Creating Content

Getting clear about what you want to share about your business

Boilerplate Text

What is the one thing you want people know about your business? In our busy-body society – you need consistent, clear and memorable messages and content that will stand out, and is repeatable (think: word of mouth advertising). We encourage every business to create boilerplate content for your business: The Tagline, the Elevator Speech, and the Paragraph/1 pager.

Creating consistent content helps you to root in what's most important in messaging about your business, not only for use online, for listings, for press, printed materials, but also for talking with your direct and wholesale customers. Once you get these dialed in, you will use them time and time again! And, that's what your customers will remember about you, and repeat to others.

1) The Tagline: Your business in 1 short sentence or less *What is ONE thing or the most important thing you want people to know?*

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2) The Elevator Speech: You have 30 seconds in an elevator about your business (usually 1-2 sentences…expanding on the tagline language)

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3) The One-Pager/Paragraph: You've been asked to write 2 paragraphs about your business for your local newspaper (expand on your elevator speech language)

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Developing Content

Now that you have your big picture language dialed in … What kinds of things do you want your customers to know about your farm/business and/or local food in general? Write a list of all of the things. This will help you to develop the "types" of online/material content for social media, etc you'd like to share.

What you want customers to know – Example of themes:

- *Who you are (about the owners)*
- *What you sell*
- *What's special about your farm*
- *How to access your product*
- *Difference between varieties*
- *Organic and why*
- *How your veggies/products are grown/raised*
- *Why you care/started farming*
- *How to use the food (recipes, and other resources)*
- *Important/impact of local businesses and eating local (utilize the monthly social media toolkits we at SC send out for this too)*

Once you know the *kinds* of content you want to relay, it makes telling your story that much easier.

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