

Growing
Better



SECRETS TO
HARVEST SUCCESS
PART 1





WELCOME AND INTRO



PURPOSE

EXPLORE EFFECTIVE
ENTREPRENEURIAL
MARKETING PRINCIPLES
FOR THE MARKET FARMER
SO YOU CAN OPTIMIZE
YOUR MARKETING TIME,
EFFORTS, AND MONEY

MAIN POINTS TO COVER

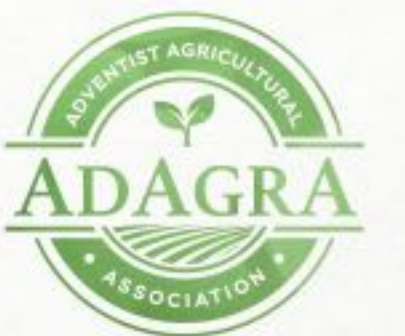
PART 1- THIS SESSION

- Marketing and Branding
- Clarity around your Avatar
- Foundational Marketing Principles
- Product Development and Positioning



CONNECTION QUESTION

3 MINUTES





INTRO

BACKGROUND

- Entrepreneur Story
 - Granola and Bread
 - Sprouts
 - 3-D Health and Community Health Ed
 - Commercial organic microgreens -6 yrs
 - Invested in Training
 - Coaching for Diabetes Reversal





DEFINITION

DEFINITIONS



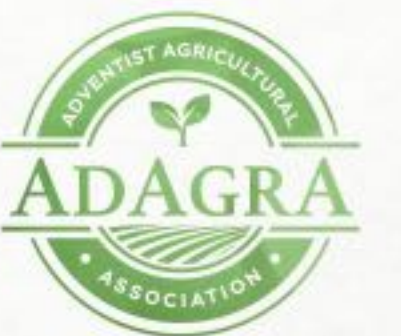
WHAT IS MARKETING?

“

MARKETING IS:

HOW YOU COMMUNICATE THE
VALUE YOU ARE OFFERING

”



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ROOT OF MARKETING IS

- Based on your ability to communicate effectively and clearly what your offer is, how it solves your avatar's problem, and why it's needed now
- **COMMUNICATION** - a learnable skill, can always be improved





WHAT IS BRANDING?

“

A GOOD BRAND IS:

THE REPUTATION THAT MAKES
PEOPLE WANT TO BUY YOUR STUFF
BEFORE THEY KNOW WHAT YOUR
OFFER IS

”





BRANDING IS

- Rooted in your character and way of BEING more than in what you DO
- Takes time and consistency to build
- Can be destroyed instantly
- Is one of your most valuable assets



BIG HEART

LITTLE FARES

ALTITUDE NOT ATTITUDES

FEEL

GOOD

FARES

EVERYONE IS

WELCOME

NOTHING TO HIDE

TRANSPARENCY[®]

NO TRICKS

THERE'S NO PLACE

LIKE HOME

PRIDE IN THE SKY

LOW FARES

NO HIDDEN FEES

HEART

FREE SMILES

**BLUE
RED
YELLOW
WITH LUV[™]**

FUN IS TAKING OFF

FROUD TO FLY YOUR FLAG

**SNACKS
ARE ON US**

ONBOARD FOR FUN

WE DO THINGS DIFFERENTLY

COME FLY AWAY

**MUSIC
TV
MOVIES**

FUN IN THE SKY

**PEOPLE
FIRST**

**CHANGING THE WORLD
TWO BAGS AT A TIME**

**NEW DAY
NEW TOWN
NEW DREAMS**

**OUR CUSTOMERS
MAKE OUR HEARTS BEAT**

**WE FLY
OUR BEST
FRIENDS**





KEYS TO

UNDERSTANDING YOUR MARKET



IDENTIFY YOUR BEST AVATAR/VALUE FIT



ELEVATOR SPEECH

(NOT NECESSARILY WHERE YOU WOULD
USE IT)

- What is the problem you solve?
- Who do you solve it for?
- What is the desired outcome?
- Can you state it in 1-2 sentences?





