cocaine and Methamphetamine rank a level lower.

The Act prohibited the use of marijuana for any purpose, and the fate of cannabis in the United States was effectively sealed.

Decriminalization

While cannabis remains federally illegal to date, individual states began the push to decriminalize it shortly after the passing of the Controlled Substances Act.

In 1973, Oregon became the first state to decriminalize cannabis. The penalty for possession of up to one ounce was reduced to a \$100 fine.

By 1980 (10 years after the Controlled Substances Act was signed into law), 11 states had decriminalized cannabis.

Legalization

In 1996, California became the first state to legalize Cannabis with the approval of Proposition 215, permitting the use of medical Cannabis. By the turn of the millennium, four states had legalized the use of medical Cannabis, and other states continued to follow suit.

But the fight for legalization had begun much earlier than this.

Two years after the enactment of the 1970 Controlled Substances Act, the National Commission on Marijuana and Drug Abuse tabled a report to Congress and the public. The report, 'Marijuana, A Signal of Misunderstanding', called for the decriminalization of marijuana and finding other ways to discourage recreational use.

The commission's proposition was opposed by the Nixon administration. Still, it became an essential document in the fight for the legalization of Cannabis. Those in support of removing Cannabis from Schedule I classification frequently cite this report.

In 2012, the states of Colorado and Washington made history by becoming the first states to legalize the use of Cannabis for recreational purposes.

At the time of this publication, medical Cannabis is legal in 33 states, with 11 states permitting recreational use as well.

Legalizing recreational marijuana permitted businesses to effectively transact the product, setting the stage for the now booming Cannabis industry.

But it wasn't until marijuana caught the attention of Wall Street that people really began to sit up and pay attention.

Going Public

Marijuana moved into the financial mainstream in 2018 when a Canadian company, Tilray, became the first Cannabis producer and distributor to conduct an IPO on the US stock exchange. It quickly captured attention by surging eightfold just two months after the IPO.

Other companies followed suit, and by mid-2019, there were 15 Cannabis companies listed on the NYSE and NASDAQ.

Okay, now you've got some decent background information on the history of Cannabis. But what exactly *is* Cannabis?

The best place to begin is to take a closer look at the plant itself.

EXAMINING THE CANNABIS PLANT: HEMP AND MARIJUANA

One of the most common questions posed by people looking to learn more about Cannabis is “Are hemp and marijuana the same?”

The short answer to the above question is, “No.”

Hemp and marijuana are very closely related. In fact, if the two plants were placed before you, you’d be hard-pressed to tell the difference. There are no distinguishing physical characteristics; the flowers, leaves and stem often look identical.

Both plants belong to the same family (*Cannabaceae*) and the same genus (*Cannabis*). They are both classified as *Cannabis Sativa*.

So what’s the difference between the two?

The Main Difference

You may have noticed a lot more CBD products shelves everywhere you go – from your medical practitioner’s shelves to your local supermarket. You may have also noticed that you don’t see as many marijuana-based products. This is mostly explained by the difference between hemp and marijuana.

Chemical Composition

The main difference between hemp and marijuana lies in the chemical composition of the two plants, precisely the amount of Tetrahydrocannabinol.

The Cannabis plant is made up of about 113 cannabinoids, the main ones being Cannabidiol (CBD) and Tetrahydrocannabinol (THC). THC is the compound that is responsible for the psychoactive effects of Cannabis. Basically, THC is what gets you ‘high’. The more THC you consume, the stronger the psychoactive effects.

Hemp is defined as any Cannabis plant that has 0.3% of THC or less. Marijuana is defined as any Cannabis plant that has more than 0.3% of THC. So if a Cannabis plant has say 0.4% THC, it will be classified as marijuana, even though 0.4% THC will not have any psychoactive effects.

Legality

In 2014, President Obama signed the Farm Bill into law, which provided the distinction between hemp and marijuana that is mentioned above. This allowed pilot programs and research to determine if hemp farming and production would be beneficial to farmers and businesses.

When the Agriculture Improvement Act of 2018 was passed, hemp agriculture and products became legal in all 50 states. This legality is the reason you’re seeing CBD products everywhere you go.

So while hemp is federally legal, marijuana remains classified as a Schedule I drug and is illegal under federal law.

Is There any Difference in How the Plants are Cultivated?

Yes, there's a significant difference in how these two plants are cultivated. The main reason for this is that marijuana and hemp are grown for entirely different purposes, and therefore require different growing conditions.

Hemp is mainly cultivated for paper, textiles, packaging material and CBD. The value of hemp lies in its seed and stalk. CBD oil is extracted from the seed of the hemp plant. The material that goes into making fiber, textiles and packaging is derived from the stalk.

The most important thing when growing hemp is to ensure that it attains its maximum size to maximize yield. You will often find the plant growing outdoors.

Marijuana, on the other hand, is mainly cultivated for medicinal and recreational use. The value of the plant lies in its leaves and flowers.

Only female plants produce flowers, with male plants known to interfere in the production of THC. The goal is to cultivate exclusively female plants with budding flowers. Because of this, marijuana is grown in a highly controlled environment with specific humidity, temperature and lighting conditions.

The grower needs to monitor the plant closely at each stage of its life cycle and maintain precise conditions in its environment. Because of this, you will often find marijuana being grown indoors, especially if it is for commercial purposes.

Is There A Difference Between CBD Extracted From Both Plants?

Despite being cultivated under different conditions, there is no difference between CBD extracted from hemp and CBD extracted from marijuana. Both plants can produce high amounts of CBD, and there is absolutely no difference between the extracts.

The only difference lies in the legality.

The 2018 farm bill legalized hemp and hemp-related products. This means that CBD obtained from hemp is federally legal as long as its THC content is 0.3% or less.

CBD obtained from marijuana remains classified as a Schedule I drug and is illegal at the federal level. Yes, even if it contains 0.00% THC.

Now that you understand the difference between the two plants, let's take a closer look at the two cannabinoids in question.

CANNABINOIDS

By now, you know what cannabinoids are. You also know a thing or two about CBD and THC.

We'll now take a closer look at the two main cannabinoids to understand a few specifics. This is vital if you want to understand everything about Cannabis.

Let's get to it.

What are Cannabinoids?

Simply put, cannabinoids are naturally occurring chemicals found in the Cannabis plant. Even though there are more than 480 different compounds in the plant, only 113 of them are termed as cannabinoids.

Cannabinoids exert their effects by interacting with specific cannabinoid receptors. These receptors are present in the human body's Central Nervous System.

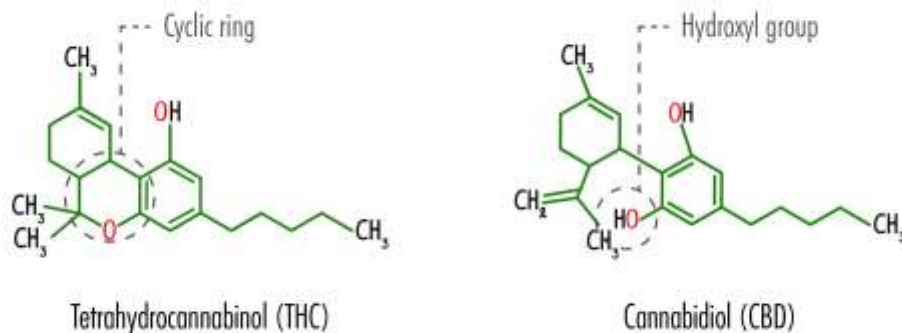
The most significant cannabinoids are CBD, THC and a new kid on the block that we will touch on shortly.

The Chemical Structure Of CBD and THC

CBD and THC have an identical molecular structure. They are made up of 30 hydrogen atoms, 21 carbon atoms, and 2 oxygen atoms. Their molecular mass is also identical.

A slight difference in atom arrangement makes all the difference in how they interact with your body.

As illustrated below, where THC contains a cyclic ring, CBD has a hydroxyl group. This minute difference in molecular structure gives the two compounds completely different pharmaceutical properties.



[Source](#)

Does this entirely explain why THC has psychoactive characteristics and CBD doesn't? Well, not entirely. The answer to this lies in how the two compounds interact with your body's endocannabinoid system.

Your Body's Interaction with Cannabinoids

To understand the effect of cannabinoids on your body, you first need to understand your body's endocannabinoid system.

The endocannabinoid system consists of a network of receptors that are distributed throughout your body. It plays the role of regulating various functions including sleep, mood, memory, appetite and reproduction. The endocannabinoid system is comprised of endocannabinoids, endocannabinoid receptors and the enzymes that break them down.

1. **Endocannabinoids:** These are molecules produced by your body to keep internal functions running smoothly. They're just like cannabinoids, except that your body produces them as needed.
1. **Receptors:** Endocannabinoids bind onto endocannabinoid receptors, which are found throughout your body. The two primary endocannabinoid receptors are CB1 (found in the central nervous system) and CB2 (found in the peripheral nervous system, especially immune cells). CBD and THC interact with these receptors differently.

How THC Interacts With The Endocannabinoid System

When THC binds itself to CB1 receptors, it causes an increase in blood flow to an area of the brain called the prefrontal cortex. This is the area that is responsible for decision-making and motor function, among others. The effect of this increased blood flow is what makes you feel intoxicated or 'high'.

Part of THC's potency is that it can bind to both CB1 and CB2 receptors. This allows it to have a series of effects on both your mind and body. For example, it may reduce pain and stimulate your appetite but cause anxiety and paranoia at the same time.

How CBD Interacts With The Endocannabinoid System?

Unlike THC, CBD doesn't bind itself directly to endocannabinoid receptors. In fact, it is an antagonist. This means that the presence of CBD can counter the effects of THC.

This lowers and sometimes even eliminates the intoxicating effects of THC.

CBD has other positive effects on the body, which we will examine later on. For now, let's look at another cannabinoid that isn't quite as popular as these two, but which is slowly capturing people's attention.

THCV: The New Kid on The Block

As you already know, THC and CBD are only two of the 113+ cannabinoids present in the Cannabis plant.

THCV is a compound of the cannabis offering a variety of benefits that set it apart from CBD and THC. As the name suggests, you've probably worked out that it is closely related to THC. That is absolutely correct.

THCV stands for Tetrahydrocannabivarin. It is similar to THC in molecular structure and psychoactive characteristics but provides different effects.

THCV has many unique capabilities, among them suppressing appetite, regulating blood sugar level, stimulating bone growth and reducing panic attacks.

It is difficult to find this cannabinoid in many strains of cannabis. And most strains that have it contain minimal amounts of THCV, decreasing the chances of achieving the desired therapeutic effect. It is suggested that you can find higher quantities of it in African strains of cannabis.

As THCV grows in popularity and its medical benefits become more widely known, it is assumed that more THCV-rich products will be introduced.

Now that you have a relatively in-depth knowledge of the compounds that make up cannabis and their differences, let's talk about why your investment in cannabis is likely to endure for longer. Unlike cryptocurrencies – which people bought because prices were going up – cannabis has some very tangible uses, many of them medical.

