



MASTER WORKBOOK

Marketing Strategy for Farmers & Ranchers

*Unlock the key strategies to grow your local farm's
customer base, increase sales, and build a loyal community.*

Presented by:

Emily Black

for Idaho Preferred Members



5-PART TRAINING OVERVIEW

1. Creating a Website that sells
2. Using Social Media to build community & drive sales
3. Sending simple Emails to build loyalty
4. Designing Print Materials for your farm using Canva
5. Planning a marketing strategy per sales channel
 - Farmer's Market
 - Farm Stand/Store
 - Wholesale - Stores or Restaurants

BY THE END OF THIS TRAINING YOU'LL ...

1. Know how to create and use a:
 - a. Website
 - b. Social media
 - c. Email
 - d. Print material
2. Know how to utilize those marketing strategies to grow your sales.

MATERIALS

Use this MASTER WORKBOOK throughout the video training to apply what you learn! Find the editable Google Doc version of this workbook [here](#).

Module 1

Creating a Website that Sells

OVERVIEW

1. Benefits of a website
2. How to create a new website
3. How to design a website that sells
4. SEO basics - how to get found
5. Action Plan

BENEFITS OF A WEBSITE

1. **Build trust** with your potential and existing customers
 - a. Good design that's easy to use
 - b. Who you are
 - c. What you offer
 - d. Customer testimonials/reviews
 - e. How to buy from you
 - f. [Develop your messaging through this FREE TRAINING.](#)
2. **Make conversions**
 - a. email subscribers
 - b. social media followers
 - c. Sales
3. **BONUS**
 - a. It's like having another salesperson!!
 - b. You control the customer experience
 - c. Metrics give you feedback on who's visiting your site and what they're looking for

- d. Without one, do you really exist?

HOW TO CREATE A NEW WEBSITE

Choose a platform. These are the top THREE I see farmers using who are maintaining their own site.

- [GoDaddy](http://www.godaddy.com/websites/website-builder) - www.godaddy.com/websites/website-builder
- [Squarespace](http://www.squarespace.com) - www.squarespace.com
- [WIX](http://www.wix.com) - www.wix.com

COMPARISON

PLATFORM	EASE OF USE	TOOLS	PRICE	DISADVANTAGE
GoDaddy	Simple	Basic	Least expensive	Limited design capabilities
Squarespace	User friendly	Great templates & design tools	Middle of the road	SEO is not as advanced as WIX
WIX	A bit more advanced	Tons of templates & highly customizable	A little higher than Squarespace	Can be overly complex

WEBSITE SETUP STEPS

1. Set up an account for the chosen platform
2. Choose an existing template. Here are the two templates I reference in the video:
 - a. [Clove](http://www.squarespace.com/templates/clove-fluid-demo) - www.squarespace.com/templates/clove-fluid-demo
 - b. [Hales](http://www.squarespace.com/templates/hales-fluid-demo) - www.squarespace.com/templates/hales-fluid-demo
3. Build your website on the free version
4. Choose a paid plan
5. Connect your domain (URL)

6. Publish it LIVE
7. Manage and grow!!

LAUNCH 1.0 VERSION

- It won't be perfect
- You can add/delete/change anytime
- Honestly, you won't know what to change until you get feedback.

HOMEPAGE CHECKLIST

View the [Homepage Wireframe template here](#) for a visual reference.

- ☐ Logo
- ☐ Simple navigation
- ☐ Main Call-to-Action
- ☐ Large image that represents your farm/ranch
- ☐ Slogan/tagline
- ☐ Positioning Statement (aka elevator pitch) > [FREE TRAINING](#)
- ☐ Product Info
- ☐ About you
- ☐ About your practices or something that differentiates you
- ☐ Email signup
- ☐ Follow on Instagram
- ☐ Footer with contact info, logo, and proud member of Idaho Preferred

HOW TO DESIGN YOUR WEBSITE

1. Keep your visual branding consistent
 - a. colors, fonts, logo
2. High-Quality Images & Video
3. White Space
4. Craft your Message
 - a. Who you are
 - b. What you offer
 - c. How your customers get them
 - d. A diver deeper
 - e. Call-to-action
 - f. What is your customer looking for?
5. Include social proof
6. Mobile Friendly & Scrollable

