



Developing a Buyer's Letter and Thank You Note to Potential Buyers for the Still Life Sale



Buyer's Letter

- Identify who might be interested in buying your product, ex: the managers of the businesses where you bought your supplies, adults that like your product, friends and relatives.
- Follow proper letter format.
- Introduce yourself and explain that you will have a project in the Sale.
- Describe your project and what you have learned in making it.
- Request their support at the sale. Note that payment will be in cash or check only.
- Include the date, time, and place.
- Explain that your project will be on display in the Still Life Sale area in the 4-H Still Life Bldg. during the Fair so that they may see it.
- Personalize your letter, make it stand out, and market your product.
- **Thank them** for their time and efforts in supporting you and other 4-Hers.

Next Step - Delivering your Letters

- Contact several potential buyers (remember it takes at least 2 bidders to buy an item in an auction).
- Hand-deliver your letters, especially if they do not know you. You can mail to people you know.
- You may wish to schedule an appointment with them if they are a busy business person.
- Shake your potential buyer's hand and look them in the eye.
- You should connect with each person yourself. Your parent(s) should stay back and let you connect on your own.
- You will say much of the same things that are in your letter, but this gives you an opportunity to really personalize your request.
- Remember, some of the business people you approach do not know much about 4-H. You are a perfect representative to help them understand the strengths and benefits of the 4-H Program to youth like you.

Thank You Note to the person that buys your project

- 3 - 5 sentences **thanking your buyer**. (Remember, they used their time, money and effort to do this for you.)
- Follow proper letter format, including your buyer's name and a closing and signature.
- Express what it means to you to have their support and personalize your letter.
- Let them know how you will use the money that they paid for your product.
- After the Sale you can copy this thank you in your own hand writing on a note card and mail it. Addresses will be provided.