Ten Steps to Marketing Your 4-H Livestock Project

1. Start Now!!! Don’t wait until the last minute to contact “potential buyers”.

2. Identify “potential buyers” out there. There are many ways with the technology highway to look up buyers. Understand that you don’t just find some addresses of businesses and send them a letter. Research the company/business and approach them with knowledge of their business.

3. Create a letter written personally by you that explains, who you are, what this project is about and give them the details of the event.

4. Make a personal visit. Face to face contact to potential buyers is very impressive. You may feel uncomfortable approaching a person or business; however this makes a lasting impression on buyers.

5. Dress for success. Look professional when visiting buyers. Avoid street clothes. Simple share with them information about this project, give them the brochure and ask them to consider coming out to the event and possibly becoming a buyer. Sometimes buyers don’t even know about 4-H and what this project is all about. Take the time to educate them.

6. Keep a list of the people/businesses you have contacted. Ask for a business card so you might follow up with a reminder phone call about the event. Their business card may have their email address which allows you to simply follow up through email.

7. Keep a copy of your letter so you will have for future use.

8. After the sale, regardless of the amount you received, write to the buyers and thank them for their support.

9. Visit your buyers and thank them personally. Give them a picture of you and your animal. This may mean taking your own pictures and making your own copies. You will receive 2 copies of your picture taken after the sale of your animal. Taking the time to follow up with buyers can help with their future support.

10. Avoid pressuring buyers to support the purchase of YOUR animal. Always ask for their support of the sale and not specifically for your animal. Buyers may be turned off and be pressured when they have been approached by more than one participant.