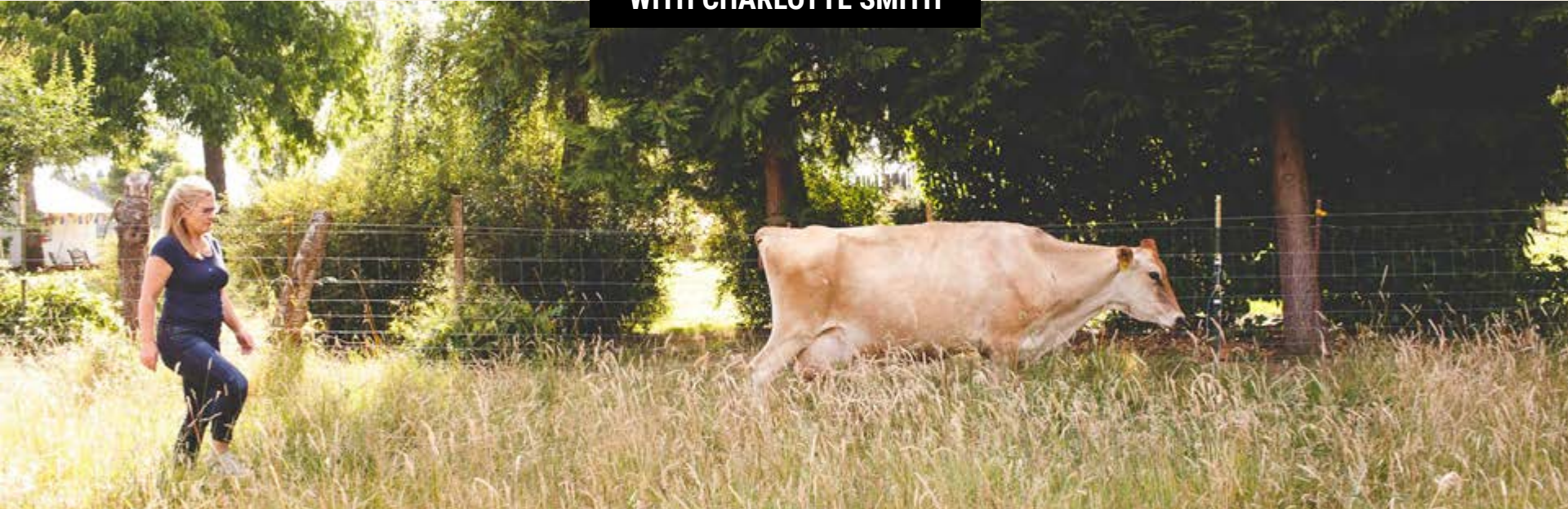


FARM MARKETING FROM THE HEART

3 STEPS TO BUILD YOUR PROFITABLE FARM

WITH CHARLOTTE SMITH



WWW.3COWMARKETING.COM



A little about me...

CHARLOTTE SMITH • 3 COW MARKETING • CHAMPOEG CREAMERY

- ❑ I was born & raised on my family farm but left for the city after college
- ❑ I started my micro-raw dairy ~10 years ago in Oregon
- ❑ Farmers wondered how I had a mile-long waiting list while they could barely make ends meet

A pair of hands is shown from the chest down, holding three eggs. The hands are positioned in the center of the frame, with the fingers gently cupping the eggs. The background is a soft, out-of-focus green, suggesting an outdoor setting like a garden or farm. The lighting is natural and soft, highlighting the texture of the skin and the smooth surface of the eggs. The overall mood is calm and nurturing.

“

I am committed to helping other farmers become profitable



WHAT IS A HEART-CENTERED BUSINESS?



Marketing from the heart...

1. Feels more natural instead of salesy
2. When you love your customers, they'll love you

A person wearing a white apron is holding a large metal bucket filled with fresh, harvested carrots. The carrots have bright orange roots and long green tops. The background is a soft-focus green field, suggesting a farm or garden setting. The overall tone is natural and fresh.

I'D LOVE TO KNOW...

**WHAT STRESSES YOU OUT
MOST WHEN IT COMES TO
MARKETING & BUSINESS?**

A man and a woman are standing in a garden. The man is wearing a light blue shirt and glasses, and the woman is wearing a striped shirt and glasses. They are both smiling. The woman is holding a green sign that says "Charlotte's Flower Cakes". They are standing in front of a large green plant. There are pink flowers in the foreground and a weeping willow tree in the background.

“

In a world of one-click shopping
and instant gratification,
*people buy from you because of
relationships*

A silhouette of a person wearing a cowboy hat riding a horse in a field. The sun is low on the horizon, creating a warm, golden glow and casting long shadows. The background shows a line of trees and a clear sky.