We will talk about them in a short while. But first, let's discuss the CBD products available in the market today.

CBD PRODUCTS: TODAY'S GROUNDBREAKING MARKET TREND

Ok, so we know that the legal cannabis industry is booming, but have you stopped to ask yourself where the root of all this lies? I mean, we know that legal cannabis is raking in billions of dollars, but who's buying all this product?

The answer lies in the wide range of CBD products that have entered the market today. You would be surprised to find out just how many cannabis products people have managed to come up with. We have everything ranging from beauty products to vape pens to edibles.

Let's get you better acquainted with these products to give you an idea of how widespread the influence of legalized cannabis has been.

CBD Cosmetics

The cannabis wave is sweeping through the multi-billion dollar beauty industry. There is no shortage of CBD-based cosmetics in the market today.

You will find CBD:

- Lip Balms
- Soaps
- Serums
- Masks
- Body Scrubs
- Beard Oils
- Hair Pomade
- Bath Bombs
- Mascara
- Cleansers
- Shampoos and much more.

Why is there such an increase in the number of CBD products in the market?

It turns out that CBD is amazing for your skin, which is why it has become a premium ingredient in the beauty industry. There's good reason for this, and it mostly has to do with how CBD interacts with your skin.

Your skin is the biggest organ in your body. It also has the highest amount of cannabinoid receptors. These receptors are part of a larger system – the endocannabinoid system – which is responsible for controlling functions in the body such as pains, stress, inflammation, sleep, immunity, and others.

When CBD is applied to the skin, it activates these receptors. The result is that pain, inflammation, and lipid production is lowered, helping to reduce acne as well. It also reduces the effect of conditions like dry skin, eczema, premature aging, and psoriasis.

Because of these benefits, CBD is gaining popularity in many beauty and skincare products.

CBD Capsules

CBD capsules look like your typical, everyday supplement capsule, only that they contain oil-based CBD extract or powder-based CBD extract inside.

They are an excellent way to consume CBD on the go. Curious to know more about the contents of these capsules? Read on.

CBD Extract and CBD Isolate

CBD products are made of either extracts or isolates.

CBD extract (better known as “full-spectrum” CBD extract) is an oily substance with an oily appearance. Extracts provide maximum health benefits to the consumer because they preserve all the components of cannabis. This phenomenon is called the “entourage effect”. CBD extracts contain cannabinoids, fatty acids and terpenoids.

CBD isolate is CBD that has been isolated in its purest form. Unlike CBD extract, it exists in crystalline form, mainly as a powder. 99% of this powder is pure CBD. Many people prefer CBD isolate because it contains no THC. It is also cheaper than full-spectrum CBD extract.

CBD isolate isn’t regarded as effective as CBD extract. The isolate lacks fatty acids and terpenoids and therefore, doesn’t have the “entourage effect”.

Oil Carriers

CBD capsules also contain oil carriers. CBD is not water-soluble, and oil carriers are what allow your body to absorb cannabinoids easily. The carriers break the CBD down and bind it to fats. After it is stored in fat, the body can easily absorb the CBD.

Extra Ingredients

The other contents of CBD capsules are not necessarily related to cannabis. These include things such as supplements or herbs. Their addition is always optional but is usually intended to provide extra health benefits.

CBD Concentrates

CBD concentrates are extracts that contain high amounts of CBD. They are especially recommended if you want to consume a high amount of CBD and are looking to experience the effects quickly. Concentrates come in various forms, depending on the method used to prepare them and the source.

They can be classified into four main categories:

CBD Distillates

CBD distillates are top-of-the-range as far as CBD concentrates go and are therefore highly-priced. This is because distillates contain a high amount of CBD, are versatile and are neutral in taste. They are mainly prepared through a process of distillation - a complicated but highly efficient operation.

CBD Wax

This is a form of concentrate that is soft and resembles wax. It contains around 50% to 70% CBD and is heated in specialized vape pens at a temperature of about 200°C. This vaporizes the wax, which is then inhaled by the consumer.

CBD wax is sometimes mixed with a carrier oil and placed under the tongue, or mixed with other creams and applied on the skin.

CBD Crumble

Crumble is a form of CBD concentrate that can have as much as 99% CBD and 0% THC. It easily crumbles when touched or placed under heat. Crumble is mainly used in dap as well as concentrate pens.

CBD Isolate

Like CBD crumble, CBD isolate can contain as much as 99.9% CBD. It is entirely free of all other cannabinoids or compounds and is mainly used to create vape juice. It can also be used in cosmetics.

CBD Beverages

Although ingesting CBD oil orally is one of the best ways to get the most of it, it has one major drawback – CBD isn't water-soluble. CBD oils seem to work just fine for most people, but they are not the best solution for people who want more.

Why is this case?

Our bodies are made of almost 60% water. Remember CBD is hydrophobic in nature – it doesn't dissolve in water. This presents a problem when the body is trying to absorb CBD. The amount of CBD that is absorbed is too little to achieve the desired result.

This problem is famously referred to as a low bioavailability. To boost bioavailability, a process known as nanotechnology is usually employed. This process uses sound waves to break down CBD clusters into small particles – smaller than 100 nanometers.

How small is a nanometer? It is one-billionth of a meter.

Once CBD has been broken down into these small particles, it is more compatible and can blend easily with water molecules. This innovation has led to a wide range of drinks containing CBD, including CBD water, CBD beer, CBD energy shots, powdered drink mix and much more.

CBD Edibles

CBD edibles are consumable products that you are familiar with, such as chocolates, cakes, gummies, cookies, and the like. The only difference is that they contain CBD.

What makes these products so popular is that they allow people to consume CBD with so much ease. Think about it. For example, most people love cake. A lot of people are looking to ingest CBD for a variety of reasons. CBD-infused chocolate cake? Bring it on!

There is one major drawback: These products are not very effective.

The main reason is that most of these products are created with CBD isolates, which lack the benefits of CBD extracts. Also, most of these products are processed by the liver, which reduces the concentration of CBD. So overall, edibles aren't as effective as you might expect them to be.

But a little CBD is better than no CBD, right?

CBD Suppositories

Yes, suppositories.

If you're lucky enough not to be familiar with the term, suppositories are small bullet-shaped pills that are inserted in the anus. That's correct, the anus. They are lubricated so that the insertion process is more comfortable. Once in place, the contents start finding their way into your bloodstream.

Why would anyone resort to such a strange way of ingesting CBD?

There's a good reason for this, and it's actually quite simple – bioavailability. We have just covered how bioavailability is a big problem when it comes to absorption of other CBD products.

Suppositories allow for the highest bioavailability of all products. The moment you place them in your anus, it takes anywhere from 10 to 15 minutes for the contents to be absorbed into your bloodstream. What's more, the effects of administering CBD this way last for approximately 8 hours.

Ingesting CBD this way may not be your cup of tea, but the benefits of doing so have proven to be worth the trouble.

CBD Tinctures

CBD tinctures are highly concentrated amounts of CBD usually sold in a small bottle. The bottles are typically sold with a dropper to help you administer the contents.

Let's look at the contents of your typical CBD tincture.

CBD Extract or CBD Isolate

You might have noticed by now that each CBD product contains one of these. This is the component that provides the medicinal properties of the product.

CBD extract provides far more value than CBD isolate.

Carrier Oil

The carrier oil usually includes oils like hemp oil or MCT oil. However, other carriers like alcohol and vegetable glycerin are becoming popular. This is because they help to balance the potency of CBD and to deliver CBD and other molecules. The idea is to get CBD absorbed into the stomach lining and other membranes in the body.

Additives

Additives such as sweeteners and flavoring are optional, and so you may not find them in some products. They are generally added for any number of reasons, the most common being to improve the taste of the oil.

Some additives are added to provide more nutritious value. For instance, you may find that olive oil has been added to provide some of its numerous health benefits.

So how do you ingest CBD oil?

You drop some oil below your tongue using the dropper. You keep it there for 1 to 2 minutes and then swallow it. The mucous membranes that are present below your tongue allow the CBD molecules to find their way into your bloodstream.

It takes around 20 minutes before the effects of CBD kick in. The effects can then last for up to 6 hours.

CBD Balms

Remember when we talked about the skin having more endocannabinoid receptors than any other organ in the body? It is no wonder that we have CBD products specifically designed to be applied to the skin.

Some of these products include rubs, balms, salves, and more. The fact that the skin has a huge number of receptors makes these products effective in providing pain relief when they're applied on the skin.

This very aspect has made CBD instrumental in the creation of massage oils. Other problems that can be treated by CBD topicals include muscle soreness and skin conditions.

CBD Skin Patches

Transdermal patches are different from topicals and balms in that they come in the form of a patch that is stuck onto the skin. The effects last longer than those of rubs or balms.

They offer a slow-release and hold the substance onto the skin long enough for CBD to enter your bloodstream. This makes transdermal patches better than topicals, especially for those who suffer from chronic pain.

But what is the secret behind the effectiveness of transdermal patches?

The answer lies with permeation carriers and enhancers. These are components that are included in the product to help CBD get into your bloodstream. It is important to note that transdermal patches work better when applied in areas where there are more veins.

CBD Vape Products

Inhaling CBD is probably the most widely known method of ingesting it – and for a good reason. Inhalation provides a way of ingesting CBD while ensuring a high bioavailability.

Several products allow you to ingest vaporized CBD including:

Disposable Vape Pens

These are great for novices venturing into the world of CBD for the first time. They allow you to test out and see whether you and CBD can get along.

The pen is bought filled with CBD vape oil. It has a battery that is connected to an atomizer, which you turn on to inhale the vapor. If you find that vape CBD isn't the right product for you, then you can simply get rid of the pen.

Vape Cartridges

You can find both refillable and disposable CBD vape cartridges. They have batteries that are almost similar to those of vape pens. Using them is quite simple. You turn the cartridge towards the battery end and inhale the vapor.

E-liquid

E-liquid is also known as vape juice. This is simply CBD that has been turned into vapor and then sold off as a product by itself. It is usually packaged in a small bottle that is either squeezable or has a dropper. If you exhaust the contents, you always have the option of refilling the bottle.

CBD Pet Products

Turns out the benefit of CBD is not a preserve of humans. It is equally beneficial to our four-legged friends too. So, if you have a pet at home (or any

other animal) that you would like to provide with the numerous benefits of CBD, you're in luck.

There are plenty of CBD products designed explicitly for animals: treats, tinctures, sprays and many other products.

Are you wondering why on earth you would want to give CBD to an animal? Turns out there are actually good reasons to do so. PetMD did a piece highlighting the health benefits of CBD on dogs. Some of them included treatment of:

- Seizures
- Nausea
- Stress
- Anxiety
- Arthritis
- Cancer
- Back pain and much more.

If you have a pet, you may want to find out what CBD products are out there that could do him or her some good.

