



# Marketing Your Farm

*through storytelling*

Katie Spring | Good Heart Farmstead

# Today we'll talk about:

- What marketing really is — and how to do it well
- Story Marketing Foundations: 3 things you need
- Finding & Telling Compelling Stories
- Storytelling in Sales



# **But First...**

**What do you feel when you hear the word "marketing"?**

**How do you describe marketing?**

**"When entrepreneurs say, 'I hate marketing,' what we really mean is, 'I hate an economic system that forces me to act like an evangelist for my own cult of personality.'**

**When we say, 'I hate marketing,' what we really want to say is, 'I hate the fact that, within capitalism, it's not enough to be good at what you do.'"**

*~Rachael K. Albers, brand strategist*



# What Is *Marketing*?

**Organic marketing is like succession planting and soil building:** when you consistently market, you can consistently grow relationships with your community.

**Stories** help foster understanding, connection, and trust. Humans are storytellers.

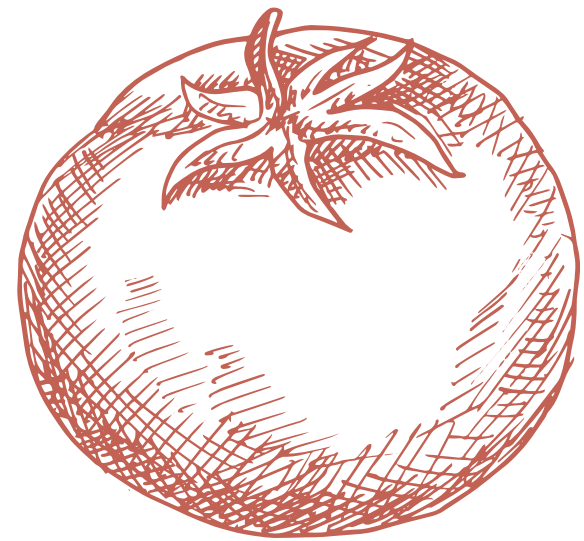




**“Marketing is the generous act of helping others become who they seek to become.**



**It involves creating honest stories — stories that resonate and spread. Marketers offer solutions, opportunities for humans to solve their problems and move forward. And when our ideas spread, we change the culture.**



**We build something that people would miss if it were gone, something that gives them meaning, connection, and possibility.”**

**~Seth Godin, *This Is Marketing***

# Story Marketing Foundations

*Effective storytelling for marketing starts with three things:*

1. Your Holistic Goal / Your "why"
2. Your Ideal Customer
3. Your Stories



# Stories Are Everywhere





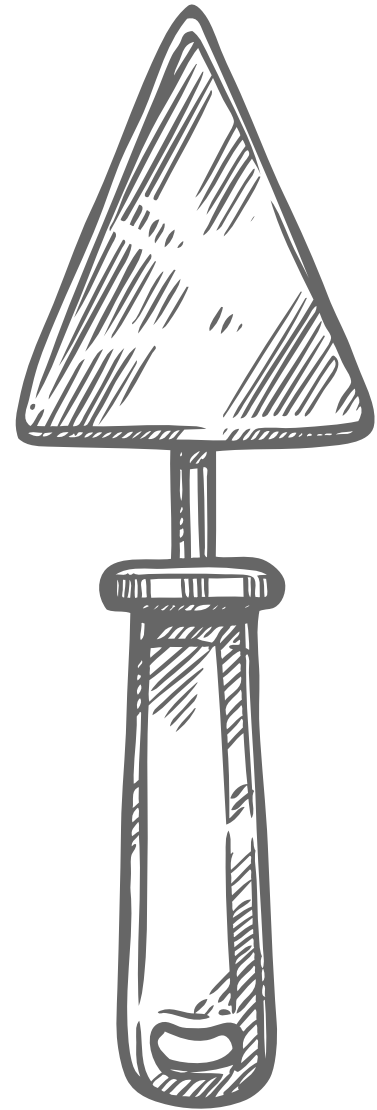
# Stories Are Everywhere

## SMALL BATCH MEDICINAL MUSHROOMS

Our suite of myco-driven products are formulated by a recovering pharmaceutical engineer & herbalist who crafts each small batch with love and intention. We use the whole mushroom and mycelium and minimal processing to honor nature and maximize the healing potential of every product.



