

This week's homework was to develop our business's promotional plans, features and benefits list, and psychological speedbumps and mitigations. I explained what these were in [this post](#). Here's what they look like.

A Promotional Plan

Tools to Develop or Modify	How/Why it Works	Due Date	Done
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	Mar 1st, 2017	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable. I will post these in locations similar to business cards	Mar 1st, 2017	
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	April 1, 2017	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable. I will post these in locations similar to business cards	April 1, 2017	
Create and Boost a FB Business Page	If business cards and fliers do not bring in clients I will create a FB page for my business. I will boost it every week until I have reached enough clients/made 100 likes. This will bring in clients, network me to likeminded individuals, and create an online presence.	April 1st, 2017	
Create and Buy Advertisement Space in the CPJ	If the business cards, fliers, and FB boost do not work I will buy advertisement space for the sunday paper. The paper reaches my preferred audience: the older crowd with regular income.	April 15, 2017	
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	May 1st, 2017	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable.	May 1st, 2017	

	I will post these in locations similar to business cards		
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Create and Manage Website	This is where I will put photos, how-tos, experience, price sheets, resources, contact information, etc. This gives potential clients and collaborators a space to reach out and connect. It will act as my online portfolio.	June and ongoing	
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	June 1st, 2017	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable. I will post these in locations similar to business cards	June 1st, 2017	
Create and Boost a FB Business Page	If business cards and fliers do not bring in clients I will create a FB page for my business. I will boost it every week until I have reached enough clients/made 100 likes. This will bring in clients, network me to likeminded individuals, and create an online presence.	June 15th, 2017	
Create and Buy Advertisement Space in the CPJ	If the business cards, fliers, and FB boost do not work I will buy advertisement space for the sunday paper. The paper reaches my preferred audience: the older crowd with regular income.	July 1st, 2017	
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	July 1st, 2017	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable. I will post these in locations similar to business cards	July 1st, 2017	

Create and Manage Website	Keep live calendar of planting- to-dos, like Farmer's Almanac	July, 2017	
Create and Boost a FB Business Page	If business cards and fliers do not bring in clients I will create a FB page for my business. I will boost it every week until I have reached enough clients/made 100 likes. This will bring in clients, network me to likeminded individuals, and create an online presence.	Aug 15th, 2017	
Create and Buy Advertisement Space in the CPJ	If the business cards, fliers, and FB boost do not work I will buy advertisement space for the sunday paper. The paper reaches my preferred audience: the older crowd with regular income.	Aug 15th, 2017	
Create and Manage Website	Keep live calendar of planting- to-dos, like Farmer's Almanac	August, 2017	
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	Sept 1st, 2017	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable. I will post these in locations similar to business cards	Sept 1st, 2017	
Create and Boost a FB Business Page	If business cards and fliers do not bring in clients I will create a FB page for my business. I will boost it every week until I have reached enough clients/made 100 likes. This will bring in clients, network me to likeminded individuals, and create an online presence.	Sept 15th, 2017	
Create and Manage Website	Keep live calendar of planting- to-dos, like Farmer's Almanac	Sept, 2017	
Create and Buy Advertisement Space in the CPJ	If the business cards, fliers, and FB boost do not work I will buy advertisement space for the sunday paper. The paper reaches my preferred audience: the older crowd with regular income.	Oct 1st, 2017	
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	Oct 1st, 2017	

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Create and Manage Website	Keep live calendar of planting- to-dos, like Farmer's Almanac	October, 2017	
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	Nov 1st, 2017	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable. I will post these in locations similar to business cards	Nov 1st, 2017	
Create and Buy Advertisement Space in the CPJ	If the business cards, fliers, and FB boost do not work I will buy advertisement space for the sunday paper. The paper reaches my preferred audience: the older crowd with regular income.	Nov 15th, 2017	
Radio Commercial	Highlight the importance of planning ahead. Reaches listeners, can be repeated to reach 7x.	In November, 2017	
Create and Manage Website	Focus on the year in review, gather more resources and how-tos. Use as a platform for discussion, keep a live calendar of planting to-dos	Emphasized in Nov, 2017	
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	Dec 1st, 2017	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable. I will post these in locations similar to business cards	Dec 1st, 2017	
Create and Boost a FB Business Page	If business cards and fliers do not bring in clients I will create a FB page for my	Dec 15th, 2017	

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Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	Jan 1st, 2018	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable. I will post these in locations similar to business cards	Jan 1st, 2018	
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Create and Buy Advertisement Space in the CPJ	If the business cards, fliers, and FB boost do not work I will buy advertisement space for the sunday paper. The paper reaches my preferred audience: the older crowd with regular income.	Jan 15th, 2018	
Radio Commercial	Highlight the importance of planning ahead. Reaches listeners, can be repeated to reach 7x.	In January 2018	
Create and Manage Website	Remind People Now is the time to plan, gather more resources and how-tos. Use as a platform for discussion. Keep a live calendar of planting to-dos	Emphasized in Jan, 2018	

Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	Feb 1st, 2018	
Create and Print Fliers	Fliers will have services and price sheets with the name and contact info detachable. I will post these in locations similar to business cards	Feb 1st, 2018	
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Radio Commercial	Highlight the importance of planning ahead. Reaches listeners, can be repeated to reach 7x.	In February 2018	
Create and Manage Website	Remind People Now is the time to plan, gather more resources and how-tos. Use as a platform for discussion. Keep a live calendar of planting to-dos	Emphasized in Feb, 2018	
Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	Mar 1st, 2018	
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Create and Print Business Cards	On hand advertisement. Will post on billboards at downtown stores, coops, the farm and garden store, the san fran bakery billboard, and others	Feb 1st, 2019	
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Create and Manage Website	Remind people now is the time to plan, gather more resources and how-tos. Use as a platform for discussion. Keep a live planting calendar.	Emphasized in Feb, 2019	

