

Department 72 - Division A (4-H Still Life Sale - Entrepreneurship)

4-H Market Plan – 12 years & Older

Member's Name: _____ Exhibitor Number: _____

Club Name: _____ Department/Division: _____

Exhibitor Age: (Circle one) **12-14** **15-over** Number of Years in Entrepreneurship prior to this year _____

Describe your Project:

How many years have you been involved in this project area? _____

List the tools and equipment used to construct this product:

_____	_____
_____	_____
_____	_____
_____	_____

What did you learn as you created your project: _____

Why did you select this project for your 4-H Still Life Sale entry this year? _____

In your community, where could you sell your project other than the 4-H Still Life Sale? _____

How could you market, advertise and promote your product? _____

LETTERS

Buyer's Letter

Attach a copy of your Buyer's Letter.

Attach a list of the potential buyers you contacted (include first and last names.)

Design and produce a letter that you will send to your potential buyers promoting and marketing your product. In this letter, describe the effort you have put in and the skills you have gained while completing the project and what this project has meant to your growth. Be creative and showcase your project.

Include in your letter that purchases should be made with cash or personal or business check.

Personalize and send the letter to each potential buyer that you are approaching. Letters should be mailed or hand delivered during the end of June or first week of July. Remember, it takes two buyers to increase the bid in an auction sale, so identify and contact several individuals that may be interested in purchasing your product.

Thank You Note

Attach a copy of your Thank You that you will send to your buyer after the sale.

Create and produce a personalized note of 3 to 5 sentences expressing your appreciation to your buyer. The Thank you should be addressed to your specific buyer by name. Consider that your buyer has taken the time to attend the sale and paid a premium to purchase your project.

This template will make it easier for you to produce a hand written copy to warmly thank that person for their support. The Thank you note will be given to the buyer after the sale, mailed or hand delivered after the Fair.