

EXERCISE #1

Your Market

1. Who are your customers?

- a. Businesses (B2B)
- b. Consumers (B2C)
- c. Both

2. What do you sell?

- a. Fresh Produce
- b. Preserved Produce
- c. Nuts
- d. Herbs
- e. Specialty Items
- f. Other
- g. Combination

3. Where do you sell?

- a. Urban
- b. Suburban
- c. Rural
- d. Combination

4. How do you sell?

- a. Offline
- b. Online
- c. Both

5. How frequently do your product offerings change?

- a. Regularly
- b. Periodically
- c. Annually
- d. Combination

EXERCISE #2

Your Listing

1. Contact Name:

2. Business Name:

3. Address:

4. Phone:

5. Email:

6. Website:

7. Hours:

8. Service Area:

9. Business Categories:

10. Business Keywords:

11. Business Tagline (1 sentence):

12. Business Short Description (3-4 sentences):

13. Logo (square thumbnail):

14. Photos:

EXERCISE #3

Your Content

1. Rank your interest level using these types of content. (1 = high)

- ___ Posts
- ___ Photos
- ___ Videos
- ___ Books
- ___ Articles
- ___ Podcasts
- ___ Tips
- ___ Recipes
- ___ Quotes
- ___ Infographics

1. Rank your comfort level using these tools to create content. (1 = high)

- ___ Cellphone
- ___ Camera
- ___ Video Camera
- ___ Word Processing Software
- ___ Photo Editing Software
- ___ Voice Recording Software
- ___ Design Software

EXERCISE #4

Your Voice

1. Check all the personality types that describe you?

- | | | | |
|---------------------------------------|--|-------------------------------------|------------------------------------|
| <input type="checkbox"/> Creative | <input type="checkbox"/> Warm | <input type="checkbox"/> Precise | <input type="checkbox"/> Witty |
| <input type="checkbox"/> Thoughtful | <input type="checkbox"/> Detail-Oriented | <input type="checkbox"/> Nimble | <input type="checkbox"/> Authentic |
| <input type="checkbox"/> Sharp | <input type="checkbox"/> Playful | <input type="checkbox"/> Articulate | <input type="checkbox"/> Versatile |
| <input type="checkbox"/> Intellectual | <input type="checkbox"/> Inspiring | <input type="checkbox"/> Thorough | <input type="checkbox"/> Curious |

2. What do you love?

3. What inspires you?

4. What are you good at?

5. What is your motto?

6. What would you get a tattoo of?

EXERCISE #5

Your Interests

1. Check all the topics that interest you.

- | | | |
|---|--|--|
| <input type="checkbox"/> Food Science | <input type="checkbox"/> Food Policy | <input type="checkbox"/> Food Activism |
| <input type="checkbox"/> Cooking | <input type="checkbox"/> Canning | <input type="checkbox"/> Homesteading |
| <input type="checkbox"/> Renewable Energy | <input type="checkbox"/> Farm Technology | <input type="checkbox"/> Soil Science |
| <input type="checkbox"/> Do It Yourself (DIY) | <input type="checkbox"/> Entrepreneurism | <input type="checkbox"/> Co-ops |
| <input type="checkbox"/> Painting | <input type="checkbox"/> Knitting | <input type="checkbox"/> Writing |
| <input type="checkbox"/> Homeschooling | <input type="checkbox"/> Photography | <input type="checkbox"/> Other |

2. Where do you learn new things about your interests?

3. How do you share the information you learn?

EXERCISE #6

Your Strategy

1. Check all the factors you see as obstacles to online marketing.

Time

Money

Interest

Experience

Difficulty

Value

Other

2. What type of content would you like to share most?

3. How often would you like to share it?

4. What tools would you like to use to share it?