

Turn Your Project Into Profit: Marketing Yourself for the Junior Livestock Sale

You've worked hard and invested a lot of time and money into your project with the hope of making a profit. Use this timeline as a place to start marketing yourself and the sale. The more buyers we have at the sale, the better everyone does!

Late June:

- Take a couple of photos of you and your animal. You both want to be looking clean and shiny!
- Create a flyer that includes:
 - your photo
 - a short paragraph about you
 - The date, time and location of the Junior Livestock Sale and information about the BBQ
 - Use the words "You're invited", "Please support me" or other language that asks buyers to come and to buy.
 - Put the link to the add-on form on the your flyer. You can copy this from the sale webpage at <http://rcjuniorlivestocksale.weebly.com/> Use this link to go to the JLS website, find the page on that site with the add on link and put it on your flyer.
 - An Add-On is money that people donate to your project without buying anything. By donating it through the livestock auction, they get a tax deductible donation and you get all the money from their donation.

Mid-July

- Go to flood days. You'll have a quick workshop on how to promote the sale and then will go out with other kids to invite buyers and promote the fair. Bring your flyers! This is a great way to get add-ons and buyers!
- Send a short paragraph and a photo of you and your project to the extension office. Don't send your flyer. We'll be uploading these to our website and .pdfs are harder to work with. Just type the paragraph into an email and attach the photo.
- Mail your flyer, and possibly a handwritten note to people who know you and might be interested in buying your animal or making an add-on. Remember to invite them! People love to support kids who are hard working and dedicated to something they love, so don't hesitate to tell them about some of your challenges and how you overcame them and what has been most interesting or fun for you with your project.
 - People to include on your invitation: grandparents, parent's employers, businesses that your family uses, the place where you buy your feed, animals, etc., other people in your community that know you.

Sale Day

- When you go to the BBQ, look sharp and make time to talk to people that you invited. This is a great place to meet new buyers so smile and talk to people. Be friendly and help everyone feel welcome. This is a big party and you are one of the hosts.
- If someone is coming to the sale for the first time, walk with them to the new buyer registration table and help them get their questions answered. Thank them for coming.
- The older kids in the purple shirts are experienced 4-H alumni. They can answer your questions and are great people to introduce your buyers to as well.
- In the ring, smile and make eye contact with people who are bidding on your animal.
- As soon as your animal sells, you (and your animal) will meet your buyer for a photograph. Get their name, shake their hand, tell them thank you.

After the Sale

- About a week after the sale, a professional photograph with you and your buyer will be available for you to pick up from the extension office. It is required that every person who sells at the sale personally delivers a framed photograph and thank you note to their buyer.
 - Many businesses use the sale as a way to market their business and to support the kids and they take great pride in hanging these buyer photos in their lobbies and offices. Consider what kind of frame they might want to display.
 - Many kids also give a small buyer gift at this time. Many kids make a small gift basket with local foods, kitchen towels, or other unique items, but there are no rules about this, so feel free to get creative.
 - Remember, the buyer likely paid well over market price for your animal and came out on a Saturday to support you. Make sure they know how much you appreciate this.
 - When you drop off the thank you, have the recipient sign the paper that says they received your photo. You are required to turn this in before you receive your check.
- Write and mail thank yous to all the people who gave you add-ons.
- Keep a list of all your add-ons, buyers and everyone else you mailed your flyer to so that you can use that list next year.
- In January of next year, watch for the email from the extension office regarding fairbook ads. You'll want to place a simple add that says something like "Thank you, XYX Company" for buying my 2023 Market Swine. Your Name."
- If you do a project the following year, include a sign over your animal's stall that says "Thank you, XYX Company" for buying my 2023 Market Swine.

Note to Parents

The Routt County Junior Livestock Sale Committee is a 501c3 organization run by volunteers. If you have feedback for the committee or would like to join in the planning and organization of the sale, please join us at our monthly meetings or ask the Extension Office to connect you with a member of the committee.