**Market Development Worksheet**

Presenter: Atina Diffley, Organic Farming Works

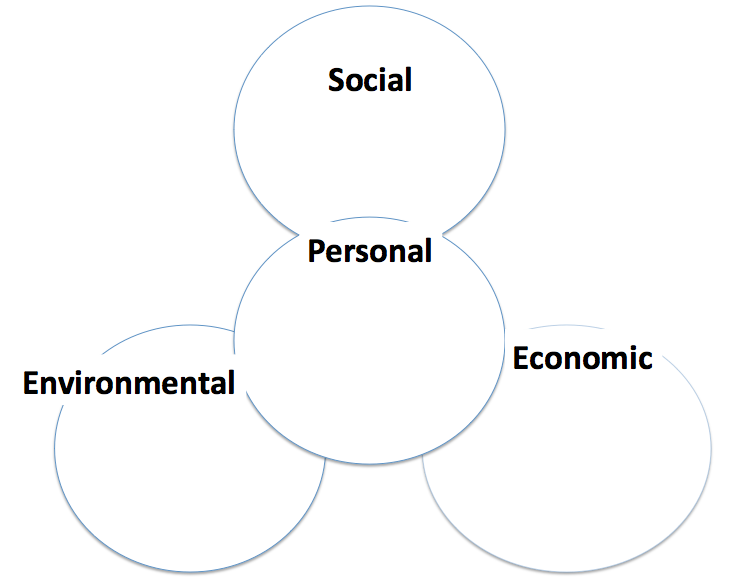
**Ways Your Farm Is Different and Better**

|  |  |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |

**Customer Demographics and Psychographics**

|  |  |  |
| --- | --- | --- |
| **Demographic** | **Psychographics** | |
| Customer’s Primary Needs | Customer’s Primary Values |
|  |  |  |
|  |  |  |
|  |  |  |

**Why Should We Buy Your Food?**

****

**BRANDING**

**Unique Selling Points:**  **Why Should We Buy Your Food?**  
Identify the key items that are unique to your farm business.   
Use these key points in developing your messaging across all of your marketing platforms.

Narrow them down to the 4-6 bullet points that:

- Succinctly describing what you offer, and

- Aligns with what you have determined your target audiences’ need/value.

|  |  |
| --- | --- |
| 1 |  |
| 2 |  |
| 3 |  |
| 4 |  |
| 5 |  |
| 6 |  |

**WEEK 4: Branding Tell Your Customer / Develop Relationship**

**Develop Your Story Material**

* Brainstorm adjectives and descriptive phrases
* Images that illustrate your farm value’s and story

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **BACK STORY**  **The history of your farm** | **FACE OF THE FARM Characters**  **Signature Crops** | **SETTING**  **Location, crops, wildlife, weather. Tangible and sensory** | **Plot**  **What’s happening** | **Unique**  **Selling Points** |
|  |  |  |  |  |

**Colors**

**Fonts**

**Tagline Brainstorm:** Using your unique selling points, brainstorm taglines.

**Boiler Plate Descriptions**

• Articulate your business description and unique selling points in descriptions of lengths from 150 words to 20 words.

• Use these in print, business facebook /about description, at the end of a press release, in online business and membership directories, on your website.

• BE CONSISTENT with your messaging across all platforms!

© 2018 Atina Diffley