

coffee shop business plan template

Introduction:

Launching a coffee shop requires meticulous planning. A well-structured coffee shop business plan template is crucial for securing funding, guiding operations, and ensuring long-term success. This comprehensive guide provides a step-by-step framework for creating a winning business plan, covering everything from market analysis to financial projections. Learn how to craft a compelling document that will impress investors and set your coffee shop up for profitability.

Article Outline:

- I. Executive Summary: A concise overview of your entire business plan.
- II. Company Description: Detailing your coffee shop's concept, mission, and vision.
- III. Market Analysis: Researching your target market, competition, and industry trends.
- IV. Products and Services: Describing your coffee offerings, food menu (if applicable), and additional services.
- V. Marketing and Sales Strategy: Outlining your plans for attracting and retaining customers.
- VI. Management and Personnel: Highlighting your team's experience and expertise.
- VII. Financial Plan: Presenting detailed financial projections, including startup costs, funding requests, and profitability forecasts.
- VIII. Appendix (Optional): Supporting documents, such as permits, licenses, and market research data.

Article Body:

I. Executive Summary: The Heart of Your Plan

The executive summary is a brief overview of your entire business plan. It should highlight key aspects like your business concept, target market, financial projections, and funding request. Think of it as a captivating elevator pitch that summarizes the essence of your coffee shop venture. This section should be written last, after you have completed the rest of the plan.

II. Company Description: Defining Your Coffee Shop's Identity

This section provides a detailed description of your coffee shop. Include your business name, legal structure (sole proprietorship, LLC, etc.), mission statement, and vision for the future. Define your unique selling proposition (USP)—what makes your coffee shop stand out from the competition? Is it your specialty coffee beans, unique atmosphere, or exceptional customer service?

III. Market Analysis: Understanding Your Landscape

Thorough market research is essential. Analyze your target market (e.g., students, young professionals, families), identifying their demographics, preferences, and spending habits. Research your local competition—who are your direct and indirect competitors? What are their strengths and weaknesses? Identify emerging trends in the coffee industry, such as sustainable sourcing, specialty coffee, or unique brewing methods.

IV. Products and Services: Your Coffee Shop's Offerings

Detail your coffee offerings, including types of beans, brewing methods (espresso, pour-over, cold brew), and signature drinks. If you plan to serve food, describe your menu, highlighting any unique or specialty items. Consider offering additional services, such as Wi-Fi, outdoor seating, or catering. Pricing strategies should also be outlined here.

V. Marketing and Sales Strategy: Reaching Your Customers

Develop a comprehensive marketing plan to reach your target market. This could include social media marketing, local advertising, loyalty programs, collaborations with local businesses, and public relations. Outline your sales strategies, such as promotional offers, seasonal menus, and customer relationship management (CRM) techniques. Explain how you plan to build brand awareness and generate customer traffic.

VI. Management and Personnel: Your Team's Expertise

This section introduces your management team and key personnel. Highlight each individual's experience, skills, and relevant qualifications. If you're seeking funding, investors will want to see a competent and experienced team capable of running a successful coffee shop. Showcase the strength and experience of your team to build investor confidence.

VII. Financial Plan: Projecting Your Success

This is a critical section of your business plan. Include detailed financial projections, such as startup costs (equipment, rent, licenses), funding requests (loans, investors), projected revenue, and profit margins. Provide a cash flow projection showing your anticipated income and expenses over a specific period (e.g., 3–5 years). Include break-even analysis to determine when your coffee shop will become profitable.

VIII. Appendix (Optional): Supporting Documents

The appendix can include supporting documents to strengthen your business plan. This might include market research data, permits and licenses, resumes of key personnel, and letters of support from potential suppliers or partners. This section provides further evidence to support your claims and projections.

Conclusion:

A well-crafted coffee shop business plan template is more than just a document; it's a roadmap for success. By meticulously planning each aspect of your business, from market analysis to financial projections, you significantly increase your chances of securing funding and achieving long-term profitability. Remember, this is a living document; regularly review and update your plan as your business evolves.

Frequently Asked Questions (FAQs):

Q: Do I need a business plan if I'm self-funding my coffee shop? A: Yes, even if you're self-funding, a business plan provides a critical framework for managing your business and tracking your progress.

