

AUCTION LETTER WRITING TIPS AND TRICKS: HOW TO SOLICIT BUYERS

Writing Letters

- Introduce yourself—tell the buyer about yourself and the things that you do outside of the auction.
 - Are you involved in sports?
 - Other leadership opportunities? ○ Involved in community service?
- Discuss Why the Auction is Important to Achieving Goals That You Set for Yourself?
 - Where do you go to school?
 - What goals and aspirations do you have?
 - How will the auction help achieve those goals?
- What do you want to do when you graduate high school?
 - Discuss Your Auction Project—
 - What type of animal are you selling this year?
 - What have you done to prepare your animal for the auction?
 - What do your responsibilities include while you are raising your animal?
 - What does your animal weigh?
 - What do you feed your animal and why is that important to the buyer?
- Remind Your Buyer of Auction Info
 - Auction is **Sunday August 1, 2021 @4pm**
 - Thank your reader for taking time to read about you and your auction project
 - Buyers can find more information about the auction and find updates on the Washington County Livestock Association Website
 - www.wclaoregon.weebly.com
 - Buyers can also find information and updates for the auction on Facebook on the Washington County Livestock Association Page!
 - Remind buyers that this year is a virtual auction, so there will not be an in-person auction like prior years.
 - The rotation for species in the sale this year is Swine, Beef and then Goats.
- Contacting Your Buyers
 - Arrange a way to schedule a meeting with potential buyers. Zoom Meetings or Google Meets might be good facilitators for this.
 - Go to local businesses and deliver your letters personally. By delivering letters in- person, this allows a face to be tied to your name and letter.
 - Include photos of yourself and your project with your letter if you cannot attend the business and need to deliver your letters in the mail. This still allows for the connection between a face and a name, so buyers have an easier time finding you in the sale.
 - Schedule a time for your buyer to meet with you at the fair to see your livestock project.
 - Provide your contact information, so that buyers can reach you at the fair.