

Marketing Your Farm Venture

The platforms change every year. Clarity is what makes any of them work. Get clear here, then take one real step this week.

PREPARED FOR

Farm Business & Diversification

PRESENTED BY

Krista Stillwell, Stillwell+Co

MORE AT

StillwellAndCo.com

01

Get Clear Before You Get Loud

Most marketing problems are clarity problems. Answer these three before you spend a dollar or an hour.

- **Direction.** Who is this venture really for? Name one person, not everyone.
- **Focus.** What is the one priority worth building around this season?
- **Message.** What do you do, in the words you would use at your own kitchen table?

YOUR ONE SENTENCE

We help _____ by _____, so they can _____.

02

Start The One Move That Lasts

Social platforms are rented land. Your email list is the audience you own.

- **Collect.** Gather addresses from people already buying from you, at the market, the stand, or online checkout.
- **Send.** Share something useful on a rhythm you can keep, like what is ready this week and what is coming this season.
- **Keep it simple.** Consistent and plain beats fancy and abandoned.

ONE FREE TOOL

Claim your Google Business Profile so you show up when neighbors search for what you offer.

03

A Filter Before You Say Yes

Before any new tactic earns your time, run it through R.O.O.T.

- **Revenue.** Does it actually bring in income?
- **Operations.** Can you handle the demand it creates?
- **Ownership.** Does it fit who you want to be?
- **Time.** Is it worth the hours, given everything the farm already asks?

When the venture itself still feels foggy, that is the work I do.

Follow Stillwell+Co for plain, practical marketing, or reach out for a clarity discovery conversation.

StillwellAndCo.com