

**MARKET
GARDENER**
INSTITUTE

Marketing Mastery

START YOUR FARM YEAR RIGHT

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WITH LIZIANNE FORTIER

Do you realize how many sales you're leaving on the table (or in the field)?

Are you aware of how many free marketing opportunities you're currently not using?

How many potential buyers visit your website or market stand but never purchase? Why?

If someone wants to buy from you RIGHT NOW, how many clicks or steps does it take?
(If it's more than 1 or 2, you're already losing sales!)

When a customer discovers your business today, how many days will pass before they receive a message from you? (Radio silence = lost sale!)

Do your customers buy ONLY ONCE, or do they return regularly? (The most profitable businesses focus on customer retention!)

How many sales have you lost this year because your offer wasn't clear and easy to access?

How much money have you lost this year because you didn't dedicate enough time to marketing?

How much time do you invest in developing sales tools that generate revenue for your farm versus the time you spend on production? (One without the other won't help your business grow!)

Ready to stop losing money?

Do you have a structured marketing plan, or are you just "trying things out" randomly?

Is your marketing actually working, or do you just think it is? (How do you measure it? If you don't know, it's probably not working!)

If you keep doing what you're doing now, where will you be in:

6 months?

1 year?

5 years? (Still chasing sales?)

Why do some farms succeed effortlessly while others struggle? (Hint: It's not just the quality of their products... It's their STRATEGY!)

Are you ready to invest in your marketing so you never miss a sale that could have been yours?

Why did you choose to become an entrepreneur? Are you truly thriving in your business, or do you feel stuck?
