

Tips for Contacting Prospective Lake County Fair

Livestock Buyers

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For the Lake County Livestock Auctions to be successful, exhibitors must encourage businesses to show their support for the youth and their livestock projects. The best way for students to get these businesses support is through personal contact with the buyers. Meeting with a prospective buyer and telling them about yourself and your project will make a lasting impression of yourself and the youth organization you represent.

Personal Visits:

- Be neat and clean in your appearance (official dress) and wear a smile. ☺
- Be positive and appreciative, even if person expresses they won't be attending the auction.
- Present a hand-written letter including Date, Time & Place of Auction. Pictures of you with your project are a nice addition.
- Mention that the buyback option is available, be able to explain. Example: buyback price for a steers \$.80
1100lb Steer bid \$1.10 $-.80 = .30$ Buyers cost $1100 \times \$.30 = \330
- Thank the person for their time.
- Mention that the Fair displays a banner with buyer's names at next years fair.

Writing Letters:

- Use neat, handwritten letters including date, time, & place of auction.
- Complete a rough draft and check your spelling & grammar.
- Share something about your project.
- Encourage supporting all members of the project, not just yourself.
- Thank individuals for their time and mention if you plan on giving a gift to your buyer (plaque, gift certificate, or basket).
- Be POSITIVE

Sample Sentences:

- "Your support would be greatly appreciated"
- "I'd like to invite you to be a part of the 2009 Lake County Auction"
- "Besides purchasing high quality (beef/pork/rabbit/poultry), participation in our auction provides a great advertising opportunity."
- "This is a perfect way for your business to show its support and commitment to the future success and activities of Lake County youth."
- "Youth from across the county work hard at producing high quality animals"
- "When the gavel falls, I'd be very happy if you'd be the new owner of my meat animal project."
- "By bidding on my animal, you'll show support for continued growth in animal projects."
- "What a great learning experience I've had working with my animal."

Let your personality and pride in your project shine!