12: Water-Soluble CBD Powder

Lastly, we have water-soluble CBD powder. This is CBD powder that you can dissolve in water, food, beverages etc.

It is a highly versatile product that provides the consumer with lots of freedom.

Now that we have looked at the various of CBD products in the market, let's talk about how you can actually put your money to work for you in this booming industry.

INVESTING IN CANNABIS

Now that you're armed with all the background information you need, let's focus on what this book promises in its title.

In this chapter, I will delve into an in-depth discussion about how you can invest and make money in the cannabis industry. This is where the rubber meets the road. Are you ready? Good.

We'll start by discussing why the legal Cannabis industry is the right place for you to put your money.

Why You Should Invest In Legal Cannabis

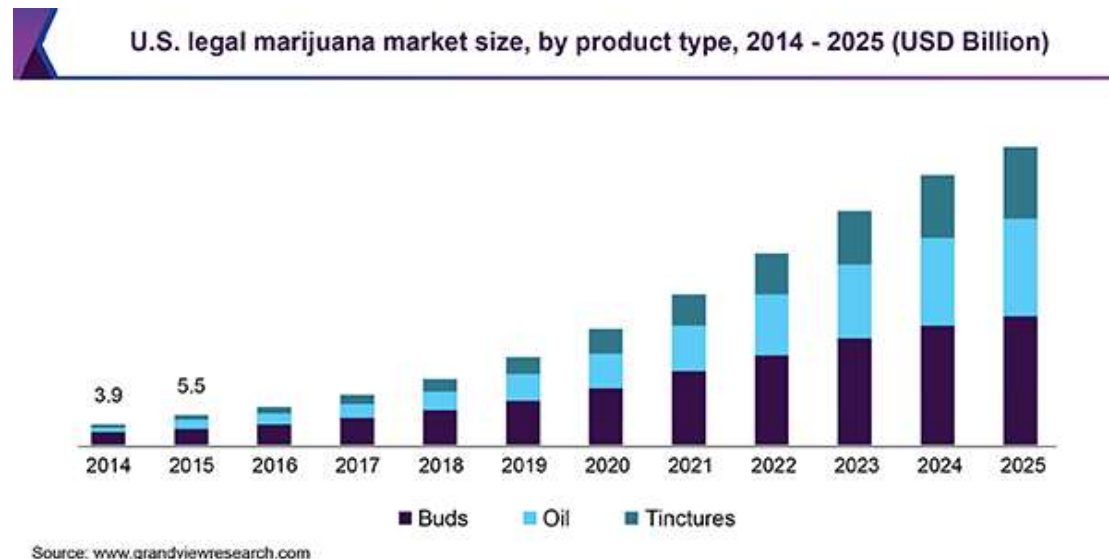
Is there lots of money to be made by investing in legal cannabis? The answer to that is a resounding YES. I'll tell you why:

1. Market Size

Although research from various firms depict different results, one thing is clear: The legal Cannabis industry is valued at tens of billions of dollars.

According to research giant Grand View, the legal Cannabis industry was valued at \$13.8 billion by the end of 2018. The industry is expected to grow annually at a compound annual growth rate (CAGR) of 23.9% to reach approximately 66.3 billion by 2025.

The Cannabis industry has been on a steady upward climb since 2014, as shown in the chart below:



Going by the data above, the cannabis industry isn't likely to slow down any time soon.

Keep in mind that this data represents the legal cannabis industry alone. If you were to total proceeds from both the legal market and the black market, the numbers could easily reach hundreds of billions of dollars.

The United Nations Office of Drugs and Crime (UNODC) estimates that the Cannabis industry in its entirety could easily be worth \$150 billion today. This figure rivals that of other popular industries like the carbonated drinks industry, which is expected to grow to \$412.5 billion by 2023, at a CAGR of 2.3%.

Looking at the CAGR alone, it would be much better to put your money in Cannabis than say, "Coca Cola" or "Pepsi".

2. A Shift in Public Perception

Public sentiment is a crucial factor that shouldn't be overlooked. Remember, the public forms the market. If the government legalized cannabis and a considerable part of the public despised it, who would buy your product?

Considering that the public holds a lot of sway in the feasibility of the Cannabis industry, it is good news that majority favor the legalization of cannabis. This is especially true for people under age 35. Pew research reports that 76% of millennials support the legalization of cannabis.

Because millennials form the largest number of CBD consumers, this is a very promising statistic. In fact, one report showed that 50% of millennials prefer CBD oil to mental health prescription drugs.

What this means is that there is enough backing by the potential buyers of legal cannabis to make it a safe investment idea.

3. Legalization of Hemp

The Agricultural Act of 2018, otherwise known as the Farm Bill, legalized hemp nationwide.

This is good news for people in the Cannabis industry since hemp is the best source of CBD with the lowest amount of THC. This makes it a preferable choice for people who do not want to get high.

Federal legalization of hemp opened up the market for CBD oil countrywide. You can manufacture CBD oil and market it all over the country. You are not limited in terms of your market, as is the case with marijuana.

Since there is a high demand for CBD oil, this is a business that will give you a good return on your investment.

4. Decriminalization and Legalization of Marijuana

Nobody wants to be caught on the wrong side of the law. The illegal status of marijuana has kept the industry far from the minds of people looking to invest their money.

This is gradually changing.

There is a Cannabis legalization wave sweeping through the United States and the rest of the world. Governments are getting more educated on the safety of Cannabis as well as the benefits it can have on humans. You can expect the legalization wave to sweep through the majority of the world in the nearby future.

Worldwide, governments hold the proverbial key to the expansion of the cannabis industry. They wield power to green-light commercial activities in this sector. In recent times, governments are showing more indication that they are willing to do this.

But that's not the most exciting part.

The exciting part is that every time the government issues a "go ahead", the Cannabis industry has shown remarkable improvement in terms of performance. Think of government approvals as the catalyst for industry growth.

As an investor, you can capitalize on these improvements and reap some huge returns on investment. For example, when Donald Trump passed the

2018 farm bill that legalized industrial hemp growth, Charlotte's Web Holdings (a major player in the Cannabis industry) saw the price of its stock go up by 9.17%.

As you can imagine, that was a big day for the investors of the company.

5. Mainstream Recognition

Mainstream makes the rules. It is human nature to prefer things that are in the mainstream. They provide us with a sense of security that we usually don't get from something that lurks in the shadows.

The same thing happens in the investment world. Would you rather invest in Apple stock or a random company you've never heard of? Chances are, you'd put your money in Apple.

This is why investors initially shied away from cannabis stocks. They were not sure about the longevity of the industry and what the future held for cannabis, mainly since Cannabis stocks mostly traded in the over-the-counter (OTC) market.

This changed after legalization and the first Cannabis IPO. Not only are many Cannabis stocks now listed on major US exchanges (NYSE and NASDAQ), but they are performing well too.

With this kind of exposure, it won't be long before these companies get the attention they deserve. This is something that you can take advantage of..

6. Mergers and Acquisitions

In the corporate world, mergers and acquisitions are key drivers of industry growth.

What does this mean for someone who is looking to invest in the cannabis industry?

The cannabis industry has seen two significant acquisitions, as well as colossal support and partnerships from other companies with unlimited funds.

In 2018, Atlanta Group (a major player in tobacco), bought a 45% stake in Cronos, which is valued at around \$ 1.8 billion. Constellation Brands (an alcohol producer) purchased a 37% stake in Canopy Growth. This deal was valued at \$4 billion.

Deals like these are what fuel growth in an industry.

Would these companies sink such vast sums in an unprofitable industry? I think not. Take this as a sign that you can forge ahead with confidence.

Another plus is that events like these are big news for the companies involved (especially the target company). According to Investopedia, the target

company's stock value surges in the period before and after a merger or acquisition, sometimes significantly. You stand to reap huge returns if this happens to a company that you have bought stakes in.

There has never been a better time to buy shares in cannabis stocks than now since there are only a handful of them in the market. Research some good companies with great potential and invest in them. Chances are somewhere down the road, a major alcohol, tobacco, pharmaceutical or food company may step in and offer a highly lucrative deal.

This could work out in your favor.

7. Money Market Bigwigs are Intrigued

Financial analysts hold a lot of influence in the marketplace because people take their opinions very seriously. If they vouch for a company, or an industry, you can bet that investors will start flocking there.

Not too long ago, money market hotshots paid little, if any, attention to the cannabis industry. This isn't the case anymore. More attention is being paid to this industry now than ever before.

Elite firms like Jefferies, Cowen & Co. and Piper Jaffray are now doing their homework on cannabis stocks. Once, CNN reported that 13 analysts were covering Canopy Growth alone.

Evidence of the power of analysts came to light once when Canopy Growth's share price went up by 13% after Piper Jaffray started looking into the cannabis industry. They joined a list of other brokers who were already doing the same.

As this list of analysts looking into this industry keeps growing, big money will make its way into Cannabis fueling growth even further - another good sign.

8. Landmark Discoveries

Speculation alone can drive prices to significant levels. Remember the Dutch Tulip mania? And more recently, cryptocurrencies? Speculation alone, however, isn't the key driving factor. The real value of the underlying financial instrument determines price movement as well.

This is why companies' share prices go up when the company takes credit for developing a new form of technology. In each of these cases, the price went up because, in the eyes of investors, the company's stock had become more valuable.

The same thing happens with cannabis. New discoveries are made every now and then about the medical benefits of CBD. When these benefits are announced to the public, investors push prices further.

For instance, the FDA approved the drug Epidiolex in 2018 to treat patients with seizures and epilepsy. The drug contains CBD and costs around \$32,500 per patient every year. There a good chance that the pharmaceutical

company that developed this drug will rake in huge bucks as a result of this new drug going public.

News like this tends to excite investors and improves their confidence in their investment.

9. Versatility

Lastly, one of the most attractive things about the cannabis industry is that it offers many different ways to participate in it.

Buying stocks and growing Cannabis may be some of the best ways to make money in this industry, but they are not your only options. There are cheaper and easier pursuits in the cannabis industry that could turn a handsome profit for you (and even a nice living) if you give them a chance.

There are many industries that ordinary people like you and I will never afford to participate in, and which (despite the financial barrier) are still loaded with risk. But with Cannabis, at least you stand a chance.

Ready to make some money? Let's take a look at how you can ride the green wave.

RIDING THE GREEN WAVE: HOW TO MAKE MONEY IN THE CANNABIS INDUSTRY

We've mentioned versatility as one of the upsides of the cannabis industry. The fact that there's something for everyone is part of what makes this industry so exciting.

Keeping this mind, some of these ideas may not resonate with you. If that's the case, you can simply disregard them and look into the next one. My aim is to provide you with enough choices so that you can explore the options that suit you best.

Let's dig in.

Establish a Cannabis Blog

We'll begin with something that almost anyone can get into. Starting a cannabis blog is one of the easiest ways to break into the market. The start-up costs are minimal, and it won't cost you a lot of money to run if you perform due diligence.

