

Marketing Made Easy

SIMPLE LANGUAGE THAT WORKS

Sarah Howell



MEET THE FARM



The Howells



The Hixsons



The Smiths

Clarity always wins.





BOOTS FOR WHEN THE
RUBBER MEETS THE ROAD

A close-up photograph of a person's legs wearing green rubber rain boots, standing in a muddy puddle. Rain is falling around them, creating a misty atmosphere. The boots are the central focus, and the mud is splattered around the soles. The text is overlaid in white, bold, sans-serif font.

OUR RAIN BOOTS GET MUDDY
SO YOUR KIDS DON'T

Budweiser®

KING OF BEERS®

Jif[®]

Choosy moms choose Jif

The Problem



The Solution



The Result

THE FRAMEWORK

- The Problem: The essential need your customer has.
- The Solution:
- The Result:

THE FRAMEWORK

- The Problem: The essential need your customer has.
- The Solution: Your service or product.
- The Result:

THE FRAMEWORK

- The Problem: The essential need your customer has.
- The Solution: Your service or product.
- The Result: Once you solve their problem, how will their life be improved?

Locally



Grown

THE PROBLEM

- No time to take care of a garden
- No space to take care of a garden
- Not sure if the produce in the store really healthy
- Don't want to spend money on produce coming from out of the country
- They want to eat healthier/organic fruits and vegetables
- They are trying to live a healthier life

Locally  Grown

THE SOLUTION

- Generational farming of heirloom fruits and vegetables grown without glyphosphates
- Fresh, local organic produce

Locally  Grown

THE RESULT

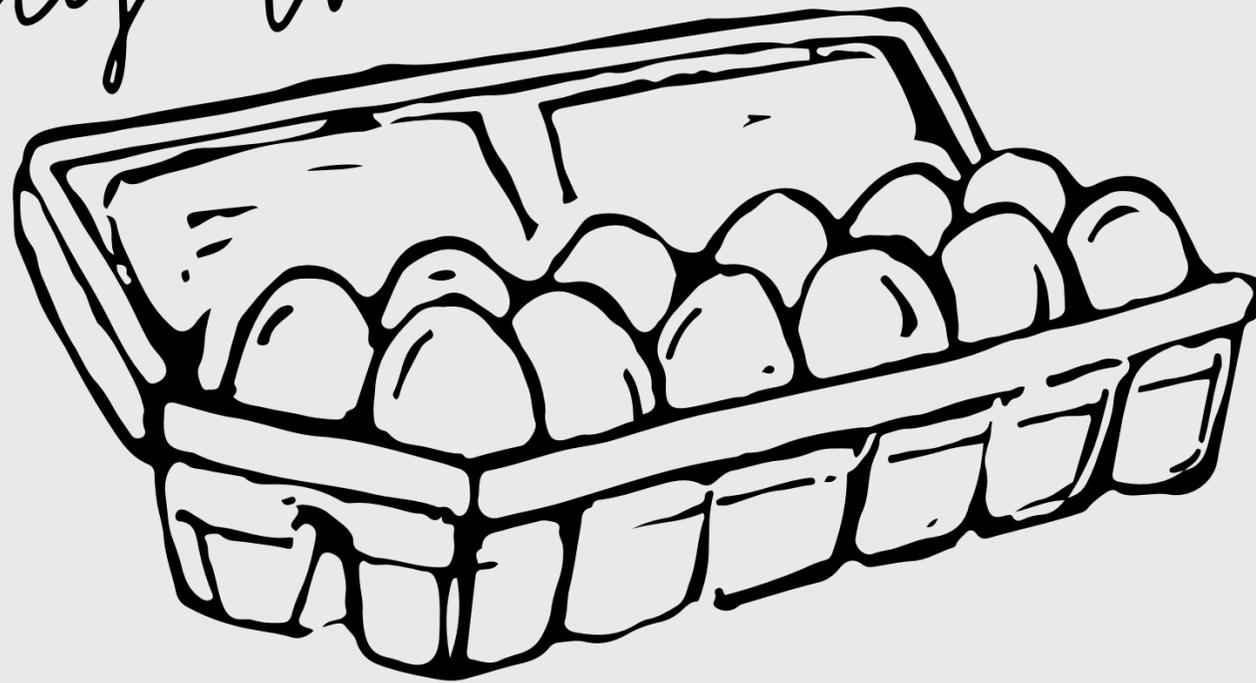
- You will get organic produce every week without having to spend hours outside weeding.
- Produce grown locally without the use of pesticides or chemicals so you can live a healthier life.

