

More Money From Your Markets





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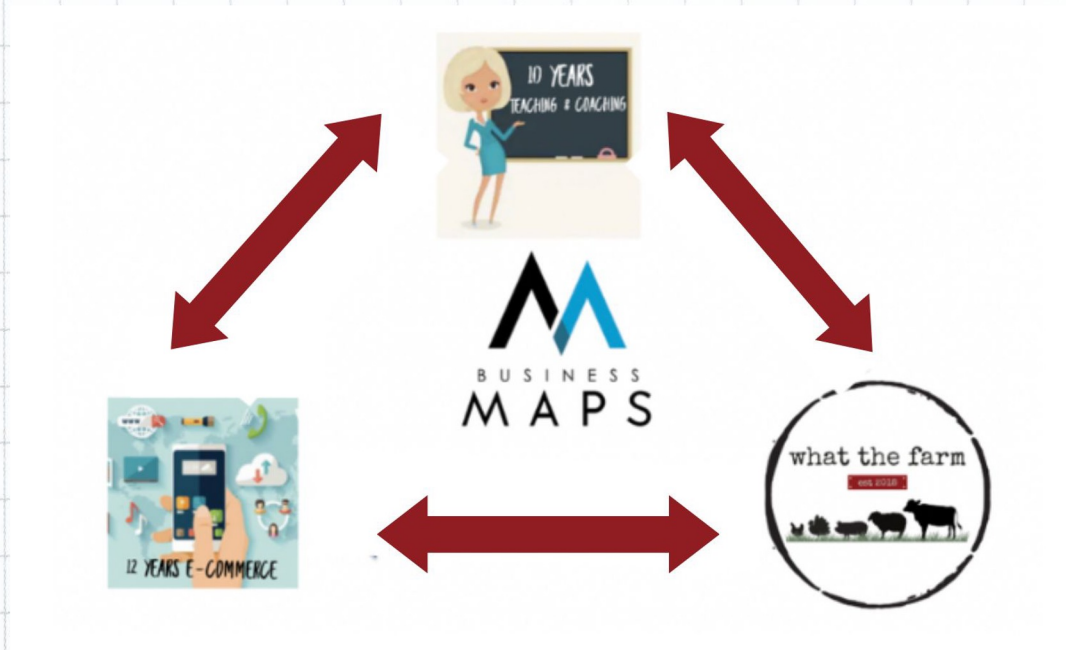
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How Did I Get Here?



Key Objectives

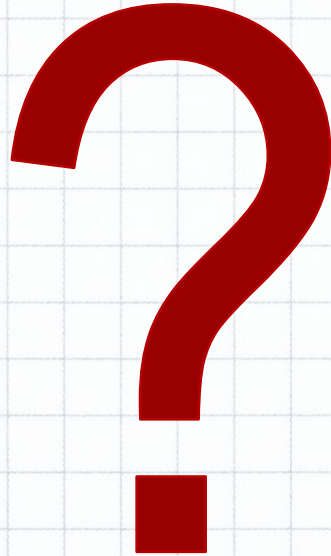
Understand why customers choose YOU

Identify tactics to improve your revenue per market

Create a plan for implementation



Why Choose You?



Why Choose You?

People have an unconscious desire to be a part of something bigger than themselves.



Why Choose You?

Journal Activity:

Why do people continue to come back to your booth?

What does your company stand for?



5 Ways to Increase Market Sales



1. Know Your Target Audience

Who are you trying to attract?



1. Know Your Target Audience

Customer Avatar Worksheet

Company/Product Name:

GOALS & VALUES

Goals:

Values:

Name:

Age:

Gender:

Marital Status:

Location:

CHALLENGES & PAIN POINTS

Challenges:

Pain Points:

SOURCES OF INFORMATION

Books/Magazines:

Blogs/Websites:

Others:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLES

Possible Objections:

Role in the Purchase Process:



1. Know Your Target Audience

Who are you trying to attract?

Activity: Brainstorm the different types of customers you want to attract.



2. Be Great at What you do...

Be Organized/Consistent

Communicate with Your Customers

Bundle Products

Loyalty Rewards

VIP Subscription

Customer Appreciation Events

COLLECT THEIR INFORMATION



3. Ask for Their Input



3. Ask for Their Input

What is their favorite product?

What is their least favorite product?

What product would they love to see at our booth?

Use surveys, comment cards, polls, etc.



4. Provide Ongoing Value

Entertain

Educate

Empower



5. Tell a **GREAT** Story



Formula for a Great Story

Be Yourself

Know Your Audience

Communicate “The Problem”

Build Your Character

Share Your Story



Crafting Your Brand Story

Kelly Shepherd, Business Coach

What The Farm

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Be Yourself

1. Why did you start your business?
2. What's the story of how you started?
3. How are you different from others in your industry?

Build Your Character

1. What are the personality traits of your business?
2. If my business was a person how would it think and behave? (I know it sounds weird, but just go with it)

Know Who You Are Talking To

1. What is your core demographic?
2. What are their values, ambitions and dreams?

The Finished Product

Take all of the questions you answered and write a paragraph to tell your story

Communicate the Problem

1. What problem do you solve for your customers?

Tell Your Story

1. How are you going to communicate with your customers?
2. How often will I communicate?
3. What would they like to learn from me?



Tracking Your Way to Success

Example													
Talbot Park FM	January	February	March	April	May	June	July	August	September	October	November	December	YTD
Sales	X	X	X	\$5,056	\$4,260	\$3,992	\$2,488	\$3,390	\$3,520	\$4,780	X	X	\$27,486
Hours	X	X	X	26	33	26	26	33	26	26	X	X	196
Fees	X	X	X	\$128	\$128	\$128	\$128	\$128	\$128	\$128	X	X	\$896
Revenue/Hour	X	X	X	\$189.54	\$127.14	\$148.62	\$90.77	\$98.85	\$130.46	\$178.92	X	X	\$136

MARKET 1													
	January	February	March	April	May	June	July	August	September	October	November	December	YTD
Sales													
Hours													
Fees													
Revenue/Hour													

MARKET 2													
	January	February	March	April	May	June	July	August	September	October	November	December	YTD
Sales													
Hours													
Fees													
Revenue/Hour													

MARKET 3													
	January	February	March	April	May	June	July	August	September	October	November	December	YTD
Sales													
Hours													
Fees													
Revenue/Hour													

MARKET 4													
	January	February	March	April	May	June	July	August	September	October	November	December	YTD
Sales													
Hours													
Fees													
Revenue/Hour													



Actionable Takeaways?

Questions?





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