Q: How long should my business plan be? A: There's no set length, but aim for clarity and conciseness. A detailed plan might be 20-30 pages, while a shorter plan might be 10-15 pages.

Q: What if my projections are inaccurate? A: Regularly review and update your financial projections to reflect changes in market conditions, sales performance, and expenses.

Q: How can I find templates for a coffee shop business plan? A: Many online resources offer free and paid templates. Look for templates specific to the food and beverage industry or coffee shops.

Q: What kind of financial information should I include? A: Startup costs, projected revenue, profit margins, cash flow projections, and break-even analysis are crucial.

Related Keywords:

coffee shop business plan, coffee shop business plan template, cafe business plan, coffee shop startup, coffee shop marketing plan, coffee shop financial projections, small business plan, food and beverage business plan, restaurant business plan, business plan template free, how to write a business plan, secure funding for coffee shop, coffee shop success, coffee shop market analysis.

coffee shop business plan template: 7 Steps to Success: ,

coffee shop business plan template: *The Coffee Shop Business Plan* Jonathan Schafer, 2014-10-16 If you have dreamed of owning your own coffee shop and saved money from working a regular nine to five gig, this is more than just a business venture. It's a chance to create something, and free yourself from the conventional corporate environment. If you're like me, you've spent long hours at a boring and unfulfilling job, and now you want to do something worthwhile with the rest of your life. And why not a coffee shop? After all, selling coffee should be easy. It's a legal, addictive stimulant that many people need, want, and love. How hard can it be to succeed? Well, that

simplistic view ignores the many circumstances that make or break coffee shops. In the coming pages, I will lay out each of these factors as well as the common traps novice proprietors fall into. This book will provide you with a simple series of steps to make sure you succeed where others have failed.

coffee shop business plan template: What I Know about Running Coffee Shops Colin Harmon, 2017

coffee shop business plan template: Business Plan Template and Example Alex Genadinik, 2015 This book is now used by the University of Kentucky entrepreneurship program. This book will give you a fresh and innovative way to write a business plan that will help you: - Complete your business plan faster - Avoid confusion and frustration - Focus on the core of your business and create more effective business strategies To help you learn the business planning process from the ground up, this book gets you started with a very basic business plan and helps you expand it as you make your way through the book. This way, you have less confusion and frustration and are more likely to finish your business plan faster and have it be better. This way you get a business plan template together practical explanations and an example. So whatever your learning style might be, this book has a high chance of being effective for you. If business planning seems to you complex and scary, this book will make it simple for you. It is written in simple and clear language to help you get started and create a great business plan. So what are you waiting for? Get this book now, and start creating a great business plan for your business today. Also recently added in the last update of this book is a business plan sample since many people commented that they wanted a business plan example. Although for my taste as an entrepreneur, I rather give you lots of great business planning strategies and theory that you can use in the real world instead of having a business plan template or workbook to write your business plan from. After all, a business plan is just a document. But to make your business a success, you will have to do it in the real world. So when you try to figure out how to create a business plan, don't just focus on the business plan document. Instead, focus on a plan for the real world with actionable and effective strategies. Get the book now, and start planning your business today.

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coffee shop business plan template: The Entrepreneur's Manual Richard M. White,

2020-06-01 You are holding in your hands the ultimate guide to transforming your dream business into a reality. Drawing upon years of trial and error, Richard White imparts his insights on how to establish a successful business and keep it running strong. Substituting complex theories for critical advice rooted in real-life experience, White makes designing and managing a successful business model more accessible than ever. The Entrepreneur's Manual covers everything entrepreneurs need to know, from identifying your niche market, to forecasting and controlling sales, to building a solid foundation of effective employees. White's rare advice has made this manual mandatory reading not only for entrepreneurs, but for anyone who wants to better understand the business world. In addition to motivating prospective business owners, this book, above all others in its field, delivers results. This superior guide on the secrets behind successful entrepreneurship possesses the qualities of a true classic: its advice remains as relevant as ever. Find out why The Entrepreneur's Manual has been the mandatory business guide for nearly half a century.

