

Market Development Worksheet

Presenter: Atina Diffley, Organic Farming Works

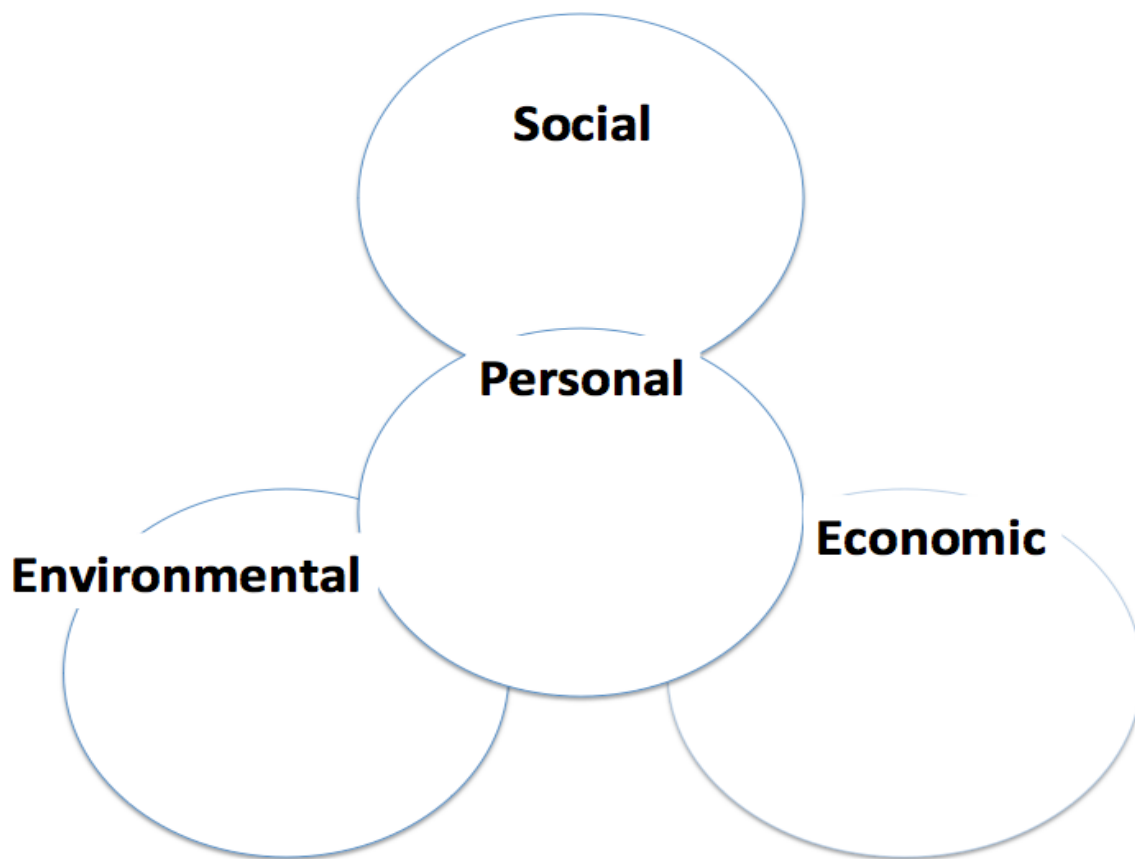
Ways Your Farm Is Different and Better

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.

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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!

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