If for any reason you get stuck, there's a lot of readily available information to help you out.

Here's why starting a cannabis blog can be a profitable venture:

Hot Topic

Hot topics are basically topics that the public is currently interested in. Anyone who's operated a successful business on the web will tell you how vital hot topics are. Topics that people are actively searching about have plenty of business value. There's no point setting up a business offering something that no one is interested in.

Hot topics are one of the most accurate ways to determine supply and demand on the web. In fact, there's an entire industry thriving as we speak for this reason – keyword research.

Cannabis and other related terms like marijuana are some of the most frequently searched terms on the internet at the moment. Mondovo, a digital marketing giant, lists “marijuana” as the most commonly searched term of 2019.

Inadequate Facts

There just isn't enough information out there on cannabis. In fact, I can guarantee you that this book is one of the few reliable sources you will find right now on cannabis. Few blogs have information about cannabis that is factual and comprehensive. Many of them have a few pieces, but nothing extensive.

If you were to try and gather as much information as possible on the topic of cannabis, you would run into many closed avenues. It's bizarre that such a huge gap exists for an area that has attracted so much public interest. This is in stark contrast to other topics like “digital marketing” and “online business”. Many well-established brands have already cornered those markets. You wouldn't make it in those areas as a newcomer with limited resources.

This can only mean that there's a tremendous opportunity for you to set up shop in cannabis. But you'd have to do it fast. While not many people have turned their attention to it, I can guarantee you it's only a matter of time. As an entrepreneur, it is up to you to exploit gaps like these before other people do.

Also, by providing plenty of factual information on cannabis, you increase the likelihood of establishing yourself as an authority in this new and exciting industry. Imagine that. *You* could be the go-to guy for information about cannabis.

So how do you go about being a topflight Cannabis blogger? Successfully starting a blog and making money from it requires that you go through a series of steps.

Let me walk you through the process from start to finish:

Choose a Name for Your Blog

Sounds obvious right? Of course, you need a name for your blog. It seems like a no-brainer, but it's a little more complicated than that. Blogging success depends on many factors and picking the right name for your blog is one of them.

Think of it this way. In this case, the name of your blog is the name of your actual business. Would you take the process of naming your business lightly? I'd think not. Choosing the wrong name for your blog could mean that your business is forever stuck with a name that struggles to get the attention and status that it deserves.

Take a look at these blog names from different industries:

- Copyblogger - Blogging and copywriting
- Problogger - Blogging
- Content Marketing Institute - Content marketing
- Search Engine Land - Search Engine Optimization
- Cryptocurrencyfacts - Cryptocurrencies

The first thing you realize is that the names speak for themselves. A quick glance at the name tells you everything you need to know about what these blogs offer. These blogs are all industry leaders in their own right.

What does this tell you? If you want to model these blogs in the Cannabis industry, you would need to come up with a name that is as relevant and descriptive.

Lastly, keep your domain name in mind as you choose a name for your business. Avoid business names that are spelt differently from how they sound. Don't forget to double-check that the letter combinations do not spell out anything rude or inappropriate!

Register Your Domain and Get Hosting For Your Site

Once you have a name for your blog, you will need to register for a domain name and get hosting for your website.

A domain name is basically the address that enables internet users to access your website. This is the name that your website visitors type into their browsers to find you. You know, like "Facebook.com" or "Google.com". You cannot have the same domain name as someone else, and this is where it gets tricky. You may have come up with a cute name like "cannabisblog.com", but unless you were the first one to come up with it and took steps to secure it, you would not own it.

Luckily, there are places where you can search for a domain name you come to ensure availability, such as domain website GoDaddy. Once you settle on a name, you will be given an option to purchase it.

Once you've purchased your domain name, you will need to buy hosting. Hosting ties your domain name to a server where your website files will reside. The good thing is that most areas you purchase your domain name also provide hosting as a service, so you can place your order for both and get it over with. Your hosting company will sort out the technical stuff like configuring your website.

They will contact you with the necessary details about logging in and accessing your website's control panel. They can even install blogging software at your request. There are many blogging software out there, but WordPress maintains its reputation as the best. It is also free.

Design Your Blog

This step isn't as technical as it sounds. A design is simply the layout of your blog. You could hire a professional designer to develop a custom design for you, but that usually isn't necessary.

If you installed WordPress as your software of choice, it has an endless catalogue of both free and premium design templates or themes. Most Wordpress themes are built for blogging, but there are other unique themes for different types of businesses.

The process of installing a theme on WordPress is as easy as clicking install from the catalog or repository if you are browsing for free themes. Installation of premium themes is a bit more complicated, and you might have to call in a professional in case you run into difficulties. Nevertheless, they come with plenty of documentation that should be able to walk you through each step of the way.

Create Your Content

Your content is the most crucial part of your blog. It is also an ongoing process for as long as you are willing to stay in this business.

So how do you create fresh, high quality and engaging content? Which writing style will resonate best with your readers? How do you decide what to write and what not to write? Which topics are worth exploring?

Blogging can seem like a tough science with no clear rules. It can feel like an endless maze because the rules do change as time goes by. What you decide to do will depend on your audience. But covering the ins and outs of content creation is beyond the scope of this book. The good thing is, there are many resources created to help you with that.

Market Your Blog

Creating quality content is good, but by itself, it isn't very effective. Like any other business, you will also need to promote the content you develop as well as your blog. Remember that without traffic, you don't have readers, and without readers, you don't have an audience. Without an audience, you don't have customers, and you don't make money.

Promoting your blog has no hard and fast rules. Some things you could try include:

- Guest blogging on other popular cannabis blogs
- Engaging with people on cannabis social media pages and groups and linking back to your blog
- Publishing content on Medium.com and linking back to your blog
- Answering questions about cannabis on Quora.com and linking back to your site
- Using lead magnets like eBooks on cannabis to capture emails subscribers
- Sharing content on Twitter
- Paid advertising on social media

- Search marketing, and others

There is no single formula for success. There are timeless tactics that have continued to perform well for those that have tried, but there are also others that simply no longer work. Also, whatever works for one niche or industry may not work for another.

For instance, I know of high-traffic blogs that rely primarily on social media for traffic but haven't invested seriously in Search Engine Optimization. Sometimes, figuring out the details of what truly works can feel like rocket science. The important thing is to keep what works and let go of what doesn't.

If you diligently put in the work and take your time, you will go far. At the very least, it may take you a couple of years before you grow to become a significant player. But once you get there, the results are worth the effort. I am saying that because content marketing is slowly becoming the most powerful method of marketing; even more powerful than advertising. In fact, it is so powerful that some of the biggest companies in the world are restructuring their marketing efforts to comply with it.

Cash In On Your Blog

You need to monetize your blog to be able to call it a business. Remember, the goal is to run a profitable business, not to perform charity work - which is what you will be doing if you fail to monetize your blog.

So how do you turn your audience into buying customers?

This is actually the easiest part. Once you have grown a broad enough audience, you can then sell anything you want. Some of the best monetizing strategies out there include:

- Providing links to Cannabis products on an affiliate basis
- Advertising cannabis products on your blog
- Partnerships with offline cannabis businesses
- Sponsored posts, videos and podcasts
- Selling books of your own about cannabis
- Selling courses of your own on cannabis
- Selling your blog for profit

Selling your blog is the end game in blogging. You can't get there, however, without going through the initial steps first. In blogging, there are no shortcuts. It's good, old fashioned, "hard-earned money". You truly only reap what you sow. You will require a lot of patience.

Now let's look at other methods of making money in the Cannabis industry.

Become a Cannabis Chef

If you have an interest in the culinary arts, becoming an edibles chef is a lucrative opportunity in the cannabis industry. Chefs will always be in demand because everybody has to eat at the end of the day.

The culinary arts is an ever-expanding industry, and with the introduction of Cannabis edibles, you can carve out a niche for yourself. Let us look at a few aspects of becoming a cannabis edibles chef so that you are better informed on this opportunity.

Who is a Cannabis Chef?

A Cannabis Chef is a person who prepares food and drinks that are infused with either THC or CBD. We've talked about edibles being part of a line of cannabis products that are taking the market by storm. There are sweets, cakes, cookies, chocolates and much more. A cannabis chef prepares these products.

Cannabis chefs typically work in commercial kitchens. They ensure that the consumables are well prepared, packaged and labeled with accurate potency information.

So how do you go about becoming a cannabis chef?

Get Relevant Training

Since the Cannabis Chef is a relatively new field, there isn't a well laid out educational path for this career. To understand how you can actually become a Cannabis chef, you have to start by looking at the typical educational background of a traditional chef.

Chefs usually pursue a postsecondary training program in the culinary arts. This program may involve a certificate, associate's degree or a bachelor's degree from a recognized institution. Some of the things covered include sanitation, safety, nutrition, menu planning, as well as meal preparation skills.

After attending in-class programs, students must also complete an internship program that puts their skills to the test.

If after completing a traditional training as a chef you want to specialize in the cannabis industry, you may attend cannabis cooking classes. These programs are available in states where marijuana is legal. You could even attend a training program in cannabis science. These programs cover many things, among them: cultivation of cannabis, extraction of isolates and extracts, the effects of cannabis, infusion and other things.

There is currently no training program that is exclusively dedicated to producing cannabis chefs.

Check the Legal Requirements

Thankfully, there are few barriers to entry in this profession, if any.

You must be 20 years of age if you expect to receive cannabis training. Also, you can only work in areas where marijuana has been legalized for recreational purposes or medical purposes, or both.

You will need to obtain legal paperwork, such as a food handler's card. Besides these, there isn't much else you need to do legally speaking. But be sure to check with a legal professional to be sure.

Prerequisite Skills

As a cannabis chef, there are specific skills that you will be expected to possess. They include:

- Outstanding culinary skills
- Ability to work with various kitchen equipment, e.g. processors, mixers, ovens, range tops and more.
- Creativity to come up with unique products
- Creative ways to infuse marijuana in beverages and foods
- Ability to carry out complex extraction procedures like CO2.

Career Prospects and Potential Pay

Depending on skill level and experience, it is estimated that chefs and head cooks make anywhere between \$50,000 to \$100,000 a year. This number also depends on who your employer is.

The industry is rife with opportunities. New Frontier Data has estimated that the cannabis sector is likely to employ over 200,000 people by the year 2020. Forbes reports that this number is higher than what is expected in the manufacturing industry. In other words, you are better off choosing to go into the cannabis industry as compared to going into manufacturing.

Industry Forecast

Becoming a cannabis chef holds much promise. Just take a look at the number of states and countries that are projected to legalize cannabis soon.

Once legalization happens, you can expect that the demand for cannabis chefs will go up, along with the potential pay.

You could even become a cannabis chef instructor and earn even more. The possibilities are endless, and the timing is perfect.