coffee shop business plan template: Ask a Manager Alison Green, 2018-05-01 From the creator of the popular website Ask a Manager and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk someone in an email then hit "reply all" • you're being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate's loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager "A must-read for anyone who works . . . [Alison Green's] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work."—Booklist (starred review) "The author's friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers' lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience."—Library Journal (starred review) "I am a huge fan of Alison Green's Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor."—Robert Sutton, Stanford professor and author of The No Asshole Rule and The Asshole Survival Guide "Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way."—Erin Lowry, author of Broke Millennial: Stop Scraping By and Get Your Financial Life Together

coffee shop business plan template: Overwhelmed Brigid Schulte, 2014-03-13
_____ 'Too much to do? Stop and read this' - Guardian 'For a fresh take on an eternal dilemma, Overwhelmed is worth a few hours of any busy woman's life - if only to ensure that she doesn't drop off the bottom of her own "To Do" list' - Mail on Sunday _____ In her attempts to juggle work and family life, Brigid Schulte has baked cakes until 2 a.m., frantically (but surreptitiously) sent important emails during school trips and then worked long into the night after her children were in bed. Realising she had become someone who constantly burst in late, trailing shoes and schoolbooks and biscuit crumbs, she began to question, like so many of us, whether it is possible to be anything you want to be, have a family and still have time to breathe. So when Schulte met an eminent sociologist who studies time and he told her she enjoyed thirty hours of leisure each week, she thought her head was going to pop off. What followed was a trip down the rabbit hole of busy-ness, a journey to discover why so many of us find it near-impossible to press the 'pause' button on life and what got us here in the first place. Overwhelmed maps the individual, historical, biological and societal stresses that have ripped working mothers' and fathers' leisure to shreds, and asks how it might be possible for us to put the pieces back together. Seeking insights, answers and inspiration, Schulte explores everything from the wiring of the brain and why workplaces are

becoming increasingly demanding, to worldwide differences in family policy, how cultural norms shape our experiences at work, our unequal division of labour at home and why it's so hard for everyone – but women especially – to feel they deserve an elusive moment of peace.

_____ 'Every parent, every caregiver, every person who feels besieged by permanent busyness, must read this book' - Anne-Marie Slaughter, author of *Why Women Still Can't Have It All*

coffee shop business plan template: Scaling Up Verne Harnish, 2014 In this guide, Harnish and his co-authors share practical tools and techniques to help entrepreneurs grow an industry -- dominating business without it killing them -- and actually have fun. Many growth company leaders reach a point where they actually dread adding another customer, employee, or location. It feels like they are just adding more weight to an ever-heavier anchor they are dragging through the sand. To make matters worse, the increased revenues have not turned into more profitability, so at some point they wonder if the journey is worth the effort. This book focuses on the four major decisions every company must get right: People, Strategy, Execution and Cash. The book includes a series of One-Page tools including the One-Page Strategic Plan and the Rockefeller Habits Execution Checklist, which more than 40,000 firms around the globe have used to scale their companies successfully.

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coffee shop business plan template: Lean Business Planning Tim Berry, 2015-08-25

coffee shop business plan template: Tasting Rome Katie Parla, Kristina Gill, 2016-03-29 A love letter from two Americans to their adopted city, *Tasting Rome* is a showcase of modern dishes influenced by tradition, as well as the rich culture of their surroundings. Even 150 years after unification, Italy is still a divided nation where individual regions are defined by their local cuisine. Each is a mirror of its city's culture, history, and geography. But *cucina romana* is the country's greatest standout. *Tasting Rome* provides a complete picture of a place that many love, but few know completely. In sharing Rome's celebrated dishes, street food innovations, and forgotten recipes, journalist Katie Parla and photographer Kristina Gill capture its unique character and reveal its truly evolved food culture—a culmination of 2000 years of history. Their recipes acknowledge the foundations of Roman cuisine and demonstrate how it has transitioned to the variations found today. You'll delight in the expected classics (*cacio e pepe*, *pollo alla romana*, *fiore di zucca*); the fascinating but largely undocumented Sephardic Jewish cuisine (*hrami con couscous*, *brodo di pesce*, *pizzarelle*); the authentic and tasty offal (*guanciale*, *simmenthal di coda*, *insalata di nervetti*); and so much more. Studded with narrative features that capture the city's history and gorgeous photography that highlights both the food and its hidden city, you'll feel immediately inspired to start *tasting Rome* in your own kitchen. eBook Bonus Material: Be sure to check out the directory of

all of Rome's restaurants mentioned in the book!