WEBSITE DESIGN CHECKLIST

BRANDING & DESIGN

- ☐ Keep your visual branding consistent
- ☐ Colors, fonts, logo
- ☐ High-quality images & video
- ☐ Have white space

WEBSITE HEADER

- ☐ Logo
- ☐ Simple Navigation
- ☐ Primary Call-to-Action button

HERO / ABOVE THE FOLD

- ☐ Show info so customers see they're in the right place right away.
- ☐ Large picture of your farm/product
- ☐ Slogan or tagline - Location
- ☐ Primary Call-to-Action button

YOUR MESSAGE

- ☐ Positioning Statement
- ☐ About
- ☐ Product highlights (or categories)
- ☐ How they buy or get the products
- ☐ Customer Testimonials

PAGES

- ☐ Homepage
- ☐ About
- ☐ Contact
- ☐ Product info -or- Shop
- ☐ Blog

EXTRAS

- ☐ Newsletter Signup
- ☐ Instagram
- ☐ Optimize for desktop & mobile
- ☐ SEO basics
- ☐ Update quarterly

SEO BASIC (GET FOUND)

What is SEO

SEO stands for search engine optimization, and it helps your website rank higher in search engine results.

The goal is to help search engines understand a website's content and help users find it, so they can decide if they want to visit.

Long-term Strategy

SEO

1. Your website builder has a default setting so you will automatically have SEO
2. The more detail you can add the info Google will have to
 - a. Location
 - b. Product names & info
 - c. Answer questions customers are looking for
3. Checkout Squarespace's [SEO Checklist](#)

Beyond SEO

How can you drive people to your site?

- Google Profile
- Directories
 - Idaho Preferred
 - Farmers Market
 - Local Harvest
 - Associations
 - Chamber of Commerce
 - Visit Idaho

- Yelp/Trip Advisor
 - [Idaho Local Food & Farm Directory](#)
- Social Media Profiles
- Email your customers directing them to your site

ACTION PLAN

- ☐ Build your website
 - ☐ Choose a platform
 - ☐ Choose a template
 - ☐ Design a homepage
 - ☐ Publish
- ☐ Update your website
 - ☐ Go thru the Website Design Checklist
- ☐ Add website to social & directories
- ☐ Create a Google Profile

Module 2

Using Social Media to Build Community & Drive Sales

OVERVIEW

1. Benefits of social media
2. What platforms to use
3. How to use each platform
4. 30-day Social Media Plan
5. Action Plan

BENEFITS OF SOCIAL MEDIA

- Free visibility (highly used platforms)
 - a. Brand awareness
 - b. Building trust
 - c. Conversions
- Build community
 - a. Storytelling > share the journey
 - b. Real-Time Updates
 - c. Messaging

SOCIAL MEDIA PLATFORMS TO USE

- [Instagram](#)
- [Facebook](#)
- [Nextdoor](#)

Instagram

- Highly Visual
 - Instagram is ideal for showcasing the visual aspects of farm products, farm life, and behind-the-scenes processes with pictures & video.
- Engagement
 - With features like Stories, Reels, and IGTV, Direct Messages, you can engage with your audience in various ways.
- Local Reach
 - Hashtags & tagging your location allow you to reach local customers effectively. Local businesses and markets can be tagged to enhance visibility within the community.

Facebook

- Community Building
 - Facebook Groups are an excellent strategy for building a community around your farm, offering a space to share detailed posts, events, and updates.
- Local Events
 - Facebook Events are a great way to build excitement around your event, share it to groups, post updates, and reach new people in your area.
- Marketplace
 - You can use Facebook Marketplace to sell products directly or join local groups to promote your farm products within the community.

Nextdoor

- Neighborhood Focus
 - Nextdoor is a platform specifically designed for local communities, making it perfect for reaching customers in your immediate area.
- Trust and Referrals
 - Since Nextdoor is based on neighborhood connections, recommendations and

referrals from neighbors carry significant weight, helping to build trust and credibility.

