

## Farm Management



Questions you must answer before creating your marketing materials.

It's counterproductive (and costly) to begin writing your ads, flyers, sales letters, brochures, catalogs, etc., until you know your exact target audience and the precise advantages your product can offer them. What's more, if you're ever on a tight deadline, this Q & A process can prevent anxiety and help you work smarter and faster under tight deadlines. Therefore, it's crucial that you answer these questions - in writing - before you begin.

\* Whom are you trying to

reach?

\* What is the competitive situation?

\* What do you want your marketing to do? ( ) to generate inquiries ( ) to answer inquiries ( ) to generate sales ( ) to build awareness ( ) to provide information ( ) to build company image ( ) to announce new products ( ) other: \_\_\_\_\_

\* What specific benefits are you offering them? How will it make or save them money? Save them time or work? Make their life easier, better?

\* What proof do you have to

substantiate your benefits?

\* What will it do for them?

\* What specific problem (s) does it solve? What opportunities does it create?

\* Is your product unique or exclusive? What makes people furious or frustrated about the competition's products?

\* Why should your prospects buy now?

\* What will happen if they don't?

\* What obstacles are preventing them from buying?

\* What do you want the prospect to do?

\* How do you want them to do it?

\* What media are involved?

\* What is your budget?

\* What is the OFFER? (Is there a special introductory savings? Premium? Limited-time offer? 2 for 1 sale? Free information? Or, what will they lose if they don't act now?)

\* Are testimonials or success stories available?

\* Do you have a

GUARANTEE? (100% money-back anytime)

\* How will you measure success of your marketing program?

When creating marketing documents - ads, sales letters, self-mailing brochures, catalogues and the like, use this

time-proven formula to generate results. It's called AIDA (pronounced A-Da), an acronym for Attention, Interest, Desire and Action. Get the readers attention. Appeal to the readers interest. Stimulate the readers desire. Tell the reader the action to be taken.

## Livestock Auction Sets Bid Records

BEDFORD (Bedford Co.) — "This is the best sale in Pennsylvania," said Clayton Winebark of Indiana, auctioneer for the annual junior livestock auction at the Bedford County Fair.

Setting a precedent established in the past several years, Bill Campbell, owner of Bedford Chrysler, Bedford Ford, and Hoss's Steak and Seafood, was back for record purchases.

And likewise, the Turkovich family, owners of American

Outfitters, contributed heavily to the success of the sale.

The 114-pound, grand champion lamb shown by Eli Blackburn of Bedford, went for \$36 per pound. Purchased by Bob Dibert of Bedford Chrysler, the animal was donated back and resold for \$2.50 with the proceeds going to the scholarship fund.

Erik Turkovich paid \$21 per pound for the 125-pound reserve grand champion sheep owned by Ben Sollenberger of New Enterprise. It was likewise resold for the scholarship project and S&L Shaw Lamb and Goats of Broadway, Va. purchasing it for \$5.50.

The young showman, Sollenberger, contributed five percent of the first sale to the scholarship fund, a goat barn building, and a livestock sale.

Josh Corle, Osterburg, saw his champion carcass sold for \$6 to Johnston Realty and donated back to the Bedford Fire Department.

Stephen Sweet sold his reserve champion carcass to Fib-Chem for \$10.25. Sweet donated five percent to the scholarship fund.

Jessica Hall sold her lightweight champion for \$3.25 to the Veterinary Medical Center. The lightweight reserve champion, owned by Mike Miller, was purchased by Mark A. Kane Inc. of Huntingdon for \$3.25.

Shaun Styer's middleweight reserve champion was purchased by Myers Ewe Farm for \$3.50. The heavyweight reserve champion, owned by Krista Myers, was purchased by Roy Kegg for \$3.25.

Bidding on sheep broke all previous records. Joe Speicher of Straightway Decks lifted the spirits of those who got lower bids by bringing all the sheep sales to \$2 per pound. Morrison's Cove Livestock had guaranteed floor prices, but all were exceeded in the bidding.

### Swine

Breaking all previous records, the 251-pound hog owned by Eric Imler of New Enterprise went for \$16.50 per pound to American Outfitters.

Bedford Ford purchased the 239-pound reserve grand champion owned by Kelly Waugerman of Schellsburg for \$7.

The champion 167-pound carcass owned by Nicki Smith of New Enterprise went for \$4.50. Purchased by Brian Barkley, it was donated to the Shawnee Valley Fire Company.

Kendall, Prevola & Jones, accountants, purchased the 163-pound reserve champion carcass from Billy Kendall of Bedford for \$9.

### Beef

While beef purchased did not set records, prices were good as the 1,303-pound angus grand champion, owned by Bradley Conrad of Artemas, brought

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