

The Vendor's Recipe for Success

There are never guarantees in owning your own business, and there are elements and things we can't control, however, we can maximize our opportunities by doing a **few simple and free activities** every week to increase our chances of a successful week.

- **Communicate** with ALL your friends and acquaintances, a day before, about what you are doing on market days. Invite them to come out for a look, and if they could, do the same with their circle of people they know (i.e. "Please pass the word along"). (Ask them for their "support", this makes them feel appreciated and wanted) Use your phone contacts, computer contacts, Facebook, etc. Just this simple jester reminds people that we are here. The biggest comment we get from people is they simply forget about the market. SO REMIND THEM! BE FRIENDLY ☺
- **Be prepared and organized**; and do this the day before the market. (This means having your vehicle loaded, having plenty of \$1 and \$5 dollar bills for change, cash in hand for space fee, etc.) There is nothing worse than not sleeping because you are worried about forgetting something. And a tired vendor is a non-functional, grumpy one. Customers sense that you are just not up to wanting to serve them as a customer, and they will move on! Not having change or a tired grumpy attitude can cause LOST SALES for your business.
- **Be approachable and customer friendly**; no one wants to feel as if they are bothering or interrupting you in your comfortable chair behind your book. **Get on your feet and greet** when customers are around. **Say hello and smile** at them, even if they don't make eye contact at first. Be pleasant and positive, no matter what drama you're dealing with. Be professional and treat them as you would a friend. Everything you all do is to make the experience for the CUSTOMER a **happy** and stress free one. This is how you'll keep them coming back to visit again! Repeat business is GOOD business!
- **Keeping up appearances**. Make your display easy on the eyes and attractive. Keep your space and the surrounding area **CLEAN** and free of trash at all times, including the end of the market. THIS IS MANDATORY FOR ALL VENDORS THROUGHOUT THE DURATION AND BEFORE LEAVING THE MARKETS! Make their parking as convenient as possible. YES, this means park as far away from the market as possible, so customers can park closer to the market.
- **Marketing and Advertising**; this is not just the market promoters job!!! Advertising is the most important job of each business owner. You cannot get customers if no one knows you exist!
 - If every vendor emails and texts their customer and friends 1x per week that will be thousands of reminders to potential customers.
 - If every vendor posts to Facebook or Instagram 4x a week that would create 100,000+ advertising hits and more potential customers.
 - Join Facebook as a business (this is a farmers market requirement)
 - Join groups such as 'High Desert Deals', 'Victor Valley 411', and MORE!
 - Advertise on the High Desert Farmers Market Page.
 - Post photos and useful information, such as recipes, health tips, etc.
 - This is FREE Advertising Folks!
 - It is YOUR job, to market and promote yourself.
- **Be responsible and know the rules**. They are in place for very good reasons: such as **safety**, appearances, customer service, logistics etc. All the rules are the same for everyone, follow them.