coffee shop business plan template: *How to Write a Business Plan in Ten Steps* Paul Borosky Mba, 2019-08-17 As a doctoral candidate, professional business consultant, and business plan writer, I am often asked by aspiring and seasoned entrepreneurs alike, What is the first step for starting a business or expanding business operations?. When I first started out as a business consultant, I would explain to my client their place in the entrepreneurial process. I then support this analysis with proven academic and practicing business theory, along with recommending specific steps to take. After going through this process time and time again with entrepreneurs, it dawned on me that the first step I ALWAYS recommend is writing a business plan. Unfortunately, most entrepreneurs do not know how to write a professionally polished and structured business plan. Hell, most business owners don't know how to write any type of business plan at all. From this issue, I decided to write this book focused on a ten-step process to writing a well-structured business plan. The business plan writing steps include all aspects of the business plan writing process, beginning with developing the executive summary through constructing a professional and polished funding request. In each step, I introduce you to a different business plan section. I then explain in layman's terms what the section means, offer a business plan sample, and analyze the sample to help you understand the component. The objective of this detailed process is to ensure full understanding of each section and segment, with the goal of you being able to write a professional business plan for yourself, by yourself! IF you still need help writing your business plan, at the end of the book, I ALSO supply you with a professionally written sample business plan AND a business plan template for you to use. In the end, I am supremely confident that this book, with the numerous tools and tips for business plan writing, will help you develop your coveted business plan in a timely fashion.

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coffee shop business plan template: *Book Design Made Simple* Fiona Raven, Glenna Collett, 2017 *Book Design Made Simple* gives DIY authors, small presses, and graphic designers--novices and experts alike--the power to design their own books. It's the first comprehensive book of its kind, explaining every step from installing Adobe(R) InDesign(R) right through to sending the files to press. For those who want to design their own books but have little idea how to proceed, *Book Design Made Simple* is a semester of book design instruction plus a publishing class rolled into one. Let two experts guide you through the process with easy step-by-step instructions, resulting in a professional-looking top-quality book

coffee shop business plan template: *The Suitcase Entrepreneur* Natalie Sisson, 2017-09-05 Now in its third edition, *The Suitcase Entrepreneur* teaches readers how to package and sell their skills to earn enough money to be able to work and live anywhere, build a profitable online business, and live life on their own terms. After eight years of working in the soul-crushing bureaucracy of the corporate world, Natalie Sisson quit her high-paying job and moved to Canada, started a blog, and cofounded a technology company. In just eighteen months she learned how to build an online platform from scratch, and then left to start her own business—which involved visiting Argentina to eat empanadas, play Ultimate Frisbee, and launch her first digital product. After five years, she now runs a six-figure business from her laptop, while living out of a suitcase and teaching entrepreneurs worldwide how to build a business and lifestyle they love. In *The Suitcase Entrepreneur* you'll learn how to establish your business online, reach a global audience, and build a virtual team to give you more free time, money, and independence. With a new introduction, as well as updated resources and information, this practical guide uncovers the three key stages of creating a self-sufficient business and how to become a successful digital nomad and live life on your own terms.

coffee shop business plan template: *Prayers That Heal the Heart* Mark Virkler, Patti Virkler, 2001 In this book you will learn a counseling approach in a ministry of prayer that uses seven specific prayers: Breaking generational sins and curses Severing ungodly ties of the soul Replacing negative expectations Renouncing inner vows Receiving divine pictures/visions Casting out demons Experiencing the Spirit of life in Christ Jesus You'll thoroughly process one issue at a time, utilizing all these prayers. The Contributing Strands Worksheet will help you easily work through the prayers by yourself or with a counselor.

