



## Outline for A Buyer's Letter

Most everyone enjoys the thrill of a county fair! Exhibiting at the fair is definitely a huge responsibility, yet it *can* be filled with many rewards. With adequate planning, an exhibitor should be able to reach his/her goals for their project and then have a successful auction experience, if the youth so chooses to run their market animal through auction. A buyer letter written from the heart with enough detail about your project and learning experiences will definitely increase your chances of a successful auction. Below is an outline that can be used when creating your buyer letter. Be unique! Be specific! Have fun!

### I. Introduction

- A. Proper business heading including date, name of business being approached, and salutation (Dear Mr./Mrs./Ms. \_\_\_\_\_)
- B. Introduce yourself, including how old, what grade/school, number of years in project & 4-H group name
- C. Briefly introduce what 4-H and your project have taught you this year

### II. Body

- A. Tell about your project, i.e. Name, Breed, Species, special or unique features
- B. What have you learned or what goals have you achieved so far (even though this letter will be before the fair.)
- C. Showmanship ~ tell how you have worked with your animal and how it has responded. Did you have unique ways to train your animal or get it to cooperate?
- D. Extra practice or shows: Explain briefly when/where you may have shown to gain extra experience, even if only project, club or county-wide showmanship practices.
- E. Knowledge of species and/or product: The older you are, the more you should expand upon this topic. Show potential buyers your intelligence about this species/project! Tell them the benefits of buying your animal. Give examples of what cuts the buyer may want their meat.
- F. Briefly mention a few other activities you are involved in.

### III. Pictures/Graphics/Hand-Writing

- A. Computers make it nice to include the 4-H logo (available off the web), different digital photos of you working and possibly showing your animal, etc.
- B. Some buyers prefer you to hand-write your buyer letter. It may be good to include a personal note if you want to make the letter feel more personalized.

### IV. Closing

- A. State date, time, location of fair auction
- B. Mention free fair pass if interested in attending the fair auction
- C. Proxy card to provide a absentee bid is available if buyer is unable to attend
- D. Make sure to include phone contact info and/or where your project is in the fair barn
- E. Signature: make sure you use a professional closure such as "Sincerely" unless you feel close enough to use more personal closure lines. Make sure to type your name and club name below your signature for legibility.

V. Please go in uniform and in person to deliver buyer's letters! It really can make a difference!

VI. Have fun and don't be nervous! You'll be great!