

Re·de·fin·ing RICH

*Achieving True Wealth
with Small Business,
Side Hustles & Smart Living*

In our dysfunctional economy, “success” often comes at great personal cost . . . we’re tired, we’re stressed out, and we have no time for family and friends. It’s time to redefine “rich.”

From a third-generation farmer and successful entrepreneur, *Redefining Rich* is an entrepreneur’s guide to balancing work and family with the pleasures of the good life, with simple exercises and important lessons to serve everyone from the new sole proprietor to a seasoned CEO.

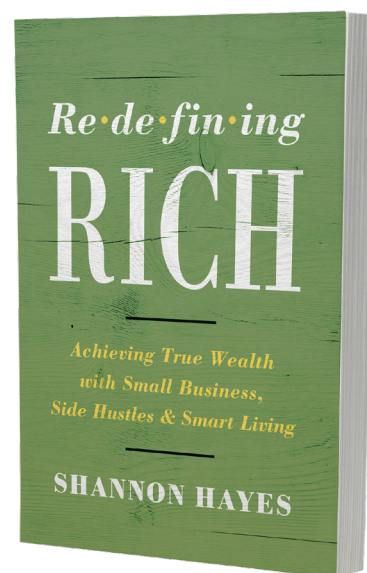
Shannon Hayes was in the final months of her PhD program, recently engaged, and beginning to plan her future. Having grown up on a northern Appalachian sheep farm, she had two advantages: a hard-won education and hillbilly pragmatism. But when it came time to enter the job market, Hayes made a tough discovery: the economy just doesn’t work. It doesn’t work for women, for free thinkers, for the working class, or for white-collar professionals. It doesn’t work in rural America, much less in the cities and the suburbs. It forces us to choose between career and family, profit and creativity.

So, Hayes and her husband walked away from their career paths and chose to forge a life on her family’s frost-plagued mountain farm, starting up a small café in town. Together, they found their sweet spot: a place where the Appalachian farm culture and sensibilities she and her community have lived by helped them thrive, even in a tough economic environment. Against the odds, the Hayes family built a business that lets them live abundantly, spend time with family, and enjoy the gifts of nature. And the business even helped reinvigorate their chronically economically depressed town.

But the journey to this point was rife with challenges, tumbles, and mistakes. With humor, lively stories, and assurance, Hayes reveals the best lessons she’s learned for taking an alternate path, whether it lies in rural America, in the ‘burbs, or the heart of the city. She outlines the fundamentals of sustainable wealth, how to develop income streams, get organized, bring family into the business, ask for fair prices and market efficiently, and—the most important lesson of all—set personal boundaries and say “no” even while sustaining relationships. Hayes shows entrepreneurship is the means to build sustainable communities, keep families together, and foster great creative fulfillment.

Redefining Rich will comfort, instruct, amuse, and inspire those of us who are trying to make our lives work in untraditional ways.

Shannon Hayes is the chef and CEO of Sap Bush Hollow Farm, LLC. She is the author of several books, including *The Grassfed Gourmet Cookbook*, *Long Way on a Little*, and *Radical Homemakers*, and is the host of The Hearth of Sap Bush Hollow podcast. Hayes holds a PhD in sustainable agriculture and community development from Cornell University.



BOOK DETAILS

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Sample Interview Questions

1. The title of the book is *Redefining Rich*. What does it mean to redefine the concept of “rich,” and how has doing so enabled you to grow your wealth and build a better life?
2. What is the concept of “true wealth” and what place does it have in a society driven by economic success?
3. How do you truly achieve a work-life balance?
4. You mention that the economy doesn’t work for anyone, not women, not entrepreneurs, not free-thinkers, not even white-collar professionals. In what ways is our economy failing us, and what do we do about it?
5. It is commonly believed that women must choose between marriage/children and their career. How have you debunked this myth and what advice do you have for women that want to “have it all”?
6. How can entrepreneurship be used to build sustainable communities, foster creative fulfillment, and strengthen familial relationships?
7. What are the different types of income diversification, and why are they so important to entrepreneurs and farmers?
8. What is “The Money Paradox” that you describe in the book?
9. Sap Bush Hollow is a true family business, which is different from simply having a business and having a family. How does this work? How do you manage getting your kids to work with you successfully? Why is it important to put the “family” back in family business?
10. What do you consider to be the two types of entrepreneurs?
11. What does it mean to take inventory of your income, and how do you do so?
12. How do you make the finances of sustainable entrepreneurship work?
13. How will mom and pop enterprises help our economy and communities recover from the COVID crisis?
14. Chapter three of your book is titled “Quality of Life and Shit Sandwiches.” Can you explain the role that “shit sandwiches” play in our quality of life?
15. We’re often taught that, in order to prosper, we must strive to get ahead of our competition and that others must lose for us to succeed. Why is it important to shift away from this mindset, which you refer to as “extractive economics,” and move toward “life-serving economics”? Is it truly possible for us to prosper without inequality and competition?
16. How can we make these changes in our lives if we’re going at it alone and don’t have the privilege of a support system or financial safety net?
17. Some people might argue that you have had your success handed to you because your parents owned a farm. What is your response to this? What advice do you have for anyone thinking they can’t have the life you’re talking about and that it’s impossible to trade financial stability for true wealth?