



Marketing Yourself and Your Project

This packet will help you market yourself and your project by providing resources for preparing a buyer's letter and tips for hand delivering buyer's letters.

This packet includes the following resources:

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QR code to access the digital form of this packet and the livestock brand kit.



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Marketing Yourself and Your Project

Introduction:

You've spent the last few months raising your animal and working with them - participating in project meetings to learn about animal science and getting ready for the ultimate learning experience - the fair. You're nearly ready for the show, but you're worried about getting a good price at the auction. A big part of getting a good price is marketing yourself and your project to potential buyers. One way to market yourself is with buyer's letters and personally connecting with potential buyers.

What are Buyer's Letters?

A buyer's letter is a letter written by youth to send to potential buyers with information about themselves, their project, and inviting them to the auction. The letters often include pictures of the youth and their animal and details about the auction.

Who do I send my letters to?

Make a list of people and businesses you often see or interact with. This might be your orthodontist, doctor, car repair shop, grocery store, family friends, and more. Consider sending these people a buyer's letter to invite them to the Fair and the Junior Livestock Auction.

What's next?

After you've made a list of potential buyers, you need to write the letter! The letter tells these individuals about yourself and invites them to the Fair and the Junior Livestock Auction.

Level up! Talk to potential Buyers In-Person.

Take your marketing to the next level by hand delivering your buyer's letters. Practicing handshakes and preparing a short speech for when you talk with potential buyers will help you look and feel more professional and confident.

List of Potential Buyers

When possible, research the name of the business owner or manager and plan for the letter to be sent or given to them.

Name of Individual or Business owner/manager	Address	Delivery Method	Complete
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
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		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	
		Mail <input type="checkbox"/> In-person <input type="checkbox"/>	

To receive BUYER INVITE FLYERS, come into the office after August 15th and show us the completed version of this page.

Tips for Writing Buyer's Letters

What to include in your Buyer's Letters:

- Information about you!
 - Name
 - Club/chapter/unit
 - Some of things you've learned in the organization (such as time management, organization, responsibility)
- Information about your project
 - Species & name
 - What you've done to prepare the animal for the fair
- Information about the fair
- Auction dates, times, and location
- Livestock shows - dates, times, and locations
- How to participate as a buyer
 - Describe how to sign up as a buyer
 - Describe how the add on work
 - The phone number for the fairgrounds
- Photos of you and your animal
- Thank you - if a previous buyer

What NOT to include in your Buyer's Letters:

- Ask the person or business to purchase just your project.
- Ask for a specific or minimum price if they do buy your animal.
- Threaten to no longer do business with them if they don't buy your animal.
- Describe personal hardships or financial struggles.
- Write a letter for a group - focus only on you and your animal. Your siblings, friends, and others in your project should write their own letters.

Pro Tips:

- Send letters out at least 2 weeks prior to the fair.
 - If sending to a large corporation, consider sending it up to a month ahead of time so it can travel up the management chain.
- Personalize EACH letter with the name of the business or potential buyer's name. Don't photocopy or print each letter addressed as "Dear Buyer".
- Sign each letter with a pen, don't just print off the signature.
- Hand deliver the buyer's letter to personally talk with the potential buyers.
- If possible, include a copy of the New Buyers Application and the Add-On form.

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New Buyer's Letter Structure- Option 1

Option #1 - **For new buyers** or someone who has never purchased from you.

Potential Buyer's Name (or Business)

Address

City, State, Zip Code

include the buyer's address & date

Date

Personalize the name for EACH letter

Dear [Individual or Business],

This first paragraph is about you.

My name is Jane Clover and I am a member of the...

The second paragraph is the invitation to the fair and tells about your animal.

I'm reaching out to invite you to the Madera District Fair. This year, I'll be showing my _____ on _____ on _____ (look up your showing date and time) in the _____. I've worked hard to make sure Daisy has _____ Along the way, I've also learned about _____

The third paragraph is about the auction.

The Madera Fair will take place September 5-8, with the Junior Livestock Auction on Saturday, September 7 at 12 pm in the Stoetzel Pavilion. Buyers are welcome to join the Buyers Luncheon at 11 am before the auction.

The fourth paragraph tells the person how they can be involved as a buyer.