A Feature and Benefits Spreadsheet

Product	Feature	Benefit
1 Hour Consultation \$35/Hour	One on one with a knowledgeable professional	Confidence, time saver, assurance, guidance. Clients are saved on worries, doubts, energy.
	Suggested direction for the project's goals	" "
At Home Consultation \$45/Hour	Soil Tests	Soil tests save clients time, energy, money/expense, a feeling of preparedness and confidence, reduced anxiety over the risk, and increase efficiency.
	Plant Health Assessment	Saves time on research, saves money on inputs, reduces anxiety, increases confidence, gives a sense of independence once I leave.
	Q&A	Saves time on research, saves money on inputs, reduces anxiety, increases confidence, gives a sense of independence once I leave.
Design Work \$45/Hour	Soil Tests	Soil tests save clients time, energy, money/expense, a feeling of preparedness and confidence, reduced anxiety over the risk, and increase efficiency.
	Land Map Data	Reassures the clients/decision making with facts, makes decision making easier, saves time and energy, saves money from going through another agency to have the same service done.
	Goal Oriented Plant Picks/Edible Plant Picks	The clients get to interact with nature daily, have a regular supply of food for a peace of mind, a feeling of independence

		and calm, will reduce cost spent on buying food. They will gain prestige.
	Price Sheet/Source Listing	Expedites the decision making for the clients, saves them time researching/sourcing, makes them feel good by shopping with local farmers
	Binder of Plant Information	Gives the clients a sense of security and assurance, saves them time looking information up.
	Maintainance Calendar	Helps the clients plan ahead, gives them a sense of security and independence, helps them feel professional. Reduces time spent researching, reduces anxiety.
Installation \$35/Hour	Done by a Professional/Farmer	Reduces workload for clients, anxiety, and inputs, saves time and money, gains confidence, gives the feeling of security and confidence.
	Healthy Plants Chosen	Gives the client a feeling of confidence and saves them time and money.
Maintainance \$35/Hour	Maintained by a Professional	Increases efficiency, saves time and money, decreases workload, stress/anxiety, gives a feeling of prestige.
	Health Actively Managed	Active maintainance=less inputs which saves the clients time, energy, money, stress, anxiety. helps them feel confident and happy with their initial purchase. Gives a feeling of prestige.
	Crops Aren't Rotting in Place	Keeps the landscape clean, the plants healthy, saves time and money, reduces waste/\$, gives a feeling of prestige and a maximum harvest.

Q&A \$35/Hour	Available Often for Check-Ins/Skype	Gives the clients a sense of security and calm. Gives them a sense of independence as well as a sense of security if things go wonky.
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A Psychological Speedbump and Mitigation Spreadsheet

Psychological Speedbumps	Mitigation Techniques
Price Barrier	I advertise my price and let the clients self-select.
Process	I advertise the process in a brief step by step and tell the clients in the face to face. Regular reminders.
Experience/Expertise	I advertise my dual degree in Agroecology and my years of farming experience. Eventually will have website portfolio.
DIYers	Clients self-select, Q&A options available. Consultation and designh options available. Installation and Maintenance not a necessity. To-Do list is given in the Consultation and Design Package.
Responsibility of the Client?	To-Do list is given in the Consultation and Design package. Project goal is chosen by client. Agroforestry = less labor over time.
Warranty/Guarantee with Plants	The clients can have me choose the plants.
Beautiful AND Productive?	The project's outcome is based on the project's goals. I will manage a portfolio of my work and design landscapes in the most efficient way. Aesthetics will be kept in mind.
Portfolio	Eventually the website will become portfolio package. I will take pictures of my farm life to share.
Appropriate Plants	I have a plant sheet to decide on which plants are appropriate and why. The client will be given a binder with a plant sheet on each plant suggested.
Low Maintenance	Maintenance level is determined by the project goal made by the clients. Agroforestry = Less maintenance over time. Perennials require less maintenance. I can be paid to maintain it.
Climate Change	I am researching this topic right now. I will include climate change tolerance in my plant list spreadsheet.

How does the client know what to do?	I will leave the client with a to-do list calendar, which can also be found in a broad sense on my future website.
Unique Plant List?	Plant list subject to project/client goals and location.
Pest Proofing	Included in the design and pricesheet is the material list including fencing as needed.
Animal Proofing	Included in the design and pricesheet is the material list including fencing as needed.
Weedy?	There is a management calendar with a to-do list. If followed the weeds should be kept down until the plants have established themselves.
Organic Mgmt?	I'm available for Q&A if necessary. I will only suggest shopping sources which are reputable/organic. The management calendar will recommend times to put down fertilizer.
Will the food be left to rot?	I can be paid to maintain it. The plants will take a few years to mature and fruit/the harvest will not be fruiting all at once. Can be a point of community gathering. The clients will self thin based on project desire and labor desire.
Invasive	Invasives = right plant in the wrong place. Cultural changes can be used to manage the weeds. The weeds could become crops. I am available for active management.
Project Time	Clients will self thin depending on needs. Project goal decides project length. The clients know what their paying for.
Reliability	I will keep my clientele low to be available for clients as they need it. I will leave days available for tending to clients' yards.
After Service Check-Ins	I will keep my clientele low to be available for clients as they need it. I will leave days available for tending to clients' yards.

There you have it. Relatively simple and straightforward. Let me know if you have any questions.

Until next time!
Shani A