Open A Cannabis Shop

A cannabis shop – also known as a cannabis dispensary or cannabis cooperative – is a place that sells medical and/or recreational cannabis products. This is where you go when you want to purchase a cannabis vape pen, cannabis edibles, CBD oil or any one of the products we've discussed previously in this book.

Opening a cannabis dispensary is a great way to invest in the industry. It can be very profitable if you are willing to put in the time and the effort. According to a Marijuana Daily report, sales from marijuana dispensaries are expected to exceed \$6.5 billion in 2019. Wouldn't you want a piece of that pie? I know I would.

If you choose to go this route, you have to understand that there will be plenty of work to do upfront and afterwards. Hopefully, with a little guidance from this book, you will lay the proper groundwork so that you can get started.

Confirm You Legal Eligibility

Not everyone is qualified to start a Cannabis dispensary. For one thing, if you have a past criminal record, forget about this idea. Background checks are a requirement by the organizations that are tasked with licensing you.

Your investors and employees will also need to be vetted before they can be involved in your business. If you have a clean slate, then you have nothing to worry about and should probably move on to the next step.

Take a Long Hard Look at Your Commitment

You will need to ask yourself a fundamental question, and answer yourself very honestly: Are you committed to pushing past the hurdles in this business to make it?

There is this misguided notion out there that you get into the cannabis industry to make a quick buck. If you have been operating under that false assumption, you need to snap out of it as fast as you can. If you go ahead and open a cannabis shop with this mindset, you will be setting yourself up for a lot of disappointment down the road.

As you will see in the steps below, there is no “easy money” in cannabis. If you tend to fold at the first sign of trouble, this might not be the path for you.

Take some time and ask yourself, “What is my true intention of going into this business?” “Am I going in just to make a quick buck or am I willing to take all the responsibility and run it professionally?” “Will I be here 10, 20, 30, perhaps 50 years from now?” “Am I genuinely interested in this idea? Do I have the drive, the passion?”

Conduct Thorough Research and Get Legal Advice

The cannabis industry can be very shaky ground, legally speaking. You need to tread carefully. Failing to get a few legal facts right could put you in a whole lot of trouble with the authorities. For this reason, your research in this area must be thorough.

The first thing you need to do is to get well acquainted with the laws concerning cannabis – both locally and at a federal level. Getting your hands on the Cole memorandum is a great start. This is the document that attorneys consult whenever they want to enforce cannabis laws. It’s indispensable.

However, by itself, this document isn’t enough. You will need to make a visit to your state’s legal department and request legal documentation on cannabis. The National Organization for the Reform of Marijuana laws (NORML) owns a database that lists side by side the laws regarding marijuana for every state as well as the penalties. This can also come in handy.

Despite all this work, it would be better if you brought in a professional. Having a lawyer go over all the legal matters concerning your decision to open a Cannabis dispensary is the safest thing to do in this situation. There are things that you and I may overlook that an experienced lawyer will not. It would be better to get an opinion from someone who practices law for a living while seeking to only get a basic understanding of the laws yourself.

Fortunately for you, the NORML database lists lawyers who specialize in the cannabis industry. Contacting lawyers on this list can save you a lot of legal headaches down the line.

Secure Premises

Unless you plan on selling your products online (which we will look into in a bit), you will need to get a physical location to operate your business. To begin with, you will need to open up your shop in an area that receives the most traffic for your venture to succeed. This step isn’t as simple as it sounds when you’re in the cannabis industry.

There are distinct rules on areas where you are allowed to set up a cannabis shop. In the state of California, some of the laws governing the opening of a Cannabis dispensary include the following:

- Your shop should not be located within 1000 feet of a child care center, or pre-school.
- Your shop should also not be located within 500 feet of a residential area.
- Your shop should not be within 1000 feet of a library or library
- Your shop should not be within 250 feet of an adult business selling drug paraphernalia like bong and pipes.

Finding vacant commercial rental buildings that meet these requirements is tough to say the least. And if you do find some that are available, chances are their rent prices will be sky-high.

You will also have to deal with landlords who might not share your opinions about cannabis. Some of them may turn down your offer once they realize that you intend to operate a cannabis dispensary. Sometimes, landlords are under pressure from law enforcement agencies, and they obviously won't put themselves on the line for you.

These are some of the challenges that you may run into while seeking a place to operate your business. You may need to search for property in the company of a lawyer who may explain the legality of what you plan to do to skeptical landlords. It could make your life easier.

Draft a Business Plan

Running a cannabis dispensary is serious business. And like any other serious business, you will need a business plan. If you have never created a business plan before, you can consult the services of professionals who specialize in that kind of thing, like Bplans.com.

Make sure your business plan covers the following:

Source of Capital: Opening a cannabis shop is capital-intensive. This isn't the type of business to go into if you are low on cash. Getting a license alone may cost you as much as \$15,000. Remember, this is without accompanying legal documents. If you consider other upfront costs, you could be looking at some serious money. You may need as much as \$500,000 just to get started. Even worse, banks cannot advance credit facilities to you because marijuana is illegal federally. Your best hope is to depend on angel investors, family, relatives, close friends, and contacts to raise the needed funds.

Budget: Your plan will also need to include a rough estimate of the money you will need upfront as well as the running costs. You will need to be as informed as possible when it comes to this. Check with wholesalers in your area so that you can determine the prices. In addition to the cost of buying goods from suppliers, you will also need to account for:

- Rent
- Licensing costs
- Employee Salaries
- Transportation and storage costs

- Security, and much more.

Competitor Study: You need to know your competition to develop appropriate business strategies. The saddest part is that most of your competition as a cannabis shop owner may come from unlicensed criminal operators. These people pay no tax, no social security for employees and no licensing fees. This gives them an enormous advantage over you. Also, many of them operate round the clock, 24 hours a day. Knowing about them, who they are and what you can do about them is critical to your survival in this business.

In reality, competition depends on how you look at it. If you look at it from a negative perspective, it will do you no good. One business course I attended taught me that competition is good because it shows you that whatever you are selling is in demand. Take a look at the most lucrative industries; competition is fierce, always.

In fact, a lack of competition is often a sign that there isn't enough demand for your product.

Market Research: You need to know your market. Who are your customers? What is their demographic? What is their psychographic? How will you reach them? Is your product in high demand? Information like this is invaluable to a business person. It helps you determine strategy as well as pricing.

Get a License

Your next step is to make sure you acquire the necessary licenses. It is crucial to involve a legal professional in this process so be prepared to cough up some hefty fees. You will also need to have a lawyer on standby as you run your business, so that they can keep you up to date on legal matters as well as defend you should the need arise.

Source Great Product

You can't go through the trouble of executing all the above steps and then mess things up by sourcing subpar product. You will have to check out sources that provide high-quality products. Some dispensaries even take things a notch higher by cultivating their own marijuana. As a beginner, this is not advisable but as time goes, you may find out the importance of doing so.

Keep in keep in mind that in some states, operating your own cannabis farm is mandatory. There are plenty of suppliers in this industry, so much of the legwork has already been done for you. You just have to establish contact.

Market Your Business

Every business needs marketing, especially in the early stages. The truth is, marketing is a deep subject, and you may have to read some books and enroll in some business classes. You may choose to recruit professionals to help you instead. This book, unfortunately, doesn't go into the specifics of doing that. But there are plenty of resources out there to help you out.

Set up Security

Operating a cannabis dispensary can be profitable, and as with any profitable business, security is a must. Also, remember you will be operating a cash business since banks are reluctant to take money from cannabis operators as it is illegal federally. Therefore, most of the time, you will have cold hard cash on the premises. This makes you a juicy target for criminals. You must protect yourself, your employees as well as your investment. You really cannot afford to be lax in security matters.

Stay Informed

Lastly, the legal environment in the cannabis industry is always changing. There's no telling what tomorrow holds. Keep your ear on the ground to stay informed about current developments. You do not want to get caught off-guard.

Do your best to follow the news and have your lawyer on speed dial.

Launch an Online Cannabis Store

The digital revolution has taken over. It's no longer necessary to run a brick and mortar store unless you really have to. This applies to the legal Cannabis industry as well. You can open an online shop and still make sales, maybe even do better. Let's talk about this exciting option and how you can tap into it.

But before we do, let's see why opening an online store might be better than running a physical cannabis shop.

Less Stress

Earlier, we talked about how finding a suitable place to set up a physical store can be quite a headache. There are laws that ban you from setting up shop in certain areas. Furthermore, the federal government keeps pressure on landlords so that they avoid hosting potentially illegal drug dealers. Things like this only make your job of finding a suitable place to operate much harder. Online, you do not have that problem. You can move at a much faster pace and get things done.

Cheaper Option

Yes, operating online is much less expensive than running a brick and mortar store. There are no monthly rent payments and hefty utility bills to pay. Also, the law requires you to remit taxes before expenses for proceeds in the cannabis business. The money you pay to your landlord is likely to take up a massive chunk of that sum. I agree that it is far better to cut costs down in business whenever you can if you don't want to end up hurting the business. When you operate online, you get the chance to take care of that problem easily.

More Freedom

Opening a physical store ties you to the area where you have set up shop. Unless you hire someone else to run the business (very unlikely in the early stages), you will have to be there every day. You will perhaps have to take up residence nearby. But when you operate online, you can run your store from literally anywhere in the world. Provided you have your computer and internet access, you just receive orders and instruct your men on the ground to make a delivery. How cool is that!

Support Offline Sales

This works if you already have a physical shop and are looking to diversify your operations even further. Some of your loyal customers might actually prefer the privacy of shopping online and having items delivered at their home.

It also allows you to reach other markets if you obtain legal permission to sell to those states. You can quickly become one of the significant cannabis market players if you operate this way. In other words, going online is a potential game-changer.

As promised, let's go through the steps you need to take before you start operating your online cannabis shop.

Get Legal Documentation.

As always, you will need to begin by sorting out the legal requirements. At the end of the day, you will need to register a business that operates legally and sells to residents of a particular state. You can seek the professional services of a lawyer in acquiring the necessary documentation that allow you to do this. They will know where to go and what to do, which can save you a lot of wasted time if you were to do things on your own. They can also advise you on the legal boundaries.

Once you get the necessary documentation from the state you wish to operate in, you can move to step 2.

Purchase Domain Name and Hosting

Take the same steps we mentioned when covering Cannabis blogging to purchase a domain and get hosting for your site.

Be sure to purchase an SSL certificate and have it installed. An SSL certificate serves two purposes. First, it identifies your website as trustworthy, and this enhances the trust that people give your site. It also encrypts the information being exchanged to prevent third-party onlookers from taking a peek into the data and using it maliciously. This is important for an e-commerce website that exchanges financial data.

Pick an E-Commerce Solution

E-commerce has come a long way. Websites like Amazon.com and Alibaba.com may have been developed from scratch, but this isn't necessary anymore. You can set up an equally powerful e-commerce website in less than a day. It may lack the advanced custom features that high profile websites have, but who needs them when you are a sole proprietor who's starting out? You will get all the standard features you will need to operate an online business efficiently, and that is what matters.