coffee shop business plan template: *The Bible Recap* Tara-Leigh Cobble, 2020-11-03 Have you ever closed your Bible and thought, What did I just read? Whether you're brand-new to the Bible or you grew up in the second pew, reading Scripture can feel confusing or boring at times. Understanding it well seems to require reading it thoroughly (and even repeatedly), but who wants to read something they don't understand? If you've ever wanted to read through the Bible or even just wanted to want to read it, The Bible Recap is here to help. Following a chronological Bible reading plan, these recaps explain and connect the story of Scripture, section by section. Soon you'll see yourself as a child of God who knows and loves His Word in the ways you've always hoped for. You don't have to go to seminary. You don't need a special Bible. Just start reading this book alongside your Bible and see what God has to say about Himself in the story He's telling. Tara-Leigh gets me excited to read the Bible. Period. I have found a trusted guide to walk me into deeper understanding of the Scriptures.--MICHAEL DEAN MCDONALD, the Bible Project

coffee shop business plan template: *The Daily Grind* Andrew Bowen, Claire Bowen, 2015-11-26 A practical guide to opening and running a successful Independent Coffee Shop, essential reading for all Entrepreneurs. Don't open your coffee shop until you have read this How to select your coffee shop location How to get a great team for your coffee shop How to provide WOW service How to choose what to sell in your coffee shop The importance of a good layout in your coffee shop How to choose the equipment for a new coffee shop How to run your coffee shop How to keep in financial control of your coffee shop How to sell your coffee shop The coffee shop success formula This is a highly practical book with very sound advice. Andrew & Claire are hugely experienced in the industry, and more importantly over several locations. So make sure you read it with a marker pen in your hand. Take all of their advice - it might just prevent you from making some very expensive mistakes.'John Richardson - The Coffee Boys'Straight forward, independent, no-nonsense advice is not easy to find.This is a must read book for every budding and existing coffee shop entrepreneur. Even if you do not own a coffee shop, read it for great business advice.'Martyn Herriott - Beverage Standards AssociationAndrew & Claire Bowen opened their first franchised coffee shop in 2007, after leaving senior roles in retail and healthcare. Within eighteen months they had opened three outlets and had over £1m turnover. In 2011 they developed their own independent format, which they continue to run. They support coffee shop owners worldwide as founders of Café Success Hub.

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coffee shop business plan template: *Setting the Table* Danny Meyer, 2009-10-13 The bestselling business book from award-winning restaurateur Danny Meyer, of Union Square Cafe, Gramercy Tavern, and Shake Shack Seventy-five percent of all new restaurant ventures fail, and of those that do stick around, only a few become icons. Danny Meyer started Union Square Cafe when

he was 27, with a good idea and hopeful investors. He is now the co-owner of a restaurant empire. How did he do it? How did he beat the odds in one of the toughest trades around? In this landmark book, Danny shares the lessons he learned developing the dynamic philosophy he calls Enlightened Hospitality. The tenets of that philosophy, which emphasize strong in-house relationships as well as customer satisfaction, are applicable to anyone who works in any business. Whether you are a manager, an executive, or a waiter, Danny's story and philosophy will help you become more effective and productive, while deepening your understanding and appreciation of a job well done. *Setting the Table* is landmark a motivational work from one of our era's most gifted and insightful business leaders.

coffee shop business plan template: *Hurdle, the Book on Business Planning* Timothy Berry, 2006

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coffee shop business plan template: *How to Improve Your Leadership and Management Skills - Effective Strategies for Business Managers* Meir Liraz, 2017-06-26 This book features effective strategies and clever techniques to help you improve your leadership and management skills. It points out that you must be a leader that people follow, keep informed, make timely decisions and take effective action. In effect you must control the activities of your organization rather than being controlled by them. Here's what's in the book: * How to lead and manage people; powerful tips and strategies to motivate and inspire your people to bring out the best in them. Be the boss people want to give 200 percent for. * How to Make a Good First Impression * How to Motivate Your Employees in the Workplace * How to Manage Change Effectively * How to Deal With Difficult Employees * Effective Business Negotiation Techniques * How To Set and Achieve Goals * Effective Delegating Strategies * How To Ensure the Profitability of Your Business * How to Create a Business Environment that Supports Growth * How to conduct successful meetings * How to effectively manage your time and get organized * How to improve your planning skills *. How to better manage yourself * All these and much much more. My name is Meir Liraz and I'm the author of this book. According to Dun & Bradstreet, 90% of all business failures analyzed can be traced to poor management. This is backed up by my own experience. In my 31 years as a business coach and consultant to managers, I've seen practically dozens of managers fail and lose their job -- not because they weren't talented or smart enough -- but because they were trying to re-invent the wheel rather than rely on proven, tested methods that work. And that is where this book can help, it will teach you how to avoid the common traps and mistakes and do everything right the first time. Tags: leadership development, student leadership challenge, business leadership, leadership development program, leadership dynamics, management skills and application, developing management skills.

