

Charlotte Smith's Suggestions for Twelve Months of Emails to Your Dream Customers

January = It's cold outside and the farm is in hibernation. Tell a story of something that happened or that is happening now. The cows are doing this... The pigs are doing that... Photo of pig/cow etc.

February = We got 21 inches of snow yesterday and my husband, kids and I got our exercise in and used the new plow for the first time. Photo of snow, plow, kids playing in snow. Or a special Valentine's Day post/recipe.

March = Spring is right around the corner. The flowers are coming up,. I'm ready to get outside and start preparing for xyz events. Photo of flower buds, new baby bunnies, kittens.

April = It has not stopped raining, but I have seeds ready for planting. We're prepping for our first farmers market of the season. Photo of behind the scene prep-work.

May = First farmers market was a success! Tell a story and come visit the farm. We have xyz available!

June = Summer is in full swing! List of events, activities, things to do on the farm with kids. How to volunteer and get involved with your community. Photo of summer days, swinging from a tree, weddings, camps etc.

July = It's 4th of July and it's hot. The farm is running full steam ahead. Happy Birthday America. Photo of fireworks, farm life, family.

August = Back to School and the tomatoes are ready to eat! Photo: Backpack/kids/tomatoes

September = Tell a story about life on the farm. Keep it positive and happy. Photo of you, family, animals.

October = Pumpkins, fall recipes. Photos of pumpkins, leaves changing, crockpot meal.

November = Email about Thanksgiving Turkey for sale. Things you're grateful for. Photo of a turkey, a family meal, favorite things.

December = Share Christmas/Hanukkah gift ideas. Your family traditions. Photo of your family/friends, faith, love and celebrations.