



Writing a Buyer's Letter 101



When you are writing (or typing) a letter to deliver to buyers for your fair and auction, there are some guidelines you will need to follow.

This letter needs to include information about you, the animal you've raised and about the buyer's breakfast/brunch/luncheon and last but not least, the Auction. First, you need to introduce yourself. Give the prospective buyer some background information about yourself. They are interested in who you are and who they will be potentially buying an animal from. What 4-H Club are you involved in? What other projects are you involved in? What grade are you in? It's always nice to mention how you will use the money you receive from the auction as well. Giving some basic background information about yourself will get yourself and potential buyers on a conversational level. This will make it easier for you to deliver in person as well when you have these things to talk about.

Next, introduce your market animal. What is your animal's name? Where/who did you buy it from or did you raise your own animal? What are some good qualities about your animal? Have you won any previous awards with your market animal? What did you do to train your animal? Introducing your animal to the buyers will give them an idea of how much time you might have spent with your animal, that you care about your projects and your hard work put into your project. Mention in your letter when your livestock show times will be. That includes showmanship and market classes. Give dates, times and location of your classes.

Last but not least, you need to invite your buyer to the auction. You will need to also invite your buyer to the Buyer's Appreciation Breakfast. Make sure you mention all dates, times and locations of these events so the buyers will know when and where to go. If they haven't been to the auction before, make sure you tell them when and where they can register to be a buyer. You never want to forget to thank them for their past support of the auction and for taking the time to read your letter.

Try not to use really **FANCY** fonts. They tend to get distracting. But dress up your letter. Embellish with photos of you and your animal so the buyers can see what your animal looks like.

EXAMPLE LAYOUT:

I. INTRO – Personal

- a. Your name and how old you are
- b. Where are you from?
- c. What grade are you in?
- d. Future plans?
- e. Other

II. INTRO – 4-H

- a. What club are you a member of?
- b. How many years have you been involved in 4-H?
- c. What projects are you involved in?
- d. What project are you taking to the fair?
 - i. About your project.

- ii. Name? Where did you buy it? Why is your animal good looking?
- iii. Other
- e. Invite the buyers to your shows. Showmanship and Market classes
- f. What do you plan on doing with your earnings after selling your animal?

III. INVITATION

- a. Invite the buyers to the Buyers Appreciation Breakfast
- b. Then invite them to the Auction.
 - i. Make sure you give them the right dates and times
 - ii. If they are a new buyer, give them the information of when and where they can register

IV. THANK THEM

- a. Thank them for past support of the auction.
- b. Thank them for taking the time to read your letter



Delivering your Buyer's Letter 101



When you go to deliver a Buyer's Letter in person, you need to look professional. Dress in something that you would wear while showing your animal. You should be wearing a button down shirt, tucked into nice jeans and wearing boots. A belt would make your outfit look nice as well. Make sure you are clean prior to delivery.

If the prospective buyer is a business owner and works at their business every day, you need to call ahead of time to make an appointment and make sure they are going to be available. When you are introducing yourself to the buyer, or if you already know them, you need to first, give them a handshake. Always start with a handshake. A nice, firm handshake followed by your name introduction ("Hello, my name is..."). Make sure you say your first name followed by your last name.

When you are delivering your letter, you can give a quick recap or summary of what they will read in your letter. Say a quick introduction of yourself, why you are visiting them today and what you are inviting them to. They will ask you questions, be prepared to answer them. Act professionally, speak clearly and loud enough for anyone in the room to hear you. Always, say "Thank you" when you are saying your goodbyes. Thank them for their past support (if they have supported in the past) and thank them for taking the time out of their day to meet with you. Never leave without giving a "goodbye" handshake to seal the deal.

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