

# Farm on the Web

## WORKSHOP

# NEWSLETTER WORKSHEET

### WEBSITES TO REMEMBER:

- www.ConvertKit.com
- www.Pexels.com
- www.bit.ly



### WHAT TO PUT IN YOUR NEWSLETTERS:

- Photos from your farm.
- Updates about your farm.
- Updates about your journey if you don't have your farm established yet.
- Notification that products are ready to buy.
- Notice about on-farm events.
- Notice regarding what farmer's markets you will be at this season.

Options are endless...these are just a few ideas to get you going!

### WAYS TO GAIN NEWSLETTER SUBSCRIBERS:

- Invite friends and family to join.
- Invite your friends from social media to join.
- Always have a clipboard for email signup at Farmer's Markets and sales events.
- Incentivize signup with a bonus or giveaway.

-Examples:

*"\$10 off your first order when you subscribe to our newsletter... signup today!"*

*or*

*"We are giving away 1 doz. eggs to one of our newsletter subscribers this month... signup today!"*



WWW.HARMONYFARMS.BLOG

*Commit your works to the LORD. And your thoughts will be established. Proverbs 16:3*