Locally  Grown

Locally Grown

At Locally Grown, we know that you're worried about the quality of the produce at your grocery store. We harvest a fresh basket of fruits and vegetables each week so that you can feed your family local, organic produce so you don't have to spend hours weeding and can spend time doing things you actually enjoy.

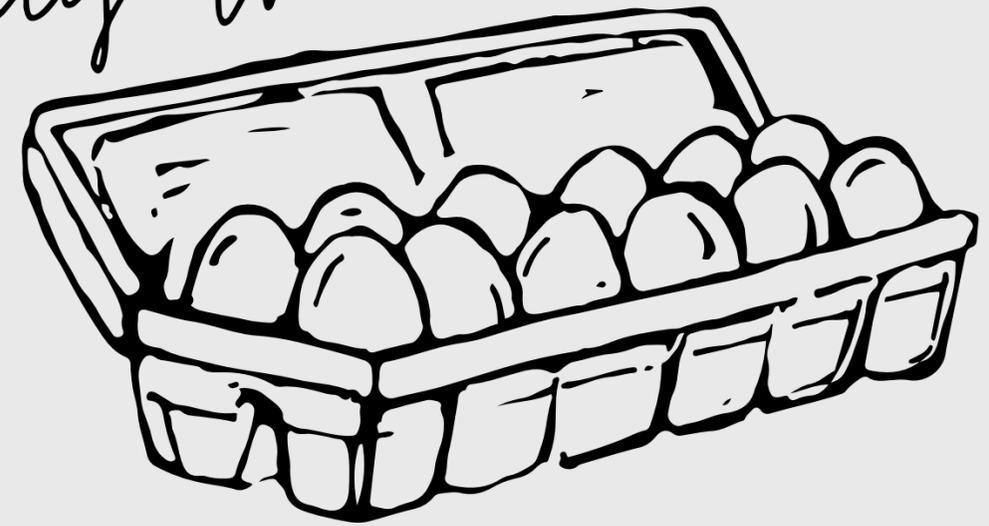
Buy the Dozen



THE PROBLEM

- Eggs from the store aren't as healthy
- Eggs from the store don't taste as good
- Can't have chickens in your neighborhood

