

**PRINCIPLES  
CONVENIENCE**

**CUSTOMER  
JOURNEY**

**SALES FUNNEL**

**PRACTICAL  
APPLICATION**  
SELLING CHICKENS

**RECOMMENDED  
READING**  
APPPA.ORG

- NOT TRYING TO CONVERT
- BONUS IF YOU DO
- SKILL = FINDING OPPORTUNITY

6. AWARENESS

**TOP**

- SOCIAL MEDIA
- PRESS RELEASES
- SPECIAL EVENTS
- GOOGLE BUSINESS

• LAUNCH  
- J. WALKER



- PICK A PLATFORM & OWN IT
- EXPAND TO SECOND PLATFORM

4. CONSIDERATION

**MIDDLE**

- EMAIL
- SOCIAL MEDIA
- BLOG OR VLOG

• JAB, JAB, HOOK  
- G. VAYNERCHUCK

- ADDRESS OBJECTIONS
- GO WHERE PEOPLE ARE
- DON'T TRY TO BE EVERYWHERE

2. READY TO PURCHASE

**BOTTOM**

- MARKET RESEARCH
- MESSAGING
- CONVENIENCE

• INFLUENCE  
- R. CIALDINI

- MAKE IT EASY FOR PEOPLE TO GIVE YOU MONEY

1. CONVERSION

**\$**

- ACCEPT COMMON PAYMENT OPTIONS (CC, CHECK, DIGITAL, CASH)
- WEB PRE-SALES (GRAZE CART)

• STORY BRAND  
- D. MILLER

- SCALE A.O.V. AND L.T.V.
- CULTIVATE COMMUNITY
- KEEP THEM COMING BACK

3. LOYALTY

**A.O.V.  
and  
L.T.V.**

- CONSISTENT OFFERING
- SUBSCRIPTION (CSA, FARM SHARE...)
- UPSELLS

• TRIBES  
- S. GODIN

- MAKE IT EASY TO SHARE THEIR STORY
- IT'S NOT ABOUT YOU
- IT'S ABOUT HOW HAPPY THEY ARE

5. ADVOCACY

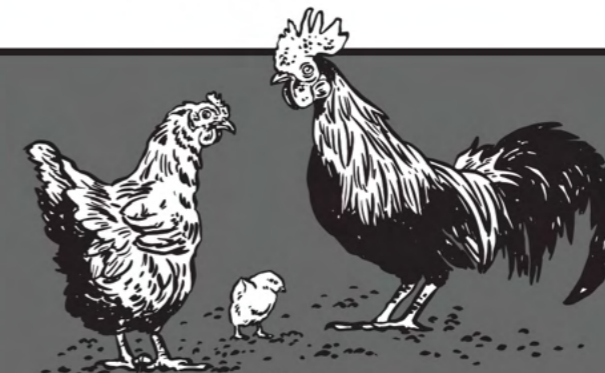
**AMPLIFY!**

- REVIEWS & TESTIMONIALS
- REFERRALS

• SUPER FANS  
- P. FLYNN

**FARM MARKETING  
SOLUTIONS**  
**REGENERATIVE SALES FUNNEL**

**TOP**



# Farming & Homesteading Resources

## Production & Business

- Articles
- Case Studies
- Book Recommendations
- Videos
- Podcasts
- Worksheets

Start learning!

Click Here

**FARM MARKETING SOLUTIONS** ABOUT / BLOG / STORE / CONTACT / RESOURCES

Beginning Farmer Resources

### Educational Resources For Farmers & Homesteaders

Content By Channel	Publications
<ul style="list-style-type: none"><li>• <a href="#">Growing Farms Podcast (100+ episodes)</a></li><li>• <a href="#">FMS on YouTube (700+ videos)</a></li><li>• <a href="#">FMS Blog</a></li><li>• <a href="#">Mission Statement</a></li><li>• <a href="#">@marketingfarms on Instagram</a></li></ul>	<ul style="list-style-type: none"><li>• <a href="#">Stress-Free Chicken Tractor Plans</a></li><li>• <a href="#">Pastured Poultry Packet #1: The Economics of Broiler Chickens</a></li><li>• <a href="#">Pastured Poultry Packet #2: Marketing Grass-Fed Chicken &amp; Eggs</a></li></ul>

### Farm Marketing, Business, & Finance

Farm Marketing, Business, and Finance Information

- [Farm Budgets](#)
- [Farm as a Business](#)
- [How to Start A Farm in 6 Steps \(with photos\)](#)
- [How To Make Money With Chicken Tractors](#)

New to farming? Start here:

- [How to Start A Farm](#)
- [Start Broiler Chicken Farming](#)

# How To Raise Chickens For Meat

Books written by John to get you started raising broiler chickens on pasture.



Stress-Free  
Chicken Tractor  
Plans



Pastured Poultry  
Packet #1: The  
Economics of  
Broiler Chickens



Pastured Poultry  
Packet #2:  
Marketing Grass-  
fed Chicken &  
Eggs

[Visit the Store](#)

# Bespoke Consulting Services

You may be struggling to sell your farm products as quickly as you thought you could.

- 1:1 Personal Consultation
- Actionable Insights
- Overcome analysis paralysis

[Click to Apply](#)