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gained through numerous ventures, Pacheco fills the gap in the market by offering a comprehensive exploration into the intricacies of starting and succeeding in business. From foundational principles to practical tips, this book dives deep into every aspect of launching a business, addressing critical topics such as business planning, branding strategies (including choosing colors and names), and leveraging digital marketing tools for maximum impact in today's competitive landscape. Pacheco's insights are not just theoretical; they are drawn from real-world challenges and triumphs, making this book an indispensable companion for anyone embarking on their entrepreneurial journey. Whether you're starting from scratch or looking to refine your existing business strategy, *Dream, Plan, Execute* equips you with the knowledge and inspiration needed to navigate the path to small business triumph.

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executives, consultants, entrepreneurs, and leaders of all organizations. If you're ready to change the rules, you belong to the business model generation!

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coffee shop business plan template: *Between Two Kingdoms* Suleika Jaouad, 2021-02-09 NEW YORK TIMES BESTSELLER • A searing, deeply moving memoir of illness and recovery that traces one young woman's journey from diagnosis to remission to re-entry into "normal" life—from the author of the *Life, Interrupted* column in *The New York Times* ONE OF THE BEST BOOKS OF THE YEAR: *The New York Times* Book Review, *The Washington Post*, *Bloomberg*, *The Rumpus*, *She Reads*, *Library Journal*, *Booklist* • "I was immersed for the whole ride and would follow Jaouad anywhere. . . . Her writing restores the moon, lights the way as we learn to endure the unknown."—Chanel Miller, *The New York Times* Book Review "Beautifully crafted . . . affecting . . . a transformative read . . . Jaouad's insights about the self, connectedness, uncertainty and time speak to all of us."—*The Washington Post* In the summer after graduating from college, Suleika Jaouad was preparing, as they say in commencement speeches, to enter "the real world." She had fallen in love and moved to Paris to pursue her dream of becoming a war correspondent. The real world she found, however, would take her into a very different kind of conflict zone. It started with an itch—first on her feet, then up her legs, like a thousand invisible mosquito bites. Next came the exhaustion, and the six-hour naps that only deepened her fatigue. Then a trip to the doctor and, a few weeks shy of her twenty-third birthday, a diagnosis: leukemia, with a 35 percent chance of survival. Just like that, the life she had imagined for herself had gone up in flames. By the time Jaouad flew home to New York, she had lost her job, her apartment, and her independence. She would spend much of the next four years in a hospital bed, fighting for her life and chronicling the

saga in a column for The New York Times. When Jaouad finally walked out of the cancer ward—after countless rounds of chemo, a clinical trial, and a bone marrow transplant—she was, according to the doctors, cured. But as she would soon learn, a cure is not where the work of healing ends; it's where it begins. She had spent the past 1,500 days in desperate pursuit of one goal—to survive. And now that she'd done so, she realized that she had no idea how to live. How would she reenter the world and live again? How could she reclaim what had been lost? Jaouad embarked—with her new best friend, Oscar, a scruffy terrier mutt—on a 100-day, 15,000-mile road trip across the country. She set out to meet some of the strangers who had written to her during her years in the hospital: a teenage girl in Florida also recovering from cancer; a teacher in California grieving the death of her son; a death-row inmate in Texas who'd spent his own years confined to a room. What she learned on this trip is that the divide between sick and well is porous, that the vast majority of us will travel back and forth between these realms throughout our lives. *Between Two Kingdoms* is a profound chronicle of survivorship and a fierce, tender, and inspiring exploration of what it means to begin again.

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