

How to Sell Your Animal Before You Enter the Sale Ring

Sold! The wonderful word shouted as your project animal is auctioned to the highest bidder. This moment is the culmination of months of hard work, countless hours, and the investment of a fair amount of money. Marketing your project includes writing buyer letters and inviting bidders to support youth in agriculture at the Junior Livestock Auction.

How to Write a 4-H Buyer Letter

Your tool to market your project animal and invite buyers to the auction.

What Is a Buyer Letter?

A buyer letter is a **personal letter** you send to businesses or individuals to:

- Introduce yourself and your 4-H project
 - Share details about your project and your animal
 - Invite them to the livestock show and auction
 - Encourage them to support youth agricultural projects by bidding
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What to Include in Your Letter

1. Greeting

Use the buyer's real name (e.g., *Dear Mr. Smith,*). Don't use "To Whom It May Concern."

2. Introduce Yourself

Share your name, age, school, 4-H club, sports or hobbies, and years in 4-H.

3. Talk About Your Project

Include:

- Your animal's name, species, breed, and weight
- What you've learned this year
- Any goals or challenges you overcame

4. Invite Them to the Auction

Clearly list the:

- Fair name and location
- Show and auction dates and times

5. Explain How to Buy (especially for first-time buyers)

Offer contact info if they have questions. Make it easy for them to participate.

6. Say Thank You

Conclude with a simple statement thanking them for their time. Thank them for supporting 4-H — even if they haven't bought before.

7. Include a Picture

A photo of you with your animal makes a big impact.

8. Personalize It

Sign the letter and write it personally — no form letters! Buyers like to know you put in effort.

9. Contact Info

Add contact information as appropriate.

10. Delivering Your Letter

You may mail your letter but delivering it directly to the potential buyer is best whenever possible. By delivering it in person, you can make that important personal contact, and they will remember you at the fair.

Pro Tips

- Be friendly, respectful, and confident.
- Proofread! Ask a parent or teacher to review it.
- Send at least **10 letters** to increase your chances.
- Keep a copy for your project record book.