**HOW DO WE MOVE RELATIONSHIP-BUILDING
ONLINE FOR EFFICIENCY?**

EMAIL MARKETING!



Blind-copying sales emails is illegal

- ❑ Your account could get marked as spam
- ❑ Your emails will often end up in spam folders
- ❑ You could face fines or get your account shut down

- ❑ An **email marketing service** is the only legal way to send sales & marketing emails
- ❑ I recommend MailChimp to start out



EMAIL MARKETING:

- ❑ Personalizes your emails so they say, “Dear Julie”
- ❑ Sends to ALL of your subscribers with one click
- ❑ Tracks engagement on emails

Reserve Your Thanksgiving Turkey Here. Yes, you heard that right! Completed Sep 07 at 10:00am EDT

1,179 Recipients • 42.2% Open Rate • 11.7% Click Rate • 2 Unsubscribers

The hidden cost of factory farmed chicken. Completed May 26 at 11:00am EDT

1,176 Recipients • 41.5% Open Rate • 10.6% Click Rate • 3 Unsubscribers



Social media followers are *not* as valuable as email subscribers

- ❑ Only 3-6% of 'fans' see your posts because Facebook/Instagram limits your reach
- ❑ You have no way to consistently market your products



3 Steps to a Profitable Farm

1. DEFINE YOUR IDEAL CUSTOMER



2. GROW YOUR EMAIL LIST WITH ENGAGED SUBSCRIBERS



3. BUILD TRUST

STEP 1

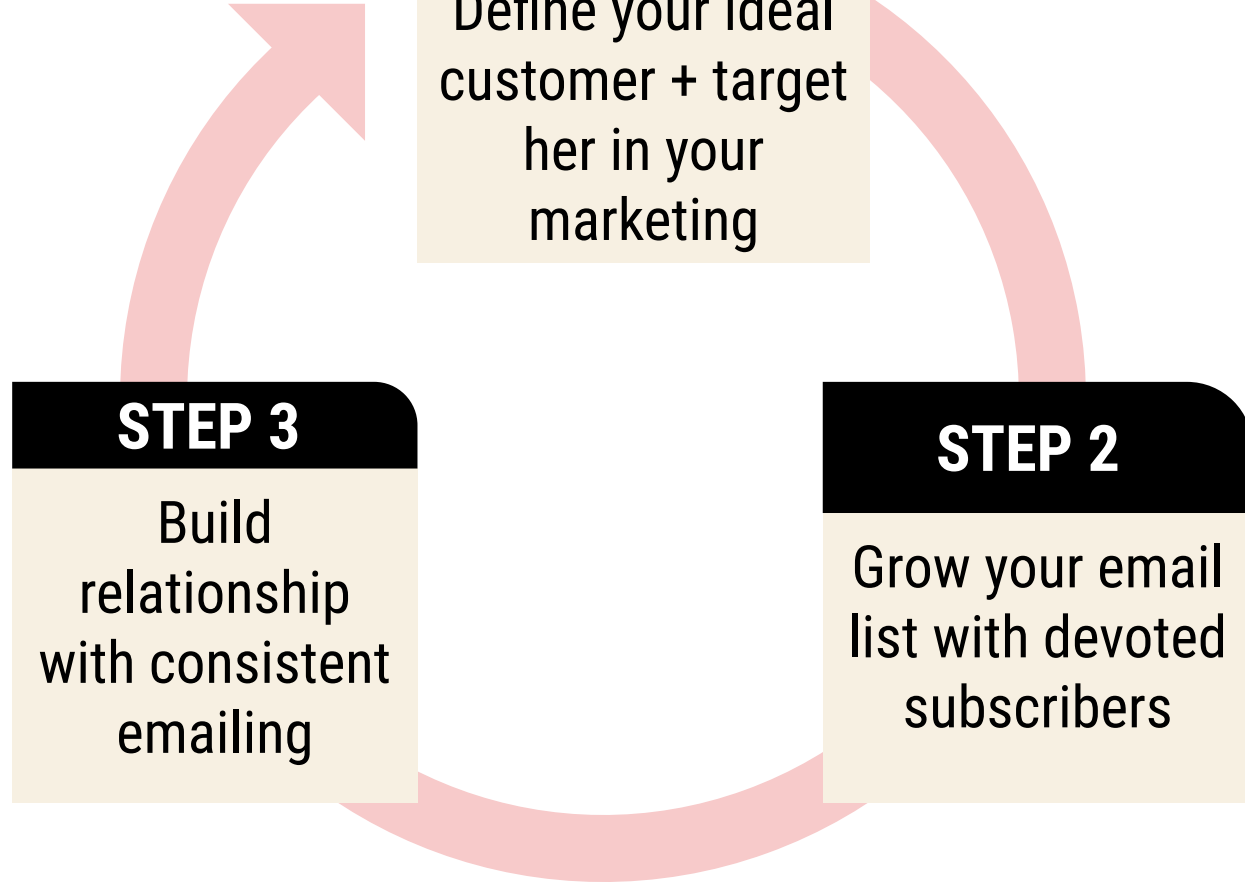
Define your ideal customer + target her in your marketing

STEP 2

Grow your email list with devoted subscribers

STEP 3

Build relationship with consistent emailing



STEP 1

**What is an
Ideal Customer?**

“

If you're selling to everybody...
you're selling to nobody



When you market your products with one ideal customer in mind...

