

ANATOMY OF A GOOD BUYER LETTER

Be sure that you have the correct name and address

Mr. John Smith
123 Some Street
Anywhere, VA 12345

Make your greeting **RESPECTFUL** and **PERSONALIZED**

Dear Mr. Smith,

My name is Bob and I am a Junior at County High School as well as a member of The Local 4-H Club. I am writing to invite you to this year's Show and Sale, which will be held on May 1, 2018 at the Fairgrounds.

Introduce yourself and extend an *invitation* for them to attend

Give some background on you, your animal, the work that you do with them, and what you plan on doing with the money that you raise from selling them. (HINT: Buyers prefer to see that you are going to do something productive with the money!) Include a *unique* or *interesting* story, some that makes it *personal* and *memorable*!

I have been involved in 4-H since I was 8. I started showing lambs, but this year chose to show a steer instead. My family raises beef cattle, so I was fortunate to be able to pick a steer from our field to halter-break and work with. I have been working very hard every day making sure that he is watered and fed and taking time to brush him and practice our show ring skills. My favorite part is washing and brushing him, he loves to have his tail scratched and will lean into the comb or my hand so much that he sometimes falls over! I am excited to be able to show him in the steer show during Show and Sale, and hope he will do well. While I will be sad to see him go, the money that I receive from selling my steer will go towards paying my parents back for him, and paying for his feed and other supplies. Any left over money will be put in the bank to help purchase next year's animal, or help to pay for college.

Make sure to provide all details about the event - date, location, time and anything they need to do. Emphasize that their support of the program as a whole (not just you as an individual) is appreciated and let them know you will follow up.

I hope that you will be able to attend this year's Show and Sale. The shows are scheduled for April 29 and 30, and the sale will be held on May 1. There will be a dinner for buyers before the sale. The dinner will begin at 5 p.m. and the sale will start at 6:30 p.m. I would like to also come and visit with you about my steer and the Show and Sale. I will give you a call the week before our spring break, which is April 1, to set up a time that is convenient for you. Thank you in advance for your support, and I look forward to visiting with you.

Best Regards,

Hand-sign the letter!

Bob Johnson

OTHER NOTES:

- It is okay to type the letter itself, especially if your handwriting is not neat, but you need to make sure it is hand-signed.
- Include pictures!
- Use spelling and grammar check!
- Always try to visit your buyers in person...and when you do DRESS NICELY and take a picture or something else you can leave with them that has your name and contact information.