- Event Promotion
 - You can use Nextdoor to promote farm events, market days, or special sales directly to your local audience, who are more likely to attend or purchase.

HOW TO USE EACH PLATFORM

1. Choose 1 platform
2. Take advantage of its features
3. Get consistent with posting
4. Then add the next platform

Set up your profile

- ☐ Bio
 - ☐ Who you are
 - ☐ What you do
 - ☐ How they can buy from you
- ☐ Links
 - ☐ To your website
 - ☐ Any other specific pages you reference in posts
- ☐ Address
- ☐ Open hours
- ☐ Contact info

Instagram

- Reels
 - Short, engaging videos that showcase farm life, product preparation, or quick tips.
 - You can add TEXT over video/image & add MUSIC.
 - Up to 90 second (recommend 15-30 secs)
 - Have a long life
 - Target your message to NEW audience - fun & engaging
- Carousel Posts
 - These are multi-image posts where you can share a sequence of images or a combination of photos and videos to tell a more in-depth story.
 - Will show up multiple times in followers feeds
 - Up to 20 images (add what has value)
 - Target your message to Followers - building trust
- Stories
 - Temporary posts that are great for real-time updates, behind-the-scenes content, or quick polls and questions to engage your audience.
 - Last 24 hrs
 - Can be added to highlights (under your bio)
 - Target your message to Followers - behind the scenes

Facebook

- Live Videos
 - Live videos allow real-time interaction with your audience, which can be used for virtual farm tours or live product demonstrations.
 - Make sure to have good internet & audio
 - Recommend not exceeding 10 mins (value)
 - Target your message to NEW audience & Followers - fun & educational
- Event Posts
 - Create events for local markets, farm tours, or special promotions. These posts

help spread the word and increase local attendance.

- Update the discussion
- Invite your friends
- Share to groups
- Target your message to NEW audience & Followers
- Photo Posts
 - High-quality photos of your products, farm, or customer experiences can be shared with descriptive captions to engage your audience.
 - 1 picture is typically great
 - If you're recapping an event, then post lots to share the whole experience
 - Target your message to your Followers

Nextdoor

- Recommendation Posts
 - Encourage satisfied customers to recommend your farm in their Nextdoor feed. These posts often carry a lot of weight in local communities.
- Event Announcements
 - Use Nextdoor's event feature to announce upcoming local events like farmers' markets, pick-up days, or special promotions.
- Local Deal Posts
 - Offer special promotions or discounts specifically for your local community, creating a sense of exclusivity and urgency.

WHAT TO POST ON SOCIAL MEDIA

3 P's to Posting

1. Personal
2. Product
3. Process

Personal

- ☐ Your background
- ☐ What led you to do what you do
- ☐ Your mission
- ☐ Your values
- ☐ Who's involved

Products

- ☐ What's available
- ☐ What's new
- ☐ Where are you selling the product / how to buy
- ☐ Testimonials from customers
- ☐ Features & Benefits of you product

Process

- ☐ Behind the scenes
- ☐ Educational tips
- ☐ How to use the product

[View my blog post here.](#)

CONTENT CHECKLIST

- Visuals
 - High-quality photos or videos that match the theme.
- Captions
 - Engaging and aligned with the theme.
- Hashtags
 - Relevant hashtags for your business and local community.
- CTA (Call to Action)
 - A clear call to action in your post or story.

STORY IDEAS

- Behind the Scenes
 - Capture spontaneous moments around your business, like a quick video of morning chores, packaging products, or setting up at a market.
- Add Stickers
 - Location
 - Polls/Questions
 - Links
 - Captions
- Tag other people if possible
- Add music & text over the video/photo

FREQUENCY

- Post/Reel Frequency: 3 Posts per Week
- Story Frequency: 3 Stories per Week

POSTING SCHEDULE EXAMPLE

- Monday: Post 1 - “Personal” theme
- Tuesday: Story - Behind the Scenes
- Wednesday: Post 2 - “Process” theme
- Friday: Post 3 - “Product” theme
- Saturday: Story - Market Day Prep

