



You are What you Look Like: Preparing the Product Marketing Webinar for Direct Marketing Farmers Session Assignment

Your product display, whether at a farmers market or at your farmstand, can make or break a sale. There is a science to creating a successful display. The session on “How to Say What you Look Like” emphasized the critical components to display, as well as other components of drawing consumers to you, building the relationship with consumers and, consequently, building your sales. This exercise will help you to employ those lessons and create your own display and materials for increasing traffic to your table and growing sales.

- 1. Using your brand, create:**
 - a. Product and price signs**
 - b. Farm sign**

- 2. Take a photo of your current market or farm stand display. (If you don't have one, create an image in your mind of your display.) Using each of the 5 design elements of display, critique your display and identify any changes you will make.**
 - a. Signage:**
 - i. positive comments:**

 - ii. concerns:**

 - iii. changes to be made:**

 - b. height:**
 - i. positive comments:**

 - ii. concerns:**

 - iii. changes to be made:**

- c. **depth:**
 - i. **positive comments:**

 - ii. **concerns:**

 - iii. **changes to be made:**

- d. **color:**
 - i. **positive comments:**

 - ii. **concerns:**

 - iii. **changes to be made:**

- e. **shopability:**
 - i. **positive comments:**

 - ii. **concerns:**

 - iii. **changes to be made:**

3. List 5 probing questions that you can use to help you engage your customers and learn more about them.

- 4. Contact your county/local health department to determine the requirements for sampling your products. Following the requirements and recommendations, itemize what you will need to sample your products to minimize potential contamination, keep everything clean and encourage sales.**

- 5. Identify the complementary products you have that can be bundled or used to upsell your products.**

- 6. Create a farm flyer that expands your brand, informs your customer about your farm and products, identifies where you sell; identifies your web presence and lists any events you host.**

- 7. Create a facebook page for your farm. Incorporate your brand and create regular posts.**

- 8. Create a sell sheet for your products to have on hand for potential wholesale buyers.**