If you need a buyer's packet, please contact the Madera District Fairgrounds at 559.674.8511 or visit www.maderafair.com/livestock. I hope to see you at the fair!

Add photos of you and your animal

Sincerely (or Yours Truly),

Your Name & Signature
(with a Real Pen not typed)



Returning Buyer's Letter Structure- Option 2

Option #2 - For buyers who **have previously purchased** your animals.

Potential Buyer's Name (or Business)

Address

City, State, Zip Code

include the buyer's address & date

Date

Personalize the name for EACH letter

Dear [Individual or Business],

This first paragraph is to thank the buyer for their previous purchase.

They already know your name, so you don't have to introduce yourself!

Thank you for purchasing my _____ last year at the Madera District Fair
I was able to use the funds for _____

The second paragraph is the invitation to the fair and tells about your animal.

Add pictures of you and your animal

I'm reaching out to invite you to the Madera District Fair.

This year, I'll be showing my _____ on (look up your

showing date and time). I've worked hard to make sure

Daisy has _____. Along the way, I've also learned about _____



The third paragraph is about the auction.

The Madera Fair will take place September 5-8, with the Junior Livestock Auction on Saturday, September 7 at 12 pm in the Stoetzl Pavilion. Buyers are welcome to join the Buyers Luncheon at 11 am before the auction.

The fourth paragraph tells the person how they can be involved as a buyer.

If you need a buyer's packet, please contact the Madera District Fair at 559.674.8511 or visit www.maderadistrictfair.com. I hope to see you at the fair!

Sincerely (or Yours Truly),

Your Name & Signature
(with a Real Pen, not typed)

Tips for Presenting your Buyer's Letter In-Person

Before You Meet with Buyers:

- Research who you are going to give your buyers letter to.
 - Not just the name of the business, but the name of the owner or manager.
- Have your list of buyers.
 - Know where you are going and who you are going to speak with.
- If possible, make an appointment with whoever you are trying to speak with.
- Prepare the outfit you will wear.
- Prepare what you are going to say.
 - Have a script or elevator speech ready - and PRACTICE it.

What is an Elevator pitch?

a brief way of introducing yourself, getting across a key point or two, and making a connection with someone

What to Bring to the Meeting:

- Your buyers letter.
- Optional: something to make you stand out more.

Appearance and Presence:

- Neat, clean clothing.
 - Professional clothing
 - No ripped jeans, no shirts with graphic logos or emblems.
- Your uniform.
 - Your uniform is not required, but it's what you will be wearing during the Junior Livestock Auction and is a representation of your youth organization.
 - Smile
 - Shake hands at the beginning and end of the meeting.

What to Say:

- Similar to what you put in your buyers' letter:
 - Introduce yourself.
 - Tell them a little bit about your animal and what you've learned from your project.
 - Invite them to the fair and Junior Livestock Auction.
 - Tell them the dates, time, and location. · Finish with a thank you and a handshake.

Sample Script for Talking with Potential Buyers

Structure:

- #1 Introduce yourself and invite the person to the Fair and Junior Livestock Auction.
- #2 Talk about your livestock and what you've learned from the project.
You could also talk about the show.
- #3 Tell the person about the details of the auction - Saturday, September 7th, 11 am at Madera District Fair.
- #4 Tell the person how to become a buyer (or where to get more information).
Thank them for their time.

Sample Script:

Hello Mr. Brown,

[shake hands]

Thank you for taking the time to meet with me.

My name is Jane Clover and I'm a member of the _____ . I'd like to invite you to the Madera District Fair and the Junior Livestock Auction.

#1

This year, I've raised a _____ named Daisy. I work with Daisy each day - walking and grooming her, practicing showmanship, and feeding her. With Daisy, I've learned a lot about making and maintaining a budget for my project, time management as I balance my hog and sports, and marketing my project.

#2

I'm excited to show her in on (look up your showing date and time) in Stoetzl Pavilion.

There is one day for sale. This takes place Saturday, September 7th at the Madera District Fairgrounds in the Stoetzl Pavilion inside the livestock barns. Lunch and beverages will be available for buyers.

#3

If you're interested in attending the auction, you can register as a buyer on site at the Madera District Fair. Thank you again for taking the time to meet with me. I hope to see you at the Fair!

#4

[shake hands again]

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