 Download Your [Printable 30-Day Social Media Calendar](#)

Training > [Using ChatGPT as Your Marketing Assistant](#)

ACTION PLAN

- ☐ Choose 1 Social Media platform to focus on
- ☐ Update Social Media bios
- ☐ Create your 30-Day Social Media Plan
 - ☐ Brainstorm content ideas for the next 30 days
 - ☐ Research hashtags (I have a few ready for you)
 - ☐ Capture pictures & video
 - ☐ Write captions with call-to-action
 - ☐ Schedule or post in real-time

Module 3

Sending Simple Emails to Build Loyalty

OVERVIEW

1. Benefits of email marketing
2. What platforms to use
3. What to include in an email
4. Newsletter Template
5. How to grow your email list?
6. Action Plan

WHAT IS EMAIL MARKETING

Email marketing is a type of digital marketing that uses email to promote products/services, connect with customers, and drive sales.

In this training ... Email Marketing = Newsletter

BENEFITS OF EMAIL MARKETING

- You OWN this list of emails
- Email marketing results in higher conversions (more sales)
- It's affordable
- Regular emails keep your farm top of mind, reminding customers to restock their favorite products or sign up for CSA shares.
- GOAL: build trust & loyal customers

WHAT EMAIL MARKETING PLATFORM TO USE

- Gmail's terms prohibit the use of personal accounts for mass email marketing.
 - Doesn't support the unsubscribe
 - Doesn't offer analytics to see how many people open and click through
- So use an Email Provider
 - Through your website builder
 - [Mailchimp](#)

WHAT TO INCLUDE IN A EMAIL

- Connection
 - What's happening on the farm
- What's available
 - products (new, featured, etc)
 - exclusive offers
 - CTA > how to get it
- Customer testimonial

Email Tips

- Consistency to create familiarity
 - Layout: Use the same template
 - Frequency: Weekly / bi-weekly /monthly
- Imagery
 - Branding: Logo, colors, fonts
 - Visuals: Include farm or product photos to make the email visually appealing.
- Call-to-Action
 - Focus on ONE call to action
 - Always include links to your social media & website in the footer of email.

NEWSLETTER TEMPLATE FRAMEWORK

Subject Line

A clear and compelling subject line is key.

- Hook - draw them in to WANT to see what's inside
 - What are they looking for?
 - 'Fresh at the Farm'
 - Emoji 😊
- Be clear
- Be concise (55-70 characters)
- Here are a few more options:
 - 🧑🌾 Meet us at the Farmer's Market
 - 🍅 Get Your Tomatoes before they're gone!

Introduction (connection)

Begin by sharing a friendly, engaging introduction. You can provide a quick update from the farm.

- Example: "We're excited to share that the tomatoes are finally ripening! A month late, but we'll take it. Emily LOVES marinating fresh tomatoes & enjoying them in salads and on top of sourdough. Check out her go-to recipe below."

Main Content Section (what's available)

This is where you'll focus on the key message.

- Featured Product: Highlight a product that's in season or on special.
- Upcoming Events or Offers: Mention any farmers markets, delivery windows, pick-up days, or special offers.

Call to Action (CTA)

Include ONE clear and specific CTA to drive action.

- Examples:
 - Order your tomatoes online!
 - Get your tomatoes at the farmers market!
 - Name of market
 - Date & Time
 - Address

Closing (customer testimonial/signature)

End with a warm, community-focused message that shows appreciation.

- Examples:
 - Check out Emily's go-to marinated tomato recipe
 - Customer testimonial / experience
 - Thank you for your support!
 - Your Farmer, Emily

Frequency

Consistency is key!

- Weekly - farmers market
- Every other week
- Monthly - this is where I started. I didn't have a lot to sell but I wanted to keep top of mind with people who were interested in my product.

Email Newsletter Template

logo

Main Picture

Introduction & Main Content

Call to Action Button

Secondary content

Header

Paragraph

Call to Action Button

"Customer Testimonial"

Your picture

Thank you for your support!