How do you set up a powerful e-commerce website that fast? It's easy; use e-commerce software. There is plenty of free e-commerce software out there. The best-known ones are Woocommerce, Prestashop and Magento. My personal favorite is Woocommerce since it is developed for WordPress. You know the blogging platform we talked about earlier? All you have to do is install WordPress on your site and then install WooCommerce. The entire process is a simple point and click process. You can watch this video (<http://bit.ly/2N0kskD>) which shows you how you can do that from start to finish.

Design Your Website

Again, the steps here are similar to our discussion of Cannabis blogging. You head over to the most popular design marketplaces on the web Themeforest

and Envato. This can be the most exciting step and yet the most troublesome. Why? Because you will have endless options of striking designs to choose from.

There are countless template vendors in the marketplace, and many of their products are well designed. However, don't get hung up on them for too long; make up your mind quickly and pick whichever theme appeals to you the most. Again, most of them come at a friendly price. You will hardly pay more than \$60 for a top-of-the-range theme. Once you get the theme, install it, or get someone to help you out. But I doubt this will be a problem since most of them are so professionally documented. You can even find additional videos documenting how to install them step by step.

Once you are done installing your design, you are good to go. It is time to start adding products to your website.

Add Products to Your Site

If you followed the steps in the documentation of the theme you bought, you should be staring at a beautiful shopping website hosted under your preferred domain, with demo content. It is now up to you to replace that content with that of your own – particularly the listed products.

This is where the real work begins. It can take you close to a week, if not more, to delete the demo products, photograph your products professionally and add them to your website. Remember, adding products will also include other details, such as pricing information. You can compare it to stocking products in a physical store – a lengthy, tedious, monotonous process.

Be patient with this step because once it is done, you will definitely feel a sense of accomplishment. Once you are done, you can take another look at the website to determine whether you like what you see. If you do, it is time to add payment options before you launch the site to the public.

Set Up Payment Options

Setting up payment options is actually an easy process. The most popular payment solutions are usually fully supported and often free.

If your theme was professionally developed and well documented, you should find instructions on how to set up payment options in the documentation that comes along with the theme. Nevertheless, there are many tutorials out there that can show you how to do that.

Once you do this, give yourself a pat on the back. You have navigated the hardest part of this process.

Market Your Site

I'm beginning to sound like a broken record here, but I'll say it again: No business can survive without marketing. You would be wrong to assume that despite your hard work, you are all set. Marketing is a challenging and

ongoing part of your business, and that is what you will have to deal with as your seventh step. Nonetheless, as I have said many times before, marketing isn't a problem with easy and quick solutions. It needs a substantial investment in time and money.

You may have to bring in a professional team to help you. I could write a book on marketing for online businesses, but sadly, the world doesn't need another one from me. As it is, there are countless books on the subject out there. My advice: Read as many as you can but make sure you read those written by recognized experts who are actually in the business of online marketing. There are many wannabe authors out there who are offering readers a lot of useless recycled junk.

Sell Your Product

If you have done everything to this point, and things are working perfectly, you should start receiving orders. Congratulations, you have now set up a real, working business. Now, it is time for you to fulfill those orders by confirming them and making the deliveries to the destinations of choice for your customers.

Set Up a Cannabis Lab

Another potentially lucrative investment opportunity in the Cannabis industry is to open a testing lab. But why start one? Good question. First of all, understand that the government legalizing Cannabis alone isn't enough for business. The law also requires that products be tested and certified before they can be sold to the public. This is done to ensure that cannabis products are of the right quality and are safe for consumers.

For this reason, testing labs are an essential participant and a lucrative opportunity for entrepreneurs. If this option feels like a long shot, it's because it is. This is an option that requires careful evaluation and assessment before you jump into it. Also, you may need to have deeper pockets to pull it off.

Let's go over some things you may need to consider if you intend to take on the challenge of setting up a Cannabis Lab.

Understand the Legality

You will have to begin by understanding just how legal is it for you to set up a cannabis lab. Marijuana is illegal federally, but hemp is not. What is your intention? Do you plan to focus on hemp, marijuana or both? The laws do not apply in the same way, so you need to get clear on that. Things may not be as black and white as you mistakenly assume, so it is better to check and double-check the legal facts.

Some states may present different legal requirements as compared to others. Do your best to keep that in mind; otherwise, your new exciting venture can quickly turn into a nightmare. Also, be sure to ask for the services of a lawyer. I can't imagine anyone navigating the cannabis industry without one.

As for local regulations within your state, here are some of the requirements you might be expected to meet:

i) ISO/IEC accreditation: This accreditation is meant to prove that you are competent to carry out Cannabis testing activities. It also serves to dictate the standard procedures for carrying out testing. It also covers non-standard methods, as well as those developed by the laboratory itself. You can't do without this certification since it is required by all organizations that perform lab testing or calibration of any kind.

ii) State licenses for Cannabis: You will also need licenses issued by your particular state. According to the Medical Cannabis Regulation and Safety Act (MCRSA), you are specifically required to acquire license type8. The type-8 license covers testing of Cannabis before submission to dispensaries as well as other businesses.

iii) Fire codes and Standards: This is to cover fire accidents. You will need to consult with your local Fire Department to find out more about this.

iv) Quality Assurance/ Quality Control: You will need to have these programs in place so that high-quality testing is assured.

v) Standard Operating Procedures (SOPs): These are documents that lay out the steps you will need to take while performing specific tasks. This is to ensure that you remain compliant with industry standards and regulations.

Nevertheless, you should expect laws to keep changing in this industry, so you should do your best to stay current.

Understand the Cannabis Supply Chain

Your next step is to analyze the cannabis supply chain to understand your role in it better. Here are some of the prominent players:

i) Growers: You will be testing produce from farmers to make sure that their products are free from mold, fungus, pesticides and other potentially harmful residues.

ii) Distributors: You will be serving distributors as well. You will be testing the products they handle so that you can prevent false claims they may make about the specific cannabinoid, the potency and the DNA strain.

iii) Regulators: Regulators also depend on testing labs before they can set industry regulations, so you can be instrumental to them.

Now that you understand the role you will be playing in the industry as well as the services you will be providing, what next?

Find a Location and Design Your Lab

Your next challenge will be to determine where you will set up your lab. The location has to comply with the laws of your state; you can't just set up shop anywhere. You will have to do your homework on that and negotiate with landlords. After getting a suitable location, you will need to ensure that the lab is designed in accordance with the laws.

It should be designed in such a way that it protects you and your employees. Areas you may want to pay special attention include:

- **Storage:** You should have proper cannabis storage cabinets installed, as well as places to store your casework.
- **Safety:** Safety equipment like emergency showers, eyewash stations, flammable gas alarm systems and the like are requirements that you cannot do without.
- **Working areas:** Furniture of high quality such as workbenches, lab tables, carts and ventilation hoods are required.

Hire Professional Staff

You can't run a cannabis lab by yourself. You will need to hire professionals to help you run your operations. The truth is that there isn't any specific criteria regarding hiring professionals in any field. You can create your own.

Procure Lab Equipment

Lastly, you will need to procure top-notch equipment to conduct your lab work. Some things you may want to keep in mind include:

- **Mass spectrometry (MC):** These are equipment with the capacity to carry out tests to confirm the presence of toxins such as pesticides and many other chemicals in Cannabis

- **Liquid chromatography (HPLC):** This is the main equipment used in determining potency levels of cannabinoids like THC, CBD, and THCV.
- **Gas chromatography (GC):** These equipment help identify Cannabinoid classifications. They help in measuring potency levels as well as residual solvents.

As you can see, operating a Cannabis lab is every bit as complicated as it sounds. But if you have the right constitution for it as well as the funds, you can go for it.

Grow Cannabis

Another viable option for you is to invest in growing cannabis. This makes sense because at the end of the day, the cannabis industry will have to source products from somewhere. Participating in the creation of the key raw material in the process places you in an advantageous position.

Many people shy away from this option because they perceive growing cannabis as a complicated process that they are not equipped to handle. I am here to assure you that growing cannabis really isn't as tricky as it's made out to be.

As you go through the step-by-step process I have laid out for you, you will realize that your fear of the practice is entirely unfounded. Once you get the

hang of it, growing cannabis much harder than other economic activities in the cannabis industry.

Are you ready to try your hand at growing cannabis? Great. Let's get started.

Confirm Legality

You need to obtain the required legal paperwork. At this point, this should be a no-brainer. If you go ahead and cultivate marijuana without finding out whether it is legal for you to do so, you will only have yourself to blame.

Choose a Strain

You need to select the strain that you will grow before you do anything else. This is because different cannabis strains are meant for different purposes. At the very least, you need your why set in stone before you embark on the how.

Some helpful questions to ask yourself at this point would be:

- What is my primary motivation for growing cannabis?
- Am I growing this for the recreational market or the medical market?
- Who is my target market? What do they specialize in? Is this the right strain for them?
- What is my timeline for getting my product to the market?

Questions like these may help you determine the best strain for you. To make you better understand why you need to make choices like these, let us look at the three main Cannabis categories along with their properties.

i) Cannabis Sativa:

- Promotes an easy and lively effect
- Best for inducing psychedelic effects
- Mainly used for recreational purposes
- Has a tendency to grow tall especially during the flowering phase
- Can be heat-resistant
- Tends to develop long buds

ii) Cannabis Indica:

- Promotes heavy and relaxing effects
- Best for sedative or sleeping effects
- Mainly used for recreational purposes
- Has a short appearance
- Can tolerate cool conditions
- Tends to develop dense buds

iii) Cannabis Ruderalis

- Best for medical use
- Can also be used for mild recreational purposes
- Small in size
- Has a short cycle of 2 to 3 months
- Ideal for beginning farmers

I can't decide for you which strain is best, but I am guessing that after looking at these properties, you are now more informed on the direction you prefer to take.

Prepare the Growing Space

Remember, when it comes to cultivating cannabis, you have the option of growing them outside or indoors.

If you're farming hemp, you're better off growing outdoors. If you're growing marijuana, you're better off growing indoors. Growing marijuana indoors offers you the most control over the environmental factors that are vital to its growth. This is always the best option, especially for commercial cultivation of marijuana.

You have to prepare the growing space properly. And when it comes to this, there are specific rules to follow:

Lighting: As with any other plant, Cannabis plants need light for photosynthesis. If you grow the plant indoors, then you will need to provide artificial lighting that you can control. Therefore, you will need to make sure that your room is completely light proof. This allows you to control the hours of lighting and the hours of darkness. There are many types of lighting bulbs out there that you could use, but LED grow lights are by far the best. They last longer, consume less energy and are well designed to suit the purpose. Place one for every square meter. Also, make sure the room is reflective so that you can optimally make use of the light. Paint the walls white to ensure this.

