



# WHY THE BEEF JERKY BUSINESS WORKS

A Real-World Opportunity to Build Income,  
Flexibility, and a Brand You Own

# INTRODUCTION

## A Letter From Jeff Master

Greetings,

I've been making beef jerky since I was a boy. What started as a hobby turned into a passion, and eventually became the foundation for Master Beef Jerky. I didn't start with much — just a rented tent, a folding table, and a few bags of jerky to sell at a local farmers market. I nearly sold out that very first day, and that's when I realized beef jerky wasn't just something I loved making — it was something people truly wanted.

When I first started, my goal was simple: earn a little extra income as a side hustle. It didn't take long to see that this could become something much bigger. To grow, I had to make changes. I partnered with a meat production facility so I could focus less on making jerky and more on building a brand, telling the story, and connecting with customers. That shift allowed me to stay consistent, compliant, and focused on what actually drives sales.

I wrote this book for people like you — those who want to build something of their own, who are curious about turning an idea into a real business, and who believe a simple product like beef jerky can open the door to something bigger. My goal is to share the lessons I've learned so you can avoid common mistakes, shorten your learning curve, and move forward with confidence.

Whether your goal is to sell at farmers markets on the weekends, get your jerky into local stores, or eventually build something full-time, I want you to know this: it's possible. Every journey starts the same way — with a single bag and a single customer.

Mine did, and yours can too.

Sincerely,



# Why Beef Jerky Is a Strong Business

Beef jerky checks boxes that most businesses don't. It's a product people already know, trust, and buy repeatedly. It doesn't rely on education, explanation, or convincing. When someone sees beef jerky, they understand it immediately. From a business standpoint, beef jerky offers:

- \* Long shelf life
- \* High perceived value
- \* Simple storage and transport
- \* Strong demand across demographics
- \* High Profit Margins

It also performs well in almost any environment—online, in person, at events, or through retail. Few products offer that kind of versatility without complexity.



# Small Brands Win in This Industry

One of the biggest surprises for most people is how well small beef jerky brands perform. You don't need national distribution or massive volume. In fact, smaller brands often outperform larger ones because they feel personal. Customers like knowing who they're buying from. They like supporting brands tied to a person, a story, or a community.

That's why you see successful beef jerky brands connected to:

- \* Gyms and fitness communities
- \* Sports teams and athletes
- \* Breweries and sports bars
- \* Gas stations and local businesses
- \* Fundraisers and causes
- \* Niche hobbies and lifestyles

The product stays consistent. The brand tells the story.

# You Don't Need to Manufacture Anything

Most people assume a food business means kitchens, equipment, permits, and stress. That's not the case here. With a private-label model like ours, the heavy lifting is already done. The product is produced, packaged, and ready to sell. This allows you to focus on what actually creates income: branding, promoting, selling, sharing and relationships.

This model removes:

- \* High startup costs
- \* Manufacturing risk
- \* Food safety confusion
- \* Time-consuming production

Instead of learning how to make jerky, you learn how to **build a business**.

# **Multiple Income Streams (Not Just One Way to Sell)**

One of the most powerful parts of the beef jerky business is that there isn't just one way to make money.

Many entrepreneurs start with:

- \* Friends and family sales
- \* Local word-of-mouth

From there, income can expand into:

- \* Events, markets, and festivals
- \* Wholesale to local businesses
- \* Partner with local retail businesses
- \* Fundraisers and partnerships
- \* Custom or private-label opportunities
- \* Online sales

You're not locked into one lane. You can stack income streams as your confidence grows. This flexibility is what gives the business unlimited income potential. Your income grows with your effort, creativity, and distribution.

# Distribution Is Where Businesses Grow

Distribution is what separates a hobby from a business.

Beef jerky can be distributed in ways most products can't:

- \* Gyms and Fitness Centers
- \* Convenience stores
- \* Liquor Stores
- \* Golf courses
- \* Marinas
- \* Barber shops
- \* Auto shops
- \* Schools and organizations

Once you understand how distribution works, the opportunity expands quickly. One location leads to another. One conversation turns into multiple placements.

This is where many entrepreneurs realize how scalable the business can be.

# This Industry Is Fun (And That Matters)

This may sound simple, but it's important. The beef jerky industry is fun.