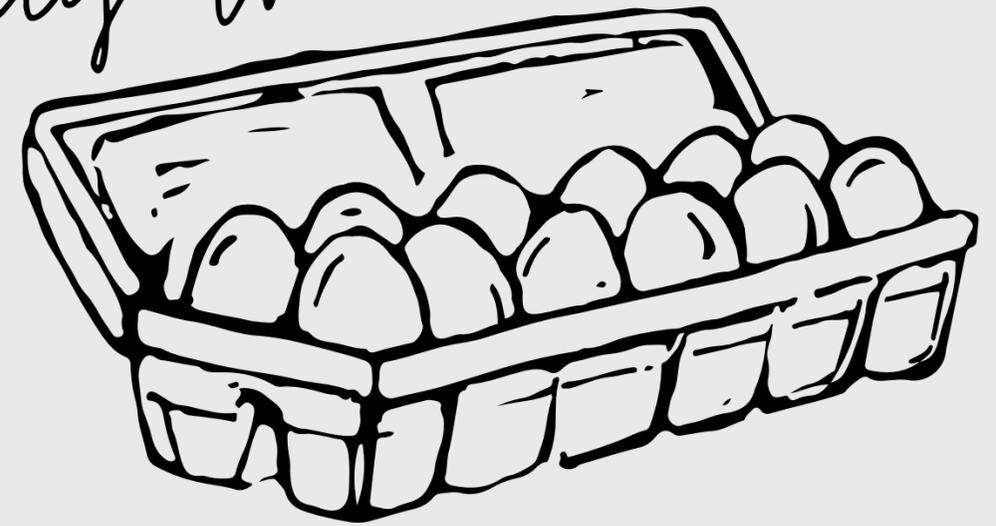
Buy the Dozen



THE SOLUTION

- Fresh, free range eggs

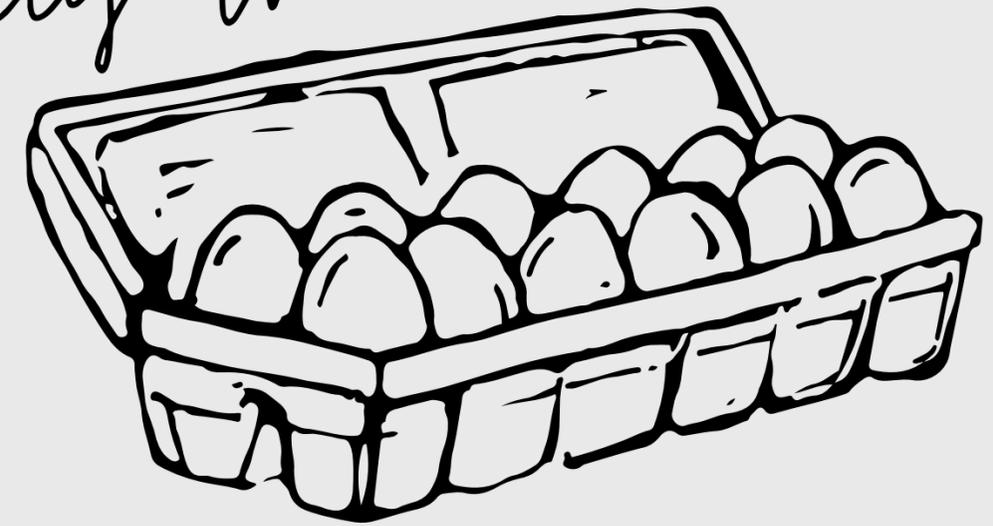
Buy the Dozen



THE RESULT

- Access to eggs that taste better
- Eggs that are healthier for you
- Don't have to take care of chickens.

Buy the Dozen

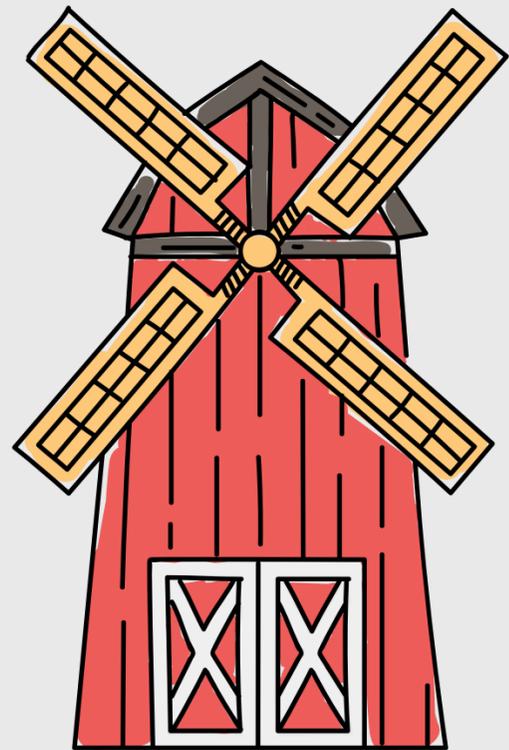


Buy the Dozen



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, free range eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.





Old MacDonald's
farm

THE PROBLEM

- Families are out of touch with nature
- Families are disconnected from each other
- Life is too fast paced in the city



Old MacDonald's
farm

THE SOLUTION

- Farm day experiences for the whole family
- U-pick produce
- Petting zoo of farm animals
- A chance for families to reconnect
- A taste of small, family run farms



THE RESULT

- Families get to slow down and make memories that will last
- The whole family gets to experience a meaningful way of living.





At Old MacDonald's Farm, we know that life can be fast paced and sitting down to dinner together rarely happens. We offer farm experiences so that you and your children can reconnect without the distraction of an ipad or baseball practice, that way you can spend time together making memories they'll never forget.



MARKETING SCRIPT

- Mission Statement
- One-Liner
- Website Copy
- Instagram Post



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, free range eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.

MISSION STATEMENT

The Problem

Make it Worse

The Destination

The Stakes



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, free range eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.

MISSION STATEMENT

The Problem

Eggs from the store taste bland

Make it Worse

The Destination

The Stakes



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, free range eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.

MISSION STATEMENT

The Problem

Eggs from the store taste bland

Make it Worse

Eggs from the store taste bland and are depleted of nutrients, depriving your body of what you need to thrive.

The Destination

The Stakes



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, free range eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.

MISSION STATEMENT

The Problem

Eggs from the store taste bland

Make it Worse

Eggs from the store taste bland and are depleted of nutrients, depriving your body of what you need to thrive.

The Destination

We raise healthy, free range chickens so that we can produce the most healthy and nutrient dense eggs.

The Stakes



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, free range eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.

MISSION STATEMENT

The Problem

Eggs from the store taste bland

Make it Worse

Eggs from the store taste bland and are depleted of nutrients, depriving your body of what you need to thrive.

The Destination

We raise healthy, free range chickens so that we can produce the most healthy and nutrient dense eggs.

The Stakes

Because everyone's breakfast should be both delicious and nutritious.



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, free range eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.

MISSION STATEMENT

The Problem

Eggs from the store taste bland

Make it Worse

Eggs from the store taste bland and are depleted of nutrients, depriving your body of what you need to thrive.

The Destination

We raise healthy, free range chickens so that we can produce the most healthy and nutrient dense eggs.