Air Circulation and Ventilation: Get an air-tight room but one that also has vents fitted with carbon filters. This will ensure that the air that gets out is cleaned to avoid disturbing nearby residents with the cannabis smell. Put fans as well in the premises to ensure that air circulation is consistent. An air extractor also needs to be present so that it can get the odor off the plants and regulate the temperatures inside the room. Ideally, the temperature should range between 64 0F and 86 0F.

Water: Inevitably, water will run down to the floor when you water the plants. Because of this, you will need to have a waterproof floor that lets the water out of the premises. You will also need to control the humidity inside the room. Too much of it can lead to the growth of fungi and molds, so make sure you have a dehumidifier in place.

Nutrients: You will need to provide nutrients to your plants so that they can grow to be healthy and productive. We will cover them later on, but for now, realize that you will need to have them in place as part of your preparation. After preparing as advised, you should move to the next step.

Propagate the Cannabis

The next step involves actually growing the Cannabis plants themselves. The first thing you need to understand is that there are two methods of propagating cannabis: cloning and planting seeds.

Let's take a look at both methods.

Cloning a Cannabis plant

Cloning is by far the best way to create new Cannabis plants. It is also the most popular method, and for a good reason.

So what is cloning anyway?

Cloning (also known as vegetative propagation) is the practice of growing new plants from parts of an existing one. In this case, you will be growing new Cannabis plants from cuttings of an existing one.

The cutting you make from the original plant develops roots of its own and grows into a plant.

But why does cloning work?

It's quite simple. Cloning works because parts of plants are made from undifferentiated cells. These cells (otherwise known as meristem cells) have the capability of growing into other parts of the plant such as roots, leaves, flowers, and so on. Once they develop, the cutting becomes another plant.

Now that you know how cloning works, why is it so popular? Cloning is popular because it is the best method of ensuring you produce plants with the same desirable features like that you may have observed. This means that you can produce a plant with the same flowering characteristics, temperature tolerance, gender, and other characteristics.

The gender aspect is especially important since, in the Cannabis industry, this matters a lot. You see, female plants hold the most value because they are the ones capable of producing buds, which are then harvested for commercial purposes. This isn't the case with male plants. They produce pollen sacs, which don't contain the cannabinoids.

In fact, you need to watch out for them. If you happen to spot a male plant in the middle of a commercial project, you need to remove it as it may pollinate the females and the buds then develop into seeds. The only useful purpose that the male Cannabis plants serve is to help with breeding, through facilitating the production of seeds. Otherwise, they hold little commercial value.

So how do you clone a Cannabis plant? It's pretty easy.

1. Get a sharp razor blade or a pair of scissors, rooting hormone, a glass container that has growing medium (for instance coconut fiber) and a spray bottle with water in it.

2. Water your growing medium. The idea is to keep the medium moist, not wet. So make sure you do not pour excess water on it.
3. Next, choose the plant that has the traits that impress you the most; since you will be creating an exact replica of that plant.
4. Ensure that the plant you select has been watered. Ideally, you want the plant to have been watered for around 3 days before you start cutting off parts of it. The reason for this measure is so that you ensure that the plant has washed down the nitrogen. This makes it easier for cutting to develop roots.
5. Also, make sure that you have washed your hands and have sterilized your hands because cuttings are always delicate.
6. Select a growing tip of the plant. Select one that preferably has at least two leaf internodes and is at least 3 to 6 inches in length.
7. Make the cutting using either a sterilized blade or pair of scissors (or anything that works really). Make sure you make the incision at a 45° angle.
8. Apply rooting hormone onto the cut surface of the tip and then carefully place the cutting in the growing medium. Be gentle, taking care not to apply too much pressure as you force the cutting into the medium. Then, spray water onto the cutting, but not too much.

From now on, your job is to make sure that the plant and the medium stay moist. Remember, the goal is not to keep them wet, as this might facilitate the growth of fungi. Also, allow the cutting to access daylight. You can take it out. Or you can place it under an LED light. After a week or so, the cutting should start developing some roots. If you look at the plant and verify that it seems stable and healthy, you can move it into soil.

If everything goes according to plan, you should have no problem. Congratulations you have just successfully cloned a Cannabis plant for the first time.

But what about propagation through seeds? Let us look at that as well.

Propagating Cannabis From Seed

The good thing with propagating through seeds is that it is nothing complicated. Chances are, if you have ever planted a seed in your life, you are already familiar with the process. Nevertheless, let us look at what it entails.

1. First of all, make sure you have a sterile medium. The point of this is so that you can ensure there will be no growth of fungi.
2. Also, make sure that the medium is deep enough to allow for the free development of roots.

3. The next thing you do is soak the seeds in water. Keep them there for around 2 to 3 hours before planting them in the medium.
4. Next, spray some water over the medium to keep it moist. But, take care not to make it wet.
5. Also, make sure some light, as well as air, can penetrate the medium.

From this point on, your job is to wait. Most seedlings germinate after five days. You should expect the same. After the germination of the seedling, you can start applying fertilizer onto the medium.

Moving on, let's look at how you can provide care to your plants in the vegetative stage.

Care For Your Plants

The vegetative stage of a plant is the period of growth that follows germination. It lasts all the way to the flowering stage. This is a critical stage for your Cannabis plants, and you will need the know-how to take care of them.

The first thing you will need to take care of is the lighting. The plants will need more light at this stage because it is necessary for photosynthesis, which also leads to growth. As a rule, your plants will need access to lighting for at least 18 hours. This means that your growth LED lamps will need to stay on for that amount of time.

The next thing you do is apply the right nutrient mix. It is recommended that you provide your plants with a high amount of nitrogen, a medium amount of Phosphorous, and a low amount of Potassium.

There are fertilizers in the market that have been prepared with the vegetative stage of Cannabis plants in mind. You just have to apply them as they are. The best-known one is Dyna-Gro. Dyna-Gro is a fertilizer that can be applied to any medium, be it soil, water, or a soilless mix. This makes it your best choice in this business. It comes in two varieties: Grow and Bloom. The Grow flavor is meant for applying to plants in the vegetative stage. It contains the right composition of all the nutrients needed. Afterwards, when your plants move into the flowering or budding stage, you are required to apply the Bloom flavor.

As for the instructions on how you can apply the fertilizers, you can find them well laid out on a sticker placed on the bottle. They are all pretty easy to follow.

There is also the question of what kind of water you are supposed to use in growing cannabis. This is a fair question to ask. Generally, regular tap water is fine as long as it's "hardness" isn't too much. Hardness is measured in parts per million (or PPM in short). If you test the hardness and find that it ranges

anywhere between 200 and 300 PPM, you can be assured that it is safe. However, if the level of the hardness is higher than that, then it's probably not safe to use. You can opt to use Reverse Osmosis to refine the water and lower the hardness. However, you will need to add Cal-mag so that you can account for lost minerals and nutrients that are naturally found in water due to the process.

One last thing: you also need to ensure that the pH around the roots is at the optimum level. pH is important because it assists in the uptake of nutrients by the roots of the plant. If it is too high or too low, you will have problems. Ideally, your pH should range between 6.0 to 7.0 for a soil medium and 5.5 to 6.5 for a hydroponics medium. Fortunately for you, there are pH-testing kits that let you carry out tests on your own. Also, there are chemicals that you can apply to the medium so that you can raise or lower the pH accordingly. Make sure that in the course of your project, you test the pH so that you can adjust it accordingly.

Care for The Plants Through the Flowering Stage

You know that your plants have entered the flowering stage once you start spotting buds. This stage lasts all the way to harvesting, which is about 8 weeks. Special care is needed here as well, so how do you provide it? The first thing you will need to change is the amount of time that you provide the lighting. It is generally recommended that you provide 12 hours of lighting. This means that you will also have to leave the plants in 12 hours of darkness.

The nutrient requirements also change at this point. This is because unlike during the vegetative stage, at this stage, the growth has slowed down. Therefore, you will have to apply the Bloom flavor of the Dyna-gro fertilizer as I indicated earlier. It will take care of the nutrient requirements of the plant.

Another thing you will need to do is remove/uproot any male plants that may exist in the facility. How do you tell the two apart? It's easy. The male ones have growing balls, which are really pollen sacs. The female ones have white hairs, which are really the pistils. These pistils later grow into the buds. You want to avoid pollination, so the male plants need to be taken out of the facility.

Also, the humidity will need to be maintained at 45%. Get a thermos-hygrometer and a de-humidifier on-site to help you regulate humidity levels accordingly. This is because excess humidity poses the risk of encouraging the growth of fungi and/or mold. In addition to the above, make sure you provide support for buds that become heavy so that they get access to light.

Also, trim excess leaves so that light can penetrate well. It also makes sure that the plant dedicates its resources to the growth of buds. Dry leaves and branches should be removed as well. But take care not to cut more leaves than you need to; otherwise, you run the risk of jeopardizing the plant's health.

You must pay extra attention to your plants at this stage since this is the time when your plants are most vulnerable. It is also the stage that is directly responsible for the result you get out of the entire project. A few things going wrong at this stage can seriously hamper your output.

Harvesting

You know you have entered the harvesting period when you start noticing that no new white hairs (or pistils) are forming. When you see that, start preparing for harvesting.

A crucial aspect of harvesting is that timing is key. If you harvest too early, you risk ending up with low potency buds. If you wait too long, you may find that the amount of THC in the buds has dropped to critical levels. So, you will need to be hard on the details of timing.

So, when is the right time to harvest the buds? You harvest when you notice that around 50% to 70% of the white hairs have darkened. The harvesting process involves cutting down the plant and trimming the excess leaves all the way to the bud, taking care not to be sloppy. You should end up with buds alone, as shown in the picture below.



[Source](#)

After this, your next job is to let the buds dry. To do this, simply hang them upside down and leave them in an environment with good air circulation and less than 45% humidity. The temperature should also be at around 70 degrees but in a dark room. The amount of time it takes them to dry is at least

7 days. After they dry up, you should notice that they have lost about 75% of their original weight. That's perfectly fine.

Now it's time to go through a process known as curing. To cure the buds, place them in jars to around $\frac{3}{4}$ full. Tightly close the jars and put them in a cool dark place. Open the jars daily for a few minutes so that moisture is dispelled and fresh air gets in. Do this for up to 3 weeks. You may want to extend the curing period but do not go beyond 6 weeks because from then on, nothing changes about the buds. That's all there is to it. From then on, you can deliver them to a lab for testing or do with them as you wish.

Lastly, let us cover another investment opportunity that is open to all – buying stock in cannabis companies.

Buy Shares In Cannabis Companies

If you come from a state that hasn't legalized cannabis yet, you have probably been reading this book thinking that you have been cut off from this wonderful investment opportunity. I assure you that this is not the case. There is an opportunity for everyone in this industry.

And this opportunity doesn't come with the excess baggage of doing all the dirty work. That opportunity is cannabis stocks. Yes, as long as you can afford some money, you can put it in a company that operates in the cannabis industry and get a share of its profits.

