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Yellow Flower Healing Expands Vision for Rural Wellness and Tourism

In Williamston, where fields stretch toward the horizon and history lingers in the soil, Yellow Flower Healing is cultivating something rare: a business built not only to earn revenue, but to restore people, place and possibility.

Led by healer and educator Robin Payton Payne, Yellow Flower Healing blends ancestral traditions with modern wellness through energy-healing sessions, heirloom herb workshops, immersive retreats and botanical goods grown from the land itself. At the center of the enterprise is a restored late-1800s Healer's Cabin — a place where healing is practiced as a relationship between people, history and the natural world.

This summer, NCGrowth worked with Payne to turn that vision into a roadmap for long-term sustainability. The challenge was not a lack of purpose. It was how to structure growth without losing authenticity.

The result was a business plan designed to help Yellow Flower Healing scale with intention. NCGrowth developed market analysis, customer profiles, pricing and marketing strategies, operational systems, performance metrics and five-year financial projections. The plan also mapped near-term revenue opportunities, from a Healing Membership and expanded workshops to corporate space-clearing services, wellness kits and higher cabin occupancy.

The goal is practical and powerful: increase monthly revenue, strengthen funding readiness and create a steadier path toward seasonal job creation and regional agro-tourism growth.

For the team behind the project, the work offered a deeper lesson. Strategy, they found, is not only about spreadsheets and forecasts. Sometimes it is about honoring human transformation while building a business strong enough to sustain it.

Yellow Flower Healing now stands at that intersection — rooted in community, shaped by the land and poised for growth. In a rural county too often overlooked, it is proving that healing can be both a calling and an economic force.