- ❑ People connect with your specific references
- ❑ People feel like you're talking to them *personally*, not to a group of hundreds of customers



You have customers from all walks of life – young, old, men, women, single, married, etc. so how can this work?

- ❑ Again, being specific in one area attracts people from all areas
- ❑ You ACT as if you're talking to one person, you will attract all

TAKE NOTES

Who is your ideal customer?

Write a 'profile' describing their characteristics.

I want to sell beef to ***women***

I want to sell beef to
women aged 25-50

I want to sell beef to
women aged 25-35
(or, 45-55, etc.)

I want to sell beef to
women aged 25-35
who care about their health

A wooden crate filled with a mix of brown and white eggs. The crate is placed on a white, textured surface. The text is overlaid in the center of the image.


**MOST PEOPLE STOP HERE.
BUT YOU CAN GET
MORE SPECIFIC!**

I want to sell beef to
women aged 25-35
who eat Keto to get fit &
improve their health

BINGO!

IF YOU STOPPED AT...

I want to sell beef to
women aged 25-35
who care about their health



**MOST WOMEN WOULD SAY THEY
CARE ABOUT THEIR HEALTH...**



“

If you're selling to everybody...
you're selling to nobody

A man and a woman are laughing together in front of a rustic wooden building. The man is wearing a blue and white striped shirt and glasses, and the woman is wearing a blue top and glasses. They are both smiling and looking at each other. The background is a wooden wall with horizontal planks.

**WHEN YOU INTENTIONALLY ATTRACT THE
RIGHT CUSTOMERS FOR YOUR BUSINESS...**

MARKETING IS ACTUALLY FUN!

STEP 2

Grow your Email List

We've all seen
one of these...

SIGN UP FOR MY
NEWSLETTER!

Name

Email

SUBSCRIBE

Nobody wants
another newsletter!

Instead, offer
a free sign-up
gift

TENDER GRASS-FED
BEEF EVERY TIME -
GET THE FREE
RECIPE BOOK!

Name

Email

YES, PLEASE!



What can you give away for free?

- ❑ 6 Plan-Ahead Instant Pot Meals
- ❑ Clean Eating Checklist
- ❑ The Busy Mom's Guide to Cooking through a ¼ Beef
- ❑ Raw Dairy Cookbook: How to make Yogurt, Kefir, Butter & More!

TAKE NOTES

What are the top 3 questions new customers ask you before buying?

Write them down.

A silhouette of a man wearing a hat and glasses, looking out over a sunset. In the background, there is a house with a chimney and some trees. The sky is a mix of blue and orange.

Your email marketing service
makes this *super* easy to set up

STEP 3

Build Relationship + Trust

The image features several slices of dried orange, showing their characteristic porous, golden-brown texture. They are arranged on a light blue, textured fabric surface. A dark blue, semi-transparent overlay covers the entire image, providing a high-contrast background for the white text. The text is centered and reads:

CONSISTENT COMMUNICATION
IS KEY TO BUILDING A
RELATIONSHIP



When you build trust + relationship with subscribers...

- ❑ People will love getting your emails
- ❑ When it's time to sell something, you'll sell out quickly



What can you email your list?

- ❑ Recipes using your products
- ❑ How-to videos
- ❑ Inspirational stories
- ❑ Pics from the farm
- ❑ Educational articles
- ❑ Answers to their q's

A woman with blonde hair and glasses, wearing a blue jacket and a patterned scarf, is crouching on a grassy area. She is reaching out with her right hand towards a brown chicken. In the background, there is a wooden building with horizontal planks. The scene is outdoors, likely on a farm or in a rural setting. The lighting is soft, suggesting an overcast day or late afternoon.

“

This is what *devoted* subscribers
can do for your business



Where do you find dream customers?

