

Marketing Worksheet

You don't make money growing crops, you make money selling crops

What you sell is directly related to how you go about your marketing efforts. No one can buy what you have if they don't know it exists or why they would want it. Use this marketing worksheet to begin building a marketing plan.

Product/Service

- What are you selling?

Production Goals

- How much can be grown and harvested each day, week or month?
- Have you adjusted for seasonality, crop loss, etc.?
- How much can you sell each week?

Price

- What is the customer(s) willing to pay?
- Who is the competition and what do they charge? How do they market and deliver their product? How are you going to do that differently and better?
- Why would the customer pay more for yours?

Promotion

- How will people know about you?
- How will they know what you have for sale?
- How will they know where to find it?

People

- Who would be most interested in this product?
- What is the persona of your target customer?
- What information or messaging appeals to them?

Proposition

- What makes your product unique?
- What benefits does it provide?
- What problem does it solve?

Placement

- Where would be the best place(s) to locate your product?
- How can you make the product easily accessible?

Packaging

- What type of packaging will be necessary to keep the product food safe and fresh?
- What type of package does your customer prefer?

Profit

- How will selling this product to this customer, with this promotion, placement and packaging add to your profit?
- What costs are associated with this sales channel? Can costs be lowered?