



## Build Your Farm's One-Liner

Use this worksheet to write a simple, clear message your customers will understand and remember.

1. What problem does your customer face? Example: 'I can't find local, good-tasting meat I trust.'

2. How does your farm solve that problem? Example: 'We raise grass-fed beef and pasture-raised poultry right here on our farm.'

3. What result or success does your customer get? Example: 'So you can feel good about the food on your table.'

Put it all together: Combine your answers into one clear sentence: "We raise grass-fed beef and pasture-raised poultry on our family farm, so you can feel good about the food on your table."