- ❑ Community clubs
- ❑ Personal friends (& their friends!)
- ❑ Farmer's Markets
- ❑ Local colleges/conferences

TO WRAP UP:

Your Heart-Centered Marketing Plan

STEP 1

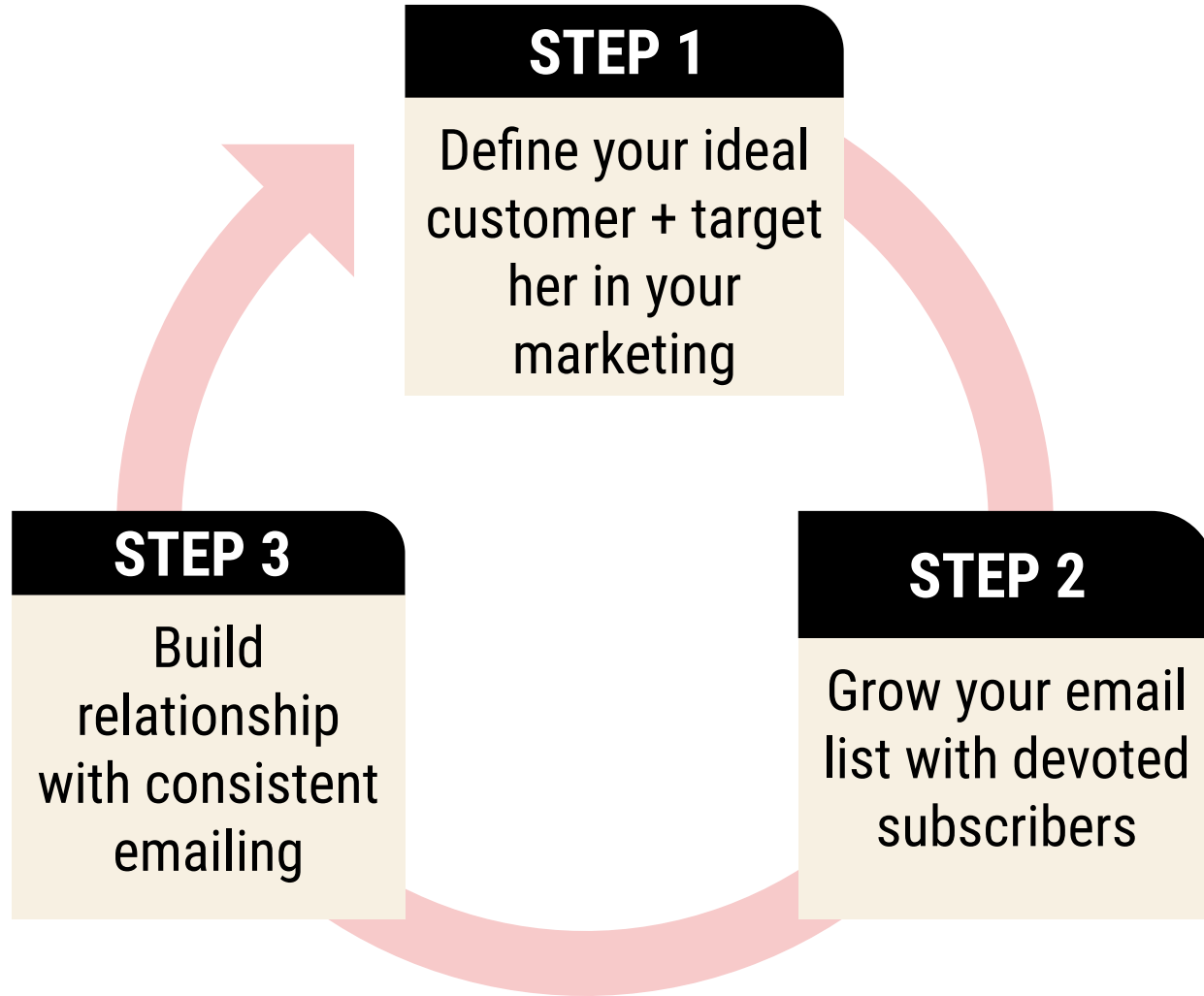
Define your ideal customer + target her in your marketing

STEP 2

Grow your email list with devoted subscribers

STEP 3

Build relationship with consistent emailing





Get the Free Instagram
Guide, Price for Profit course,
& more



Text 3cowmarketing to 44222





What's Next?

- ❑ Visit 3cowmarketing.com for free training to build your website, email list, & more
- ❑ Join the Profitable Farm Facebook group for a community of like minded farmers
- ❑ @CharlotteSmith3Cow on IG

A close-up photograph of a person's hands holding a wire mesh basket filled with fresh eggs. The eggs are in various colors, including light brown, white, and pale blue. The person is wearing a light-colored long-sleeved shirt and a pink wristband. The background is blurred, showing a wooden fence and a paved surface. The text "BRING ON THE QUESTIONS!" is overlaid in the center of the image.

**BRING ON THE
QUESTIONS!**