The Stakes

Because everyone's breakfast should be both delicious and nutritious.

We know that eggs from the store taste bland and are depleted of nutrients, depriving your body of what you need to thrive. So we raise healthy, free range chickens that produce the most healthy and nutrient dense eggs. Because everyone's breakfast should be both delicious and nutritious.



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, free range eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.

ONE-LINER

Because breakfast should be delicious and nutritious.



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, free range eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.

WEBSITE COPY:

- Header
- Problem
- Value
- Guide
- Plan





HOW IT WORKS

LOCATIONS

SIGN UP

Because breakfast should be delicious and nutritious

SIGN UP

Because breakfast should be delicious and nutritious

Eggs from the grocery store are bland, the yolk is almost colorless and they aren't enjoyable to eat. Even though you feel like you're eating well, eggs from the grocery store are depleted of nutrients that are essential for our bodies.

OUR EGGS ARE
RICH IN NUTRIENTS

YOUR BREAKFAST WILL
BE FULL OF FLAVOR

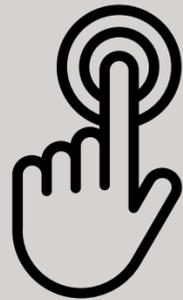
YOU WILL ENJOY A
HEALTHIER LIFE

**We have been
raising free range
chickens for over 10
years, so we
understand that
healthy chickens
produce the
healthiest eggs.**

SIGN UP



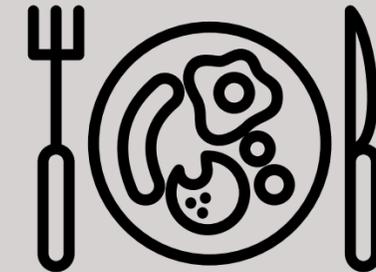
How Do I Get My Eggs?



Sign up for our weekly egg drop.



Pick up your eggs the closest location.



Enjoy breakfast in the morning.

[SIGN UP](#)



At Buy The Dozen, we know that eggs from the store taste bland. We offer fresh, pasture raised eggs so that you can eat better-tasting and nutrient dense eggs without having to clean up chicken poop or make enemies out of Marsha who lives next door.

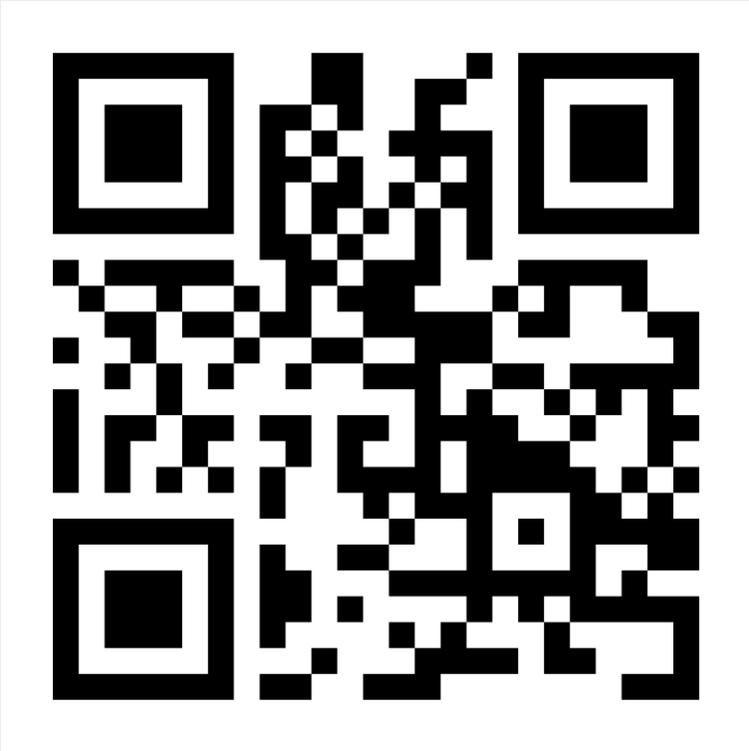
SOCIAL MEDIA CAPTIONS:

- Our eggs taste great and will help you be healthier.
- Nutrient rich eggs so you can eat better and live a healthier life.
- Free range eggs that taste better and are healthier for you.
- Because breakfast should be delicious and nutritious.

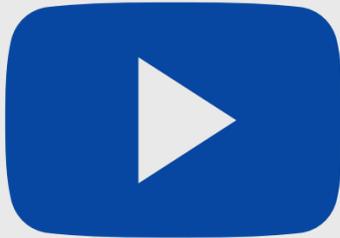


RESOURCES

stmarysfarm.com/resources



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