
STARTING AN OUTFITTER BUSINESS

Maybe you've been considering starting a hunting business in Wyoming or purchasing a campground in Tennessee. Regardless of the venture, deciding to own a business can feel overwhelming and scary.

To help guide your future adventure, here are some tips for starting an outfitter and guide business.



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DRAFT

A BUSINESS PLAN

Great things are possible with great planning. At the core of every successful business venture, there's a strong plan that determines how the business will run. It doesn't matter if you want to own a campground or take groups on long hikes through Bryce's Canyon, a detailed, strategic plan must be developed and implemented.

To learn how to draft a thorough plan, visit the [U.S. Small Business Administration \(SBA\)](#) website.

CREATE

A CONTINGENCY PLAN

Creating a [contingency](#) plan to prepare for unexpected events can minimize their impact on your business.

It can help you address how to handle issues like group cancellations or a customer injury. Situations such as these need resolutions with specific steps to get your business back on track quickly.

CHECK OFF

SAFETY MEASURES

Safety must be at the forefront of your mind when operating a business. Create checklist of safety measures that ensures you are facilitating a low risk adventure. Check out our resource: [Safety Tips Checklist](#).



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DETERMINE YOUR STARTUP COSTS & FINANCIAL PLAN

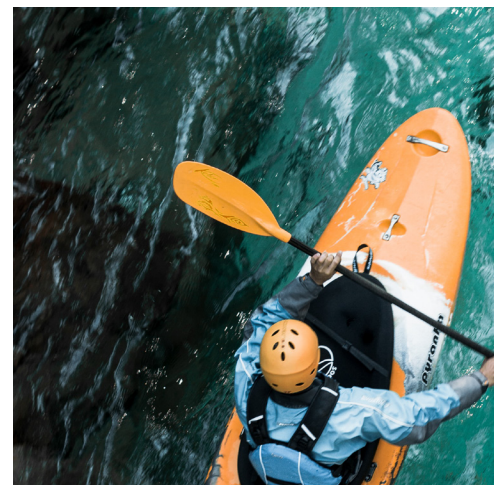
One of the best ways to figure out your operating expenses is to create a list.

- 1. Equipment Costs**
- 2. Property Expenses**
- 3. Gear and Food For Customers**
- 4. Hourly Wages**
- 5. Advertising & Website**
- 6. Insurance & License Fees**

The most important thing owners can do is create long-term [financial goals](#).

Set targets for your small business to measure the progress you've made.

If your desired income has not been reached, adjust your plan and be flexible.



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SECURE THE CORRECT COVERAGE

PERMITS & LICENSE

An essential piece to starting an outfitter business is having the correct permits and licenses. Depending on the state your business operates in, you will need a permit, license or possibly both in order to conduct business. Each state will vary on what is needed and where to get it. The U.S. Department of Agriculture has an [overview of the permitting process](#).

WAVERS

One of the most important things you can do for your adventure sports business is to create a thorough liability waiver. [Liability waivers](#) should be reviewed by an attorney before being put into action.

They'll help ensure that your waiver meets the legal requirements, state laws, local laws and standards for your field of business.

INSURANCE

If someone has an accident while game shooting or falls during a hiking expedition, they could file a lawsuit to recover their medical costs, claiming that something during their experience caused their injuries.

A comprehensive adventure sports policy should cover the cost of defending your claim and any damages or settlement payments (up to the policy's limits).



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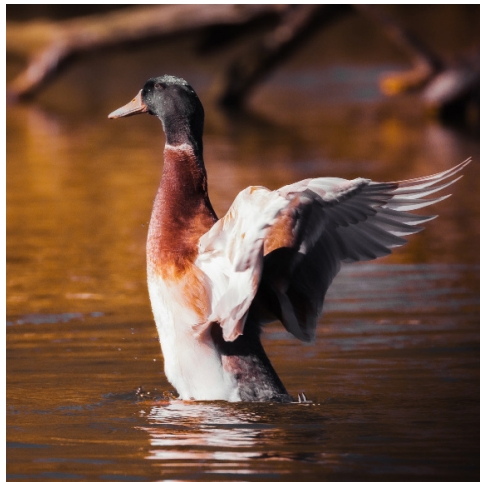
IMPLEMENT MARKETING & ADVERTISING STRATEGIES

You have a great business plan, you've obtained all of the licensing and permits, purchased insurance, and have a great group of team members.

...NOW WHAT?

A strong [online presence](#) could be the start of creating major success for you and your business. Start with the basics.

1. **Set Up A Website**
2. **List Your Business On Google**
3. **[Download Our Guide For Marketing and Advertising Tips](#)**



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**TAKE ONE OF THE
FIRST STEPS TODAY.**

START YOUR QUOTE

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