I have gone through the trouble of providing you with a detailed guide of how you can invest in cannabis stocks. Investing in stocks is a broad topic that could easily take up a book of its own. However, in this guide, I will be looking to get straight to the point in the most efficient way possible.

I have tried to distil the information down to just a few steps that anyone can easily follow and get a good result from their investment. I have also tried to keep in mind that you may have little to no experience investing in the stock market. Hence, I resort to explaining the basics without going too deep into unnecessary details. Without wasting any more time, let's get down to business.

Choose a Good Broker

A broker is a person or an entity whose job is to execute financial transactions in the stock and other financial markets, on behalf of clients. The clients of a broker can be ordinary individuals like you and me, or it can be companies and huge corporations.

Brokers usually receive a commission in their line of work. The important thing to understand is that brokers sit midway between you and the stock market and because of this role, they are at times given the name market makers. The quality of your investment is in some ways related to the kind of broker you choose. So, you want to select the best broker you can possibly get. And when it comes to this, there are things that you need to look out for. Let's look at some of them.

i) Security: Your broker will be handling your hard-earned money, so you need to know you can trust them. Make sure your broker is regulated by the relevant government body in the country he operates in. In the U.S, that would be the Securities and Exchange Commission (SEC). Your broker should have no problem providing you with proof of this. As a matter of fact, they usually include it in the official website.

You also need to check the quality of the website. How is the design? Does it look professional? Poor design is a dead giveaway of the quality of work that went into that website. And that provides insights into the security of the site as well.

Be sure that the address of the site begins with <https://www> instead of just <http://www>. The first one shows that the site information is encrypted from third party onlookers in transit while the second one isn't. This is important for a site that exchanges financial data.

If everything checks out, then you should look at the next important thing.

ii) Transaction costs: Your broker makes most of their money from commissions. You want to make sure that these costs are as low as possible; otherwise, they could eat into your financial gains. The only way to verify this information is to ask for information from the broker. You can then compare it to that of other brokers in the business. If the difference is reasonable, then you can go ahead. One thing though: don't select a broker based on such criteria alone. You may find a lousy broker using low transaction costs to mask his incompetence.

iii) Deposits and withdrawals: Your broker should also make it easy for you to deposit to and withdraw money from your account. Usually, this is information that you can always get by performing a simple Google search. Chances are if your broker has a problem with this, people are aware of it and have discussed it on forums on the internet. If you find that this is the case, then you can either check with the company or cross that broker off your list.

iv) Customer service: Your broker should also provide excellent customer service. He or she should be available for 24 hours round the clock. Check to see that they have live chat support on their website. Also, check to see if it works. For most of the queries you may have about the company, you can submit them here to verify that the support works. In my experience, I have

never found this to be a problem with a broker who has gone to great lengths to show that they are trustworthy.

If you would like some suggestions of some good brokers, you can try anyone on this list:

- TD Ameritrade
- Fidelity Investments
- Charles Schwab
- Interactive brokers
- Trade Station

Open a Brokerage Account

After you have pinpointed your broker of choice, you will need to open an account with them. A brokerage account is similar to a bank account. The only difference is that it is meant to hold your investment funds in a particular market.

The process is usually straightforward and self-explanatory, especially if you are working with a reputable broker. They may ask for scanned copies of identity and proof of residence after which the account creation and verification process should be successful.

Depositing Money Into the Account

This is an easy step. You just move funds from your bank account to the brokerage account. Your broker will provide you with a variety of means to this. You could use a credit card, a wire transfer, PayPal or some other means that you prefer.

Decide on a Company to Invest In

Of all the steps in the process of investing, this is the most important one. This step is what ultimately determines whether you will succeed or not. If the company you purchase stock in performs poorly in the period following your order, you will lose money and your investment may be rendered worthless. So, how do you determine what company to invest in? Unfortunately, the answer to that question is never easy.

People have looked into that matter for decades ever since the concept of the stock market came to light. Countless strategies have been developed to help guide this process. Some are good, some aren't. Nevertheless, I will provide you with a method of selection that has stood the test of time. In fact, it has been so successful, the world's most successful investor (Warren Buffet) credits his extraordinary success to it. That method is called value investing.

Value investing is ideal for this purpose since I assume that you will be looking to invest for the long-term. The good thing about it is that it helps you invest in undervalued companies that can perform well once the industry sentiment kicks in. It also enables you to eliminate high-risk companies that may end up destroying your portfolio. It is my favorite method, and I will show you how you can use it to select stocks that can end up being significant winners in the near future. Let's begin.

i) Quality Rating: The first criteria you use to pinpoint the right stock is the quality of the stock. This makes sense because whatever you do, you do not want to invest in a company that has a poor rating. Shares are valued based on their ability to pay back money that they owe, or in other words, credit. If a stock has demonstrated a high capacity to pay back its creditors, it is given a high rating. If it is incapable of paying its creditors, the score is lowered. This is good merit because if the company that you invest in fails to pay back its debts, it may soon become insolvent.

So what rating should you be looking for in this regard? Benjamin Graham, the man behind this strategy, recommends that you use Standard and Poor's (S&P's) rating system. Select a rating of B or higher. Anything below B is unacceptable.

ii) Debt to Current Asset Ratio: The next metric that you should pay attention to is the debt to current asset ratio. This ratio examines the liability of a company relative to the number of assets that it owns. In other words, it looks at how many assets of the company have been leveraged to acquire financing. A good idea in value investing is to go for companies that have a debt load that isn't dangerously high.

If the ratio is high, it follows then that the debt load to the company is high and vice versa. It is recommended that as an investor, you pick a company that has a debt to current asset ratio that is either 1.10 or less. A company with a ratio higher than that should be disregarded. You can find data on Debt to Current Asset ratios with Standard and Poor's as well.

iii) Current Ratio: The Current Ratio is another critical thing to look into. But what is it, and what does it imply? The current ratio is a measure of the assets of a company against its liabilities. This metric communicates to investors how capable the company is in meeting its short-term debt obligations. Your concern is to select a stock that has this ratio at nothing less than 1.50. Once again, this number can be provided by Standard and Poors. A qualified accountant can help you come up with this number as well.

iv) Earnings Per Share Growth (EPS): You should also be able to spot positive earnings per share growth across the years. But what is earnings per share? It's a number determined by dividing the profit of a company by the outstanding shares. EPS growth shows how that number has grown over 12 months, expressed as a percentage. It depicts an increase in profitability. You should be able to see positive growth for at least 5 years. However, since the Cannabis industry has been around for a short while, you can reduce that range.

v) Price to Earnings Per Share Ratio: This metric looks at the price of a company's stock against the EPS. It is also a way to gauge the performance of the company over time. Take companies that have a number that is 9.0 or less. This gets rid of companies that have grown too fast. Remember, you

want to catch the wave before it starts not midway or close to the end. So this is very important.

vi) Price to Book Value (P/BV): This ratio looks at the market value of a stock relative to its book value. You see, the financial markets are never efficient. Companies frequently trade at prices that are not a reflection of their true value. A price to book value ratio helps you to establish this fact. It is a far better alternative to the P/E ratios, which are deemed misleading at times. It is meant to show whether a company is overvalued or undervalued. As a rule, select companies with a price to book value that is less than 1.20. You want to buy a company whose price is either close to or below its market value.

vii) Dividends: Lastly, make sure you invest in a company that pays a dividend. This ensures that you get some return on your investment as you wait for the market to make up its mind on moving the stock - which could take a considerable amount of time. Take a look at the companies that fit the criteria above and select those companies as candidates for your investment.

Top companies to keep under your radar

It would be better if I provided you with a list of reputable companies in the Cannabis industry that have shown a lot of promise and that should definitely be under your radar. I am not recommending that you buy these stocks right off the bat. No, that would be unwise. I am just stating that you should look into them. You can use a value investing approach or some other strategy of your own. If your analysis shows you that they are a good bet, you should take them. Those companies are:

- Canopy Growth Corp (CGC)
- Tilray (TLRY)
- Aurora Cannabis (ACB)
- Cronos Group (CRON)
- Aphria (APHA)
- Constellation Brands (STZ)
- Alcanna Inc. (CLIQ)
- Botanix Pharmaceuticals Limited (BOT)
- Organigram Holding Inc. (OGI)
- Valens Groworks Corp (VGW)
- MedmenEnterprises Inc, (MMEN)

Next, look into how much you will invest.

Determine How Much You Will Invest

After picking the ideal targets for your investment, your next task is to decide how much you will invest in the companies. Most of the time, this is a personal matter. Only you can determine how comfortable you are with a particular company and allocate your money accordingly. When in doubt, just divide your investment capital equally across the companies.

One thing to keep in mind is that you should never put all your money into one company. You should diversify at least. Even though value investing is one of

the most powerful strategies available, it is not foolproof. Nothing in the investment world ever is. Anything can go wrong, and the company goes under. Diversifying reduces your overall portfolio risk.

Place Your Order

After determining how much to put in each company, you should have no problem making your investment. This is where you go ahead and place your order with your broker. The way you do this is through some trading software you are provided by your broker.

The moment you open an account with your broker, you are always provided with a link to download a piece of software that helps you access the stock market and monitor prices. This software also allows you to place orders to buy stocks or sell them, along with other features. You simply look for the ticker symbol of the company you want to invest in and click to it. You then determine the size of the position and click buy and sell.

Now you need to understand that position sizing may require you to perform mathematical calculations. It is merely a way of determining how much money you will stake in a company. I have encountered trading platforms that handle this for you. You simply enter the amount you are willing to invest, and the software takes care of the rest. So this depends on the trading software your broker issues you. But, if you are having problems with this, you can speak to your broker. They are always happy to assist customers with matters like these as part of their customer service.

Another thing to remember is that you will be using market orders. Be sure to communicate that with your broker as you ask for assistance. Other orders like limit orders are meant for speculators, who are another class of investors entirely. This book won't be going into stock speculation strategies, but there are other books out there you could consult.

Keep an Eye on Your Investment

Your last step is to monitor your investment. There are many ways to do this. You can watch the news to find out what is happening out there. You can also check on periodic reports sent to you by the company by way of an email. The idea is to check and see that the company's financials are healthy, and the management is trustworthy. You will need to do this from time to time – maybe for years – as long as you are invested in the company.

CONCLUSION

Thank you for your attention and support throughout the book. It is my sincere hope that you have received the value you expected to get from this book.

Investing for financial stability and prosperity is a noble pursuit. The good news is that the cannabis industry has many different ways for you to participate, all with different budgetary demands. The bad news is that like all lucrative market trends, the longer you wait to get in, the more you risk being locked out of a great opportunity.

Investing in any lucrative market is a long-term game. Don't wait until you have a large amount of money put away for investments. Start as early as you can, with whatever amount you have. You can always scale your investment up later on.

Put whatever you have learned from this book into practice. Knowledge isn't power until it is applied.

I wish you the very best of luck in your new investment projects.