# Where to Share Your Stories



## Online:

- Website
- Email Marketing
- Social Media

## In Person:

- CSA Pick-up
- Farmers Market

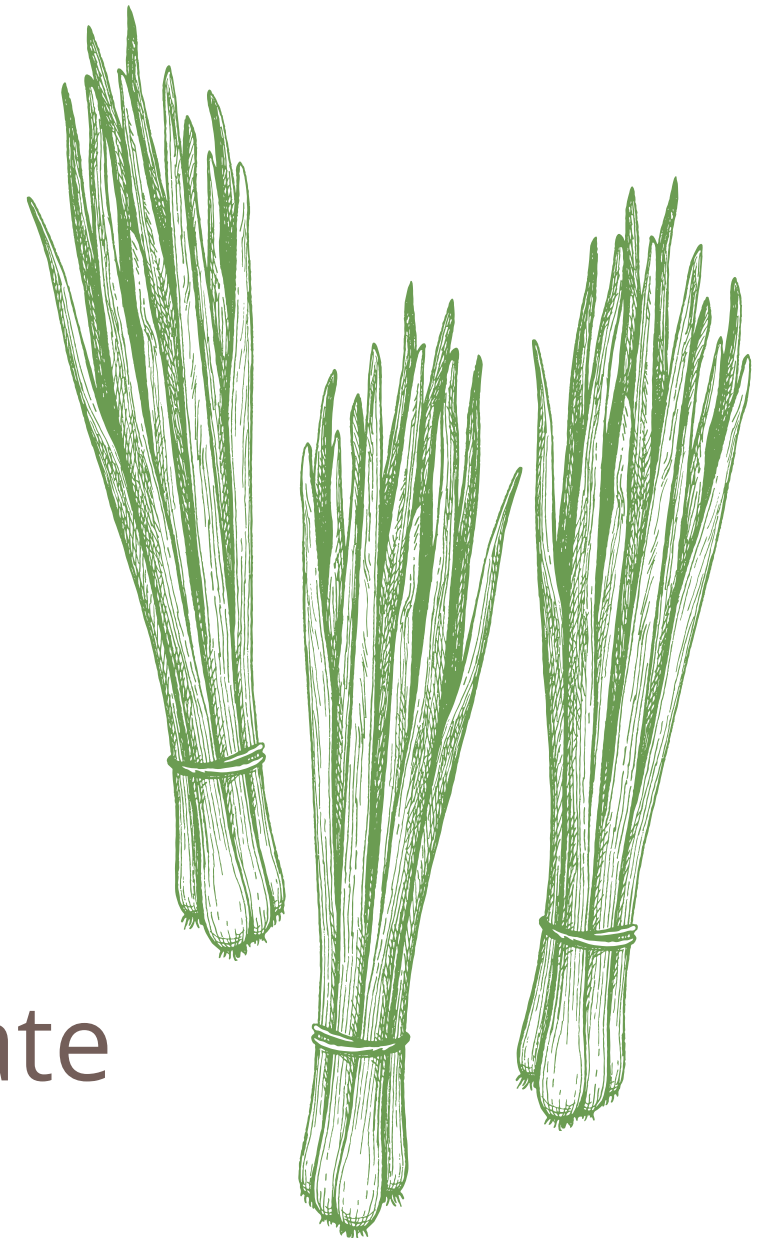
## Product Packaging

# Who You Are

Developing your Holistic Goal:

- Quality of Life Statements
- Behaviors & Systems
- Vision

Rooting your stories in your farm vision will help create a values-based connection with customers



# Your Ideal Customer

Who are you selling to? *It's not everyone!*

Knowing who your ideal customer is shapes how you speak, write, and market to them.

Creating one specific person as your ideal customer will help you reach more people.



# Your Stories

Find your foundational stories with these prompts:

- What's your earliest food memory?
- Why did you start (and why do you continue) farming?
- What's your favorite crop to grow and why?
- What do you love about farming?



# Storytelling in Sales

Writing tips:

- Write how you talk
- Write to one person
- Put customers' needs/desires first
- Use the voice of your customer



# Storytelling in Sales

## Write How You Talk

*Version 1: Winter is right around the corner, but do not worry! Vermont snow does not mean you have to eat California vegetables.*

*Version 2: Winter's right around the corner, but don't worry! Vermont snow doesn't mean you have to eat California vegetables.*

## Write to One Person:

*Version 1: Our CSA is perfect for families who care about feeding their children fresh, local, healthy food.*

*Version 2: If you want your kids to LIKE eating vegetables, our CSA is perfect for you.*



# Story Example:

*I'd never heard of hakurei turnips before I became a farmer. Actually, there's a whole list of vegetables I didn't know about — bok choy, kale, kohlrabi, rutabaga, watermelon radishes, golden beets, mustard greens, purple cauliflower, okra, celeriac...and I swear my parents fed me vegetables growing up!*

*My life has become more delicious since I started growing food. Your life should be more delicious, too. You don't have to become a farmer, though — I'll take care of the growing for you.*





# Farm First:

Your early membership will support Good Heart meet important early season costs, including seeds, heating the greenhouse, and potting soil. THANK YOU!

It's Thursday, which means there are only 3 days left to get your **early-bird discount on the 2017 CSA share!** But before we go into the numbers, we want to remind you what Community Supported Agriculture means to us:

**CSA offer eaters a way to connect to their food** and directly support their local farmer, which in turn helps grow a sense of community and connection to the land.

**CSA creates a shared commitment between farmers and eaters.** When you become a CSA member, you help the farm by paying for a share of vegetables up-front in the winter and spring, when capitol is most needed on the farm. We, the farmers, then commit to you by working to feed you and your family each week for the summer and early fall months. *When our relationship begins, we together make a commitment to build a stronger community based on food and a personal connection to the earth.*

**This is what it's always about for us: strengthening the community we live in by offering a way to strengthen our own health, our connection to the land and to each other.**

# Customer First:

**The Full Season CSA gives you Winter, Spring, Summer, and Fall for 47 weeks of local organic food.**

Paying for your share early allows you to save \$261—that's more than 20% on your 2019 CSA. Last year, we sold out of Full Season and Spring CSA shares, so signing up now also ensures you won't miss out on the Good Heart bounty.

Along with all you get, signing up and paying in full now helps us with winter costs like propane, seeds, potting soil, and the regular costs of keeping the farm running.

**In this way, the Full Season CSA is the epitome of the “S” in CSA:**

We support your health and wallet by giving you a year's worth of local organic food at the best price, and you support us with your early payment so we can keep the farm singing along all through the winter and spring.

# Tell Stories, Listen & Grow Relationships

Consistent communications makes sales easier because you're not "selling" all the time.

Being in relationship with your customers helps you see what changes you need to make and how to better serve your customers, which leads to customer buy-in / more consistent sales.



# Thanks for listening!

Reach out with questions: [hello@katiespring.com](mailto:hello@katiespring.com)

Get more marketing tips at [katiespring.com/resources](https://katiespring.com/resources)

Have fun telling stories!

