



# PUBLIC RELATIONS · GUIDE · WORKSHEET

Identify your communication goals:

Local: (examples: Build CSA business. Increase traffic to farmers market stand.)

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Regional: (examples: Attract customers to corn maze. Grow awareness of annual farm open house.)

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National: (examples: Increase sales of fiber products. Develop chef clientele for garlic sold by mail.)

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What's your compelling story? What are your 3 unique, key selling points? (i.e., organic since 1987, diversified crops, solar powered, value added products, community service)

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

Three key words that capture your business philosophy:

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Describe your farm:

In 3 to 5 sentences (use active verbs, quantify impacts, explain community benefits, employ problem-solution perspective or note awards received):

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