Your Farmer

Website - Social Media

Business Name
Address

HOW TO GROW YOUR EMAIL LIST?

- Current customers
- Sign-Up Sheets @ events - [Access a TEMPLATE here](#)
- Website Opt-In Forms
- Social Media Promotion
- Print Materials

ACTION PLAN

- ☐ Choose an Email Marketing provider
- ☐ Add any customers to your list
- ☐ Create a template to use each time
- ☐ Plan your email frequency
- ☐ Send your email newsletter!!
- ☐ Grow your list
 - ☐ Add a newsletter email sign-up on your website
 - ☐ Print a sign-up sheet for in-person events
 - ☐ Run a giveaway on social media
 - ☐ Add a signup link to your print materials

Designing Print Materials for your Farm

Using Canva

OVERVIEW

1. Benefits of print materials
2. Which ones to use
3. How to create those in Canva
4. Action Plan

BENEFITS

1. Helps your potential and existing customers remember you.
2. Give you a professional edge and reinforce your farm's quality and reliability.
3. Promote your digital marketing efforts by directing customers to your website, social media, or join your email list.
4. Supports Word-of-Mouth Marketing: Flyers and rack cards are easy to pass along, helping spread the word about your farm to friends & family.

What to include in your Toolkit

- Brochure
- Rack Card
- Postcard
- Flyer
- Business card
- Specialty

Brochure

A brochure is like a Mini Website

- Who you are
- What you offer
- How customers can buy from you
- Customer testimonial
- QR Code
 - Website, email signup
- Contact info

Rack Card - Postcard

- Quick Business Overview
 - Similar to Brochure
 - Product Feature
 - Who you are
- Product details
 - Call-to-Action about that specific product
 - Customer testimonial
 - Contact info

Flyer

- Events or limited time offer
 - Name of event
 - Date & Time
 - Details/Description
 - Call-to-Action
 - Address
 - QR Code

Specialty

- Specialty
- Recipe cards
- Loyalty cards
- Thank you cards
- How to use your product
- 10% off your next order
- Stickers
- Signage

HOW TO MAKE THESE IN CANVA

- Setting Up a Canva Account
- Choosing a Template
- Importing Logos & Pictures
- Adding Fonts & Colors to Stay On-Brand
- Downloading & Printing

ACTION PLAN

- ☐ Choose 1-2 print materials to create
- ☐ Design in Canva
 - ☐ Create an account
 - ☐ Choose a template
 - ☐ Upload your images, logos, & fonts if necessary
 - ☐ Use your brand colors
- ☐ Print through Canva or download and print locally
- ☐ Start distributing!!!

Access the [Canva Template](#) used in today's lesson.

BROCHURE CHECKLIST

Front Cover:

- ☐ **Farm Name & Logo**
- ☐ **Tagline or Slogan** (e.g., “Locally Grown, Organically Nurtured”).
- ☐ **Eye-catching Image:** Use a high-quality photo that represents your farms.

Inside (Primary Sections):

- ☐ **Your Story (About Us)**
 - ☐ Farm History
 - ☐ Values and Practices: Explain your farming philosophy and why it matters to you and your customers.
 - ☐ Personal Connection: Add a personal touch by introducing yourself and/or your family, emphasizing your connection to the community and your dedication to quality.
- ☐ **Products & Offerings**
 - ☐ List of Products
 - ☐ Features and Benefit
 - ☐ Seasonal Availability
 - ☐ Packaging & Quantities
- ☐ **How to Buy From Us**
 - ☐ Where to Find Us
 - ☐ Farmers' markets (with days and times)
 - ☐ On-farm pick-up or store
 - ☐ Local retail partners
- ☐ **Contact Information**
 - ☐ Phone Number
 - ☐ Email Address
 - ☐ Website & Social Media
 - ☐ Business Hours

Back Cover:

- ☐ **Call to Action:** Encourage customers to take the next step, such as:
 - ☐ "Visit us at the farmer's market this weekend!"
 - ☐ "Join our CSA for fresh, local food delivered to your door!"
 - ☐ "Follow us on Instagram for behind-the-scenes updates!"
 - ☐ Thank You Message: Express gratitude to your customers for supporting local farms.

