

How a Former Life Coach Uses Lyft to Market His Granola

Garrett Lamb, founder and creator behind Garrett's Granola in San Francisco, shares his small business story with Kabbage.

"I've always enjoyed working with others, and helping to better people's lives."

Although he only officially launched Garrett's Granola last year, Garrett Lamb has always shared passion for food with those around him. His love for making a difference in the lives of other people isn't just limited to his creativity with healthy recipes in the kitchen. Prior to launching his granola business, Garrett received training at the Coaches Training Institute in San Rafael, and started his own relationship coaching and team building practice. Before that, he facilitated after-school programs and summer camps as a Child Care Director.

The Battle for His Life

In 2006, Garrett fought for his life when he was diagnosed with a deadly type of Lymphoma. Although he's been cooking for loved ones for years, winning the battle for his life may be the reason behind his positive attitude, even while overcoming the hurdles of being a new business owner. As a survivor of cancer, he's also an advocate for happy and healthy lifestyles. So why focus on just granola? Garrett says he receives this question a lot, and the answer is that it's just one of those foods that he's always loved to make.

"Raised in the kitchen, I was always encouraged to try new things and appreciate the balance of hard work and fun. For many years now, I've been spending time making dinner for friends, brewing the perfect cup of coffee... and of course making granola," says Garrett.

Making a difference in people's lives doesn't end with adding healthy granola to their diets. As a cancer survivor, he's giving 5% of his annual granola sales to the fight against cancer. He's also hosting a fundraiser in San Francisco later this month for the Bayview Hunter's Point Center for Arts and Technology ([BAYCAT](#)), an organization that teaches and empowers underserved youth through workshops and outreach programs.

A Unique Approach to Marketing

If you take a Lyft in San Francisco, you just may be greeted with Garrett's smiling face and leave with a sample of his granola. That's because his unique approach to marketing doesn't take place on social media, but in the driver's seat. Trusting in the value of face-to-face interactions, Garrett knows that people love to talk about where they work, and his target market is made up of offices, company kitchens, little cafes, and coffee shops in San Francisco. So, what better way to meet potential customers than by transporting them to and from work?

“I really believe in my product, and it seems like people are always willing to try something new and support the little guy who is starting up a small business.”

This makes a lot of sense considering Garrett’s Granola is currently a one-man operation. In addition to perfecting his Original Blend recipe, coming up with new recipes, and experimenting in the kitchen, Garrett also manufactures, packages, markets, and ships all of the granola himself. He even handles the business’ accounting – so it’s no surprise that he currently spends his energy on the streets instead of online.

“For me, it’s more about the connections I make with others, than the actual product. If people meet me, and have a fun discussion about food, they tend to buy my products over others.”

From IndieGoGo to Silicon Valley

“I would absolutely recommend using crowdfunding for anyone starting a business. It was really a fun process for me, and a great way to let everyone know what you’re up to,” says Garrett about his IndieGoGo campaign, which raised about \$10,000 to cover his startup expenses.

When we asked him what’s next for Garrett’s Granola, he told us about his visions of feeding employees in the offices of Silicon Valley giants such as Facebook, Twitter, and Google. For now, he’s focusing on moving forward one step at a time.

“Momentum feeds on momentum, so it’s important that I keep doing what I’m doing and not look back.”

Kabbage takeaway

If you believe in your product and don’t overthink everything, you can turn your passion into a business like Garrett has done. With his unique outlook and attitude in a competitive market, Garrett is a breath of fresh air.

“People get all up in their heads about how to do things the “right way” or they get overwhelmed with all the things that could go wrong. I mean, how do you really start a company? You just go start a company. That’s it. You won’t do it perfectly, so get over that notion immediately, and get to work. And lastly, I would say to have fun with whatever you’re doing. Having your own business is fun! It’s supposed to be, right?”

You don’t have to hail a Lyft in San Francisco to get your hands on Garrett’s Granola. You can [order it directly from his website](#), but be sure to let us know if you do run into him on the streets of San Francisco.

[Berrak Sarikaya](#) is a natural conversation driver. In 2010, she found a way to bring all of her passions together as a freelance writer and community builder. She has focused on small businesses across the U.S., helping them amplify their online presence and drive their online marketing strategy.