

## Fair Buyer Letter Tips

Why is the buyer letter and marketing so important?

Each year the community comes out to attend the auction and spends thousands of dollars supporting kids in their projects. Without the support of local businesses there would be no stock sale for your kids to sell their animals at. Getting out and delivering market letters to these local businesses is a great way to keep your auction going and to get new buyers to the fair!

Who should you send/deliver a letter to?

- Any local business your family patronizes
- Your families Doctor, Dentist, Eye Doctor, Orthodontist or any other specialist you see
- Previous Buyers of your animal
- Relatives, Family Friends, Neighbors

What should you include in your letter?

- An introduction: Your name, age, club, and project
- Something you learned raising this animal
- An invitation to the auction including:
  - Fair information
  - Sales Dates, Time and Location
- Thanks for their support in the past if they've previously bought an animal
- Picture of you with your project animal

What Not to Include

- Any hardships your family is going through
- Having an asking price for your animal
- Asking for a direct donation
- Any threats to not do business with them anymore if they don't buy your animal

Source: Edited from Thriving on Ordinary Blogspot

## More Fair Buyer Letter Tips

A buyer's letter is a letter that a small stock member sends out to potential buyers before their county fair to tell the person a little about themselves and their animal, and to invite them to the fair and livestock auction. As a livestock exhibitor it is your responsibility to invite new and returning buyers to the sale. A buyer's letter is like handing them a formal invitation but with information specific to your project. New buyers or returning buyers that are happy with their letters are more likely to come to the sale and pay premium prices. The more buyers you have the more they bid against each other, and your sale price goes up!

### Items to Include in Your Buyer's Letter:

#### **1. Know who you are writing to**

a. Owner of a business, family members, friend, etc. Important when addressing the buyer's letter.

#### **2. Information about yourself**

a. Tell them your name, age, and introduce yourself. This helps the buyer know whose letter they are reading. When they get to the fair it will help them make a connection with you. Some buyers are more likely to bid on animals raised by people they know.

#### **3. Information about your project and club**

a. Some buyers like to hear about your animal, how you raised it, and what 4-H club or FFA chapter you belong to. They may choose to bid on your animal based on your club/chapter affiliation if they recognize your club/chapter from your activities that they have heard about.

#### **4. The Pinal County Fair Dates**

a. This helps the buyer because they will know when the fair is so they can attend the fair. If they have fun and enjoy themselves, they would be more likely to come back. If they don't know the dates of the fair, then they won't know when to come and look at your animals.

#### **5. The Livestock Sale date, time AND location**

a. In order for the buyer to bid on your animal they will need to know when the

auction is and where it is. If you can't get them to the auction, then they can't bid on your animal and you won't sell it as easily.

**6. Tell them how they can participate as a buyer**

a. Include a buyer registration or add on form with your letter

**7. Inform them where they can get more information**

a. Buyers can always contact the Pinal County Fair Office to learn more information about the fair and the livestock sale.

b. 520-723-7881 or [misti@pinalfairgrounds.com](mailto:misti@pinalfairgrounds.com)

**8. Thank them for previous participation if they have purchased from you before**

a. If you do this, it may motivate the buyer to come back and bid again. It lets them know you appreciated them purchasing your animal last year.

**9. Personalize the letters**

a. This is good because most buyers like letters that are signed by a real person and not photocopied letter, and also, they like their names on the letter not just Dear Buyer. The more individualized a letter is, the more likely a person is to read it.

**10. Consider adding a picture or yourself and/or your animal**

a. This can help people see what your animal looks like. Some people think that pictures of animals are cute and this may help them decide to bid on your animal instead of somebody else's or not bidding at all.

Source: Edited from University of Florida Tips & Guidelines for Writing Buyer Letters