**Steps for finding potential buyers:**

Create a list of potential investors

* Gather contact info (always get email addresses)
* Potential Investors could be parent’s friends and business owners, local business owners (don’t just think retail business owners), family, neighbors, etc.

**January** Email or mail introduction letter and talk about your upcoming projects. Remember to include a “Save the Date” for the day of the Montgomery County Fair and your show date

**February** Follow up to introduction email or letter with your project’s progress and remember to include “Save the Date” for the day of the Montgomery County Fair and your show date

**March** Reminder email about the Montgomery County Fair….make sure you include “looking forward to seeing you at the Project Show!” Their attendance is very important

* Finding buyers is important in trying to sell your animal/project. It helps to visit the place of business with a small gift (cookies) and a picture of you and your animal with a save the date card.