



*Avoid painful waste of time, massive hidden expenses  
and countless other unknown risks*

# 11 MONEY MURDERING MISTAKES

no winemaker would dare warn you about, when  
starting Your Own Wine Business





**Building a Winery Instead of Building a Business:** Owning a winery sounds powerful. Until you realize you just bought a cost machine.



**The 3-Harvest Cash Trap:** Most wine businesses don't fail fast. They fail slowly... while waiting.



**The Hidden Cost Avalanche:** The biggest expenses in wine are the ones no one tells you about.



**Trying to Compete in a Game You Can't Win:** You're not competing with wineries. You're competing with decades of legacy.



**The Commodity Identity Trap:** If your only weapon is price... you've already lost.



**Betting Everything on One Vineyard:** Nature doesn't care about your business plan



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**Thinking Great Wine Will Sell Itself:** Great wine doesn't sell. Great positioning does. Great Wine is not enough.

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**Outsourcing Sales (And Losing Your Brand):** Distributors don't build brands. They move inventory.

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**Not Building a Community:** The future of wine isn't product. It's belonging

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**Falling in Love With the Wrong Wine:** Your first idea shouldn't be your final product.

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**Missing the Real Value of the Game** This isn't just a business. It's access to a world most people never enter.

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