Rack Card -OR- Postcard

Front Side:

- ☐ **Farm Name & Logo**
- ☐ **Tagline or Slogan**
- ☐ **Hero Image:** Use a high-quality image that showcases your farm.
- ☐ **Quick Overview of Your Farm:** In 1-2 sentences, summarize what your farm offers (e.g., "We provide organically grown produce and pasture-raised meats directly from our farm to your table:").

Back Side:

- ☐ **Top 3-5 Products/Services**
 - ☐ Highlight your key offerings
 - ☐ Include a seasonal note if applicable, such as "Available Spring through Fall."
- ☐ **Where to Find Us**
 - ☐ List key locations where customers can purchase from you:
 - ☐ Farmers' market(s)
 - ☐ On-farm store or pick-up
 - ☐ Retail partnerships (if any)
 - ☐ Make sure to include dates, times, and a map or address if applicable.

☐ **Call to Action**

☐ Encourage a specific action, such as:

- ☐ “Visit our booth this weekend at [Farmers' Market Name]!”
- ☐ “Sign up for our CSA and enjoy fresh, seasonal produce all year long!”
- ☐ “Order online for local delivery!”

☐ **Contact Information**

- ☐ Phone Number
- ☐ Email Address
- ☐ Website & Social Media: Include your website and social media links (or a QR code).

☐ **Special Promotion or Offer (Optional)**

- ☐ Include a discount, promo code, or offer for first-time customers (e.g., “10% off your first purchase” or “Free tote bag with your first CSA sign-up”).

☐ **Thank You Note (Optional)**

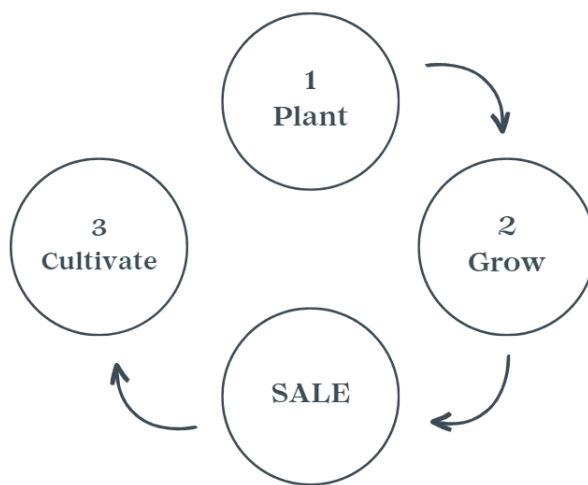
- ☐ A small message thanking customers for supporting local farmers and choosing fresh, sustainable food.

Creating a Marketing Plan for your farm

What is Marketing

The Marketing Channels: Website, Social Media, Email, & Print Materials are the conduits to amplifying your message to your desired customer to lead to the sale.

MARKETING STAGES



Plant

Planting your message in front of **NEW** potential customers & inviting them to learn more!
Reach NEW people who will love you!

Grow

Growing trust with potential customers & leading them to the sale (solution)! *Keep the communication going!*

Cultivate

Cultivating your relationship with existing customers & keeping them coming back for more!

Create loyal customers who share you with all their friends!

FARMERS MARKET

Plant - Attract people to your booth

- PRINT MATERIALS
 - Signage
 - Banners
 - Product
 - SAMPLES
 - What differentiates you
- Display
- Smiling farmer faces

Grow Trust

- SAMPLES
- Invite them to sign up for email
- Flyers/Brochure/Rack Cards
- Invite them to buy!!!

Cultivate Loyalty

- Email customers every week
- Personable
- Welcoming
- Special offers
- Social Media
- Post that you're at the marketing & what you have
- Add to your Stories with a bit more behind-the-scenes.

FARMERS MARKET SCRIPT

YOU - Welcome the customer in by introducing yourself with your positioning statement.

CUSTOMER - Ask the customer their preferences.

CTA - Offer a sample that aligns with their tastes/preferences.

PRODUCT - Explain the features and benefits of your product while they enjoy the sample.