CLEAR AVATAR

WHAT YOU WANT TO KNOW ABOUT THEM

- What are the main pain points they see?
- How do they talk about them? What words/phrases do they use?
- Demographic details
 - Age, sex, marital status, education, work, lifestyle preferences, religion, etc.



CLEAR AVATAR

WHAT YOU WANT TO KNOW ABOUT THEM

- What do they care about? (It's not about YOU...)
 - Ethical farming practices?
 - Sustainability?
 - Clean food source?
 - Nutritional quality?



YOUR ELEVATOR SPEECH
WHO IS YOUR AVATAR AND
WHAT PROBLEM DO YOU SOLVE
FOR THEM?



“

I/WE (WHAT YOU DO)
FOR (YOUR AVATAR) SO THAT
(DESIRED RESULT)

”



IF YOU DON'T HAVE ALL THE INFORMATION YOU NEED HERE'S HOW TO GET IT

- [answerthepublic.com](https://www.answerthepublic.com)
- Talk to clients you already have and ask them questions
- Do a survey of your email list
- Google some statistics
- Talk to potential clients - example
- Join FB groups around your niche and ask questions and notice how people talk about their problems
- Always be looking for ways to create value and gathering data - formal and informal surveys



ORGANIZE AND USE YOUR RESEARCH

SOME TOOLS

- Segment your email list using tags
 - Use a list server like MailChimp, Active Campaign, or GoHighLevel
 - You might create product variations based on what you learn
 - Bulk/retail/wholesale/custom/delivery options



ORGANIZE AND USE YOUR RESEARCH

SOME TIPS

- Check your messaging (emails, social media, signage, etc)
 - Do you use their words in your marketing messages?
 - Test different ways of messaging
 - Improving your messaging can be a powerful way to improve your results



Q & A

JUST SIGN UP HERE



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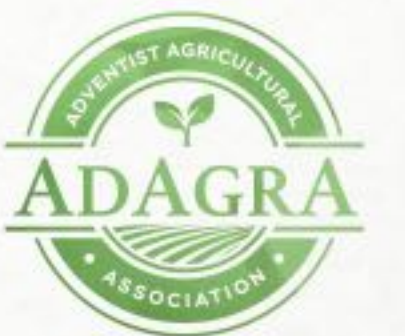
SECRETS TO
HARVEST SUCCESS
PART 2



MAIN POINTS TO COVER

Part 2

- Influence
- Customer Journey





APPLICATION

INFLUENCE AND PERSUASION

KEY CONCEPTS

- **Reciprocity**
 - People feel obliged to give back to others who have given to them.
 - Leverage by offering something of value to potential customers
 - Helpful info, free samples, small gifts.
 - More likely to engage with your business, make a purchase or recommend your products to others.



INFLUENCE



INFLUENCE AND PERSUASION

KEY CONCEPTS

- **Social Proof**
 - People often look to others to determine what is correct or desirable.
 - Customer testimonials, reviews, case studies. Show others that have had a positive experience with your farm products
 - Short videos are great

