



# ANATOMY OF A GOOD BUYERS LETTER

## Why write buyers letters?

- To share about the Show and Sale with your community.
- To invite local businesses and people to the Show and Sale.
- To increase awareness and participation in the Show and Sale.
- To get more people to attend your Show and Sale.
- To help your Show and Sale be successful for EVERYONE!

Correct name and address

Mr. John Smith  
123 Some Street  
Anywhere, VA 12345

Respectful, personalized greeting

Dear Mr. Smith,

Introduction and invitation to attend

My name is \_\_\_\_\_ and I am a Junior at County High School as well as a member of my local 4-H Club and FFA Chapter. I am writing to invite you ...

Background on you and your animal, what you do to take care of it, what you plan on doing with the money.

I have been involved in 4-H since I was 9 and FFA since I was 13. I started showing lambs... My favorite part of taking care of my animal is... I am excited to show him at the Show and Sale. While I will be sad to see him go, the money I receive from selling my steer will go towards...

Include an interesting, personal, memorable story!

Details of the Show and Sale, thank them for support, let them know you will follow up.

I hope you can attend this year's Show and Sale. The shows are scheduled for ... and the sale will be held... I would also like to visit with you about the Show and Sale. I will call you to set up a time that suits your schedule. Thank you in advance for your support of this program, and I look forward to visiting with you.

Hand sign the letter!

Best Regard,  
Bob Johnson

## Other things to remember:

- It's okay to type the letter, especially if your handwriting is not neat, but you must hand sign!
- Be sure to check for spelling and grammar errors!
- Include pictures and information about the Show and Sale-brochures, schedules, etc.
- Personally visit your buyers, DRESS NICELY and bring something to give them (picture of you and your steer, buyers brochures, etc.)
- Write, visit and invite as many buyers as possible - the more buyers who attend, the better the auction will be!