CUSTOMER - Ask them what they think and lead them to another option if appropriate.

PRODUCT - Inform them about the price and any specials.

CTA - Would you like to take some home with you today?

- If they say YES - "Wonderful, let's ring you up. We'd love to keep you in the loop about any upcoming specials and recipes. You can sign up for our email here." (direct to email sign up). (Give them the bag and a flyer about you, your process, and how to buy again.)
- If they say NO - "Thanks for trying our _____. Here's a bit more info about our farm and eating seasonally" (hand them a flyer)

ACTION PLAN

- ☐ Big Signage - Logo & Products
- ☐ SAMPLES
- ☐ Display
 - ☐ Stack it high & watch it fly
 - ☐ Product signage with details
- ☐ Print materials to hand out
- ☐ Email list signup
- ☐ Script to close the sale
- ☐ Email & Social Posts to get your customers there!

FARM STORE

Plant - Make your store known!

- Print Materials
 - Road Signage - yard sign/sandwich board
- Website - SEO
- Google Profile
- Idaho Preferred Guide
- Social media
 - Facebook Events
 - Tag your location
 - Use local hashtags

Grow Trust

- Print Materials
 - Open hours
 - Product signage
 - Brochure/Rack Card/etc
- Website
 - Clear hours & directions & payment option
 - What are your top 3 questions? Have them on top of the page.
 - Getting into more detail
- Google Profile
 - Reviews
 - Open hours
 - Pictures of what they'll experience
- Email & Social media
 - Collect Email & Invite people to follow you on instagram
 - Consistent Strategy

Cultivate Loyalty

- Print Materials
 - Brochure/Rack Card/etc your customer can share
 - Thank you cards
- Website
 - New recipes or blog posts with farm updates or education
- Google Profile
 - Asking for reviews
- Email & Social media
 - Consistent Strategy
 - Encourage people to tag you
 - Surveys and Feedback

Action Plan

- ☐ Road signage
- ☐ Product signage
- ☐ Have a brochure/rack card
- ☐ Website
 - ☐ SEO - include keywords, location, products
- ☐ Google Profile
 - ☐ Create or update with hours, pictures, info
 - ☐ Ask for reviews
- ☐ Social Media
 - ☐ Tag locations, Local hashtags
- ☐ Collect Email addresses

Wholesale

Plant

- Knocking on doors
 - In-person
 - Email
- Print Materials
 - Business Card
 - Brochure/Rack Card/etc
- SAMPLES
 - For purchaser & other employees

Grow Trust

- SAMPLES
- Follow-up workflow
 - Email/Call/Text 2-3x afterward
 - Did you get a chance to use it?
 - How did it work out? Would you like to try anything else?
 - Here's the price list and my delivery schedule.
- Website
 - Who you are, what you do
 - List the restaurants/stores where you're located
- Print Materials
 - Packaging

Cultivate Trust

- Make ordering really easy
- Long relationship
 - Gifts
 - New samples
 - Eat at their establishment

- Social Media
 - Share drop-off days
 - Collaborations
 - Encourage people to tag you

ACTION PLAN

- ☐ Create a list of places you'd like to sell your product
- ☐ Create a business card/postcard with your info
- ☐ Website
 - ☐ Update with locations you sell to
- ☐ Create packaging
- ☐ Start distributing!!!

JOIN ME IN THE NEXT STEP

Ready to grow your business faster? I'd love to talk with you further and offer a FREE Marketing Review!

- Discuss your goals
- Where you're at now
- Where you want to be
- How to get there
- 30 minutes call

 [Free Marketing Review](#)

Also check out...

Training Classes

- On-demand marketing training classes. Perfect for the DIY farmer or artisan eager to master marketing.

1:1 Coaching

- The fastest way to streamline your business to reach your goals. With a personalized, step-by-step approach, I walk through all the challenges of growing a local farm or artisan business.

Retreats

- Find your focus, build your community, & grow your business at In-Person Retreats designed for farmers & artisans ready to crush their goals.

Reach out with any questions: emily@cultivatingyourmarket.com