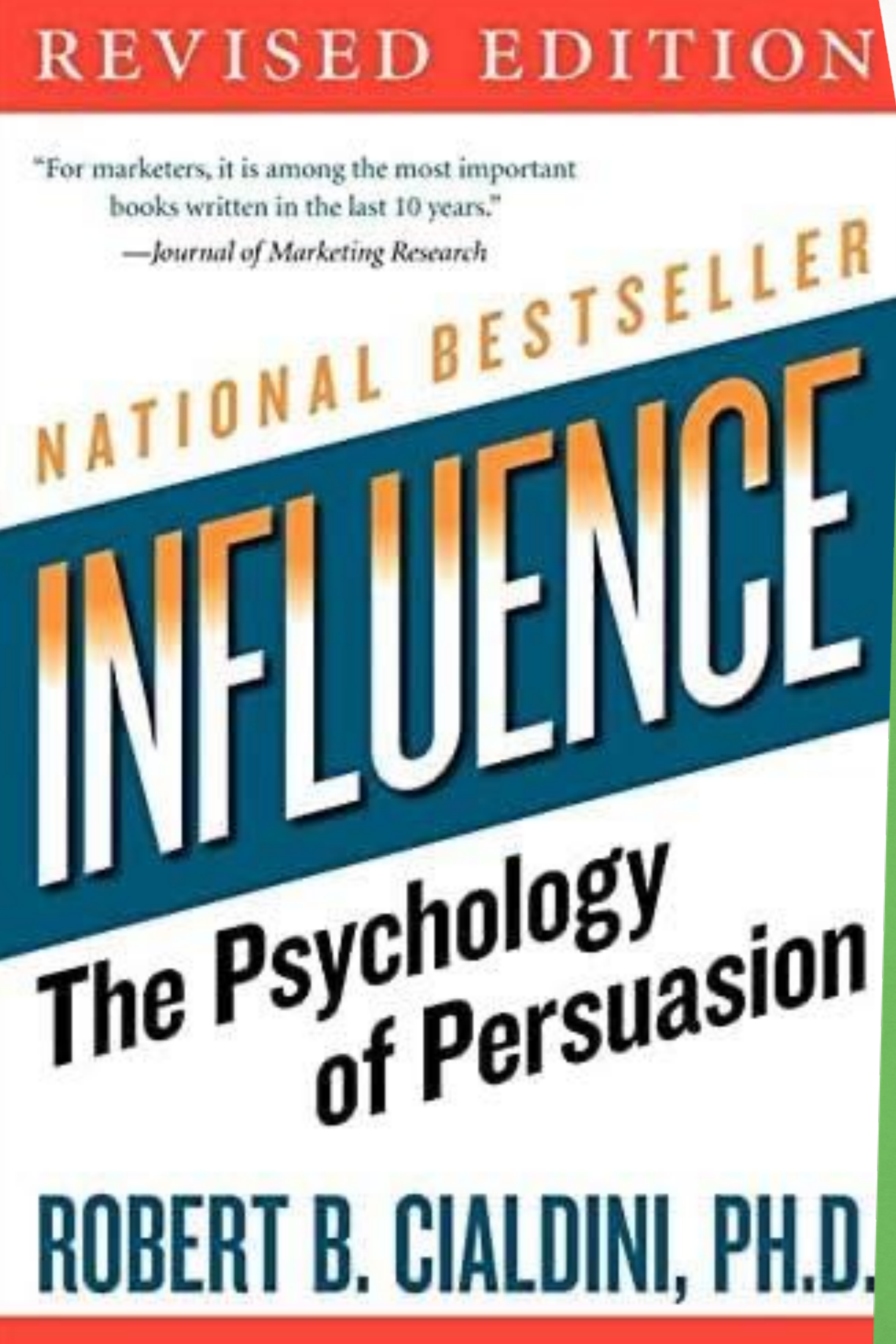


INFLUENCE AND PERSUASION

KEY CONCEPTS

- **Authority**
 - People tend to follow the lead of credible, knowledgeable experts.
 - Share your expertise, experience and credentials
 - Join associations or influencers for more credibility.





MORE INFORMATION RECOMMENDED RESOURCE

- Influence, by Robert Cialdini
- Classic work on the psychology of influence.
- This will make us more effective workers for God in every area of our lives





**LET'S
START THE
JOURNEY**

—————>>>

DESIGNING YOUR
CUSTOMER JOURNEY



FUNNEL

WHAT ARE THE STEPS TO SUCCESS?

- Lead Generation
- Lead Conversion into Customer
- Continuity Plan
- Repeat Business

TRAFFIC

ALL THE WAYS YOU GET LEADS



- Lead Magnets
- Something a potential customer gets in exchange for email/contact info
- Free or very low cost (< \$20-30)
- Many different traffic sources
- All should lead into your sales funnel

Q & A

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WE NEED YOUR FEEDBACK

JUST POINT YOUR PHONE AT QR CODE BELOW - FILL IT OUT HERE WHERE THERE IS GOOD INTERNET!