People enjoy sampling, sharing flavors, talking about favorites, and discovering new brands. Selling beef jerky doesn't feel like selling—it feels like sharing something people already want.

Events are social. Conversations are easy. Customers are excited.

When a business is enjoyable, people stick with it longer - and that's where growth and income increase.

# How Most People Get Started

Most successful jerky brands don't start big. They start simple.

They:

- \* Start with inventory
- \* Share jerky with people they know
- \* Get real feedback
- \* Learn what flavors move
- \* Build confidence through action

Momentum comes from doing, not overthinking.

That's why starting with real product is so important.



# Why I Built a System Around This

As I continued building my own brands, I saw a pattern.

People weren't failing because beef jerky didn't work. They struggled because they didn't know where to start or what to do next.

That's why I built a simple process:

1. Learn the business
2. Experience the product
3. Start with inventory
4. Grow with guidance

This ebook exists to help you understand the opportunity before you take that step. **The Beef Jerky App** is a platform built to support you as you build your beef jerky business.

# Beef Jerky APP

The Beef Jerky App was created to support you once you're in business. Not before. Not someday. Once you've decided to move forward and start building something real.

As you grow your beef jerky brand, questions will come up constantly. What should I focus on first? How do I sell more? What actually matters right now? What can wait? The Beef Jerky App exists to remove that uncertainty and give you clear direction at every stage of the process.

This isn't a collection of random tips or motivational content. Everything inside the app is based on real experience from building and operating multiple beef jerky brands. The goal is simple: help you avoid common mistakes, stay focused on the actions that move the needle, and make consistent progress without feeling overwhelmed.

Inside the app, you'll find structured steps, checklists, and action plans designed to help you run your business, not just learn about it. The app walks you through setting up your business properly, getting ready to sell, building visibility for your brand, and creating systems that support repeat sales and reorders.

The Beef Jerky App is meant to be used alongside your business, not completed and forgotten. You'll come back to it as new questions arise, when you're preparing for growth, or when you need clarity on what to do next. It gives you a framework you can rely on instead of guessing or chasing every new idea.

Most importantly, the app is designed to keep you moving forward. You're not buried in information or stuck trying to figure out the "perfect" next move. You're guided step by step, so each action builds momentum and confidence over time.

This app becomes your home base — a place to reset, refocus, and make decisions with confidence as your beef jerky business grows.

# Ready to Get Started?

If this ebook helped you see the opportunity of owning your own beef jerky business more clearly, the next step is simple.

The **\$300 Starter Box** is designed to help you move from learning to doing. This is where you begin building confidence, sharing the product, and taking your first real steps in the beef jerky business.

## What's Included in the \$300 Starter Box

- \* 48 total bags of beef jerky
- \* 4 flavors
- \* 12 bags per flavor
- \* Inventory you can immediately share, sell, promote, and get feedback on

This starter inventory allows you to:

- \* Build confidence in the product
- \* Share with friends, family, and early supporters
- \* Test your market Learn what flavors move
- \* Decide how you want to grow from there

Once you purchase the Starter Box, you're considered in business and will receive access to the **Beef Jerky App**, where you'll find tools, resources, and guidance to help you move forward with clarity.

## How to Order Your Starter Box

If you're ready to move forward or have questions, reach out directly.

**Jeff Master**

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Email: [jeff@jeffmaster.com](mailto:jeff@jeffmaster.com)



## BUILD YOUR OWN BEEF JERKY BRAND

Turn premium beef jerky into your own brand without the hassle of manufacturing or logistics.

### HOW IT WORKS >>>>>>>>>

- 1 Choose Your Brand Name
- 2 Submit Your Logo for Label Design
- 3 Choose Your (4) Flavors
- 4 Place Your Order & Make Payment
- 5 Receive Your Starter Box in about 21 Days

### \$300 STARTER BOX

- 48 bags of 3oz. brisket beef jerky
- 4 flavors (12 bags each)
- Professional Designed USDA-approved Labels
- USDA-approved Production & Packaging
- Fast 21-day Turnaround

**Just \$6.25 per bag**

\* Scale with Standard Box orders.

### STANDARD BOX >>>>>

- 48 bags per flavor
- \$264 per box (3oz. bags)
- Just \$5.50 per bag