



# This is my story

*An exercise for crafting your farm story*

**Asap**  
Local Food  
Strong Farms  
Healthy Communities

- 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)?

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

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

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

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

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Now pull it all together!

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## 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:

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My farm’s special or different services:

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What we value:

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Special benefit my farm brings to my customers:

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Other keywords that I associate with my farm:

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

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and again

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one more time

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## How does it look?

**My Farm Name** \_\_\_\_\_

**My Farm Tagline** \_\_\_\_\_

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

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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.