



**South
Florida FAIRSM**

Youth Market Clinic

Giving you tools for success!

October 13, 2020

Presenters:

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What do we know?

- **YOU** are getting ready to market your animal at the South Florida Fair
- **YOU** have already invested SO much time, energy, and money, to provide your animal the best life
- **Tell me about your shoe!**
 - Why is it special?
 - How has your shoe helped you?
 - Experiences?
 - Rate your shoe (1-10)
 - Share (Time permitting)
 - Pick someone else's shoe
 - Moral of the story? We ALWAYS undervalue what we have!
- **Now think of your project animal**
 - Whether good or bad, it deserves the BEST chance at auction
 - How does that happen? Things that YOU can DO!




What can you do?

- **Think of favorite people....**
 - Do you like them because of what they know, or who they are?
- **Be THAT person to your buyers!**
 - Kind
 - Your buyers may have several options, and they may not have to buy from you...why should they?
 - Respectful
 - Avoid slang when introducing yourself to potential buyers. Remember...you are representing YOURSELF!
 - Humble
 - Is your animal healthy? Are you healthy? Be grateful for the chance to sell your animal.
 - Passionate
 - Buyers are more likely to be excited for what you have to say if YOU are excited for what you have to say
- **Understand that you are valuable..practice mindfulness and gratitude throughout the experience**



What about marketing, promoting, and communicating?

- Have a strong buyer's letter
 - Follow this timeline:
 - A Pre-Introduction visit or note to prospective buyers (Oct - Nov)
 - Letters to your buyer with a personal visit, if possible (Dec - Jan)
 - Follow up right before the show and sale (January)
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- October - November:
 - Introduction visit or note
 - December - January (1st week):
 - buyer letter w/personal visit
 - January (week before or week of):
 - friendly reminder letter, email or call

What makes a strong buyer's letter?

- **Information about:**
 - You, your project and club
- **Dates and times:**
 - Show date and time
 - Sale date and time
- **Inform them:**
 - How to participate
 - Where to get more information
- **Thank them:**
 - For their participation
 - For their generosity
- **Add some personalized information:**
 - Individualize your letter
 - Add pictures
- **Always, always, always:**
 - Proofread your letter
 - Close with sincerity

What's a good picture to use?

a



b

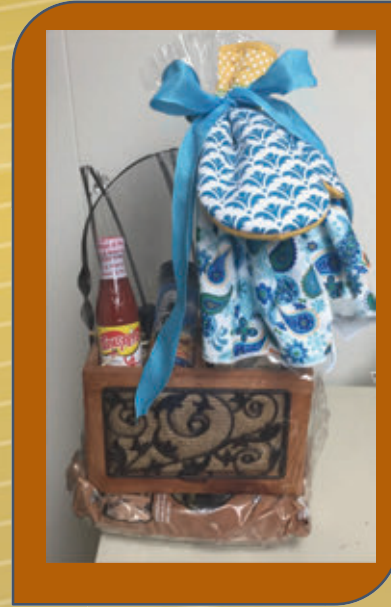


c



How do you thank your buyers?

- **Day of**
 - Welcome buyers and thank them for coming
 - If interested, show your livestock project to your prospective buyers
- **After Sale**
 - Think about possible buyer appreciation gifts like:
 - Buyer's basket
 - Gift Card
 - Conversation
- **Thank you letter**
 - email a copy to the South Florida Fair
 - be sure to include same sincerity as your buyer's letter did



What's next

THE NEXT CLINIC

OCTOBER 20

THE 2021 AUCTION!

BUY LOCAL! BUY FRESH!

MARKET AUCTION PROMOTION!

