



- A good story is not a random series of events
- Make it clear—no “extra” information in your basic story
- A good farm story has a plot—hero, challenge/obstacle, action, purpose, resolution, meaning

Who is the Hero of your story (you, your family, your farm)?

What did you have to do/overcome to be able to farm/own land/support yourself/make this decision?

Why do you want to do this? What happened to make you want to do this thing?

How did you overcome your barrier? How did your vision emerge?

What difference are you making? Why does what you do matter? What makes you different?

Now pull it all together!

Craft your farm tagline.

A tagline is your shortest story. The most effective taglines are just one simple thing you want people to know or think about you.

- Keep it simple
- Make it memorable
- Be clear
- It can be clever or funny—but be careful!
- A tagline is not your mission (internally focused)—it’s outwardly focused
- Keep it short!

Write down words (not sentences) for the following characteristics of your farm:

Unique or special things about my farm:

My farm’s special or different services:

What we value:

Special benefit my farm brings to my customers:

Other keywords that I associate with my farm:

Now take some of these words and put them into a short sentence.

and again

one more time

How does it look?

My Farm Name

My Farm Tagline

Extra Credit—write your Local Food Guide listing (250 characters or about three sentences).



306 West Haywood St. | Asheville, NC 28801
828-236-1282 | www.asapconnections.org

ASAP is a nonprofit organization working to help local farms thrive, link farmers to markets and supporters, and build healthy communities through connections to local food.