

A group of chickens, including a prominent rooster with a large red comb and a smaller hen, are standing in a field of straw. The background is slightly blurred, showing more straw and some green foliage.

# Profitable Poultry Mini-Course

5-Day Course with Video,  
Worksheets, and Email  
Encouragements

Delci Plouffe



# Profitable Poultry

The Profitable Selling Framework

## WHAT

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Sell Eggs

Sell Pullets

Sell Hatching Eggs

Sell Chicken Manure/Compost

Sell Meat

Sell Feathers

Sell Day Old Chicks

**What do you see you and your family willing and able to do to earn income from your goats? Circle the ideas above**

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**Write down your top choices and think through the pros and cons**

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**Pros**

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**Cons**

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**Pros**

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**Cons**

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**Pros**

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**Cons**

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## WHO

Who is your potential customer? Transfer over your ideas from the "what" list.



My potential customer is...

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## WHEN

Plan some timeframes. Ask yourself: When is the planning season, the creating season, the busy season and the sales season?

Transfer over your ideas from the "what" list.

	Approx Dates
_____	<b>Planning</b> _____ _____ _____ <b>Creating</b> _____ _____ _____ <b>Busy</b> _____ _____ _____ <b>Sales</b> _____ _____ _____
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Planning \_\_\_\_\_  
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Creating \_\_\_\_\_  
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Busy \_\_\_\_\_  
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Sales \_\_\_\_\_  
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Planning \_\_\_\_\_  
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Creating \_\_\_\_\_  
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Busy \_\_\_\_\_  
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Sales \_\_\_\_\_  
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## WHY

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What is your WHY?

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If you were 100 years old right now, what would make you feel like you had been successful in your life?

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*"The legacy that you will want to have left behind is one like this: That you did what's right no matter the cost to you. It will matter that you did the right thing. And that "thing" will be a million little things that you did over and over and over again for all of your life."*



# Profitable Poultry

The Profitable Selling Framework

## HOW

See, Hear, Smell, Touch, and Taste

How will you effectively sell your birds and products by using the five senses?  
Think BIG, think creatively!

### SEE

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### HEAR

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# Profitable Poultry

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## HOW

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### IDEAS

#### SEE

- **Big, bold signs, big block lettering**
- **Take super, great, cute, eye-catching photos all the time**
- **Eye-Catching Beautiful Displays**
  - **Color**
  - **Arrangement: baskets, color**
  - **Call to Action:**
    - **"Smell Me!"**
    - **"Buy One Get One"**
    - **"Free Sample"**
    - **"20% Discount on Next Purchase"**
- **Smile--Show off those pearly whites**
- **Leave a picture and short biography with a display**
- **However the display, make it approachable and inviting!**
- **Keep your personal items and odds and ends cleaned up, so your area is neat and tidy**
- **Clearly mark all products with a price in a booth**
- **Always talk about your other products. Selling eggs? Selling chicks? Or pullets? Mention them in casual conversations, whenever you can**

#### HEAR

- **Music**
- **Be confident, engaging**
- **Don't forget to use your hearing: Listen to your customers too**

#### SMELL

- **If possible, scramble up some eggs and let that smell waft through the marketplace**
- **Set a candle or scent on a candle warmer**



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## HOW

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### IDEAS

#### TOUCH

- Invite potential buyers to visit and touch your chicks and chickens if possible
- Create an interactable quiz for customers
  - Cardboard/posterboard with answers written intermittently across it
  - Cover the answers with a flap
  - Invite people to take the quiz
- Collect email addresses in exchange for a discount
- Have potential customers enter a giveaway for one of your products that will also include a logo and business card.
- At an outdoor festival, consider bringing a couple chickens and set up a little petting zoo pen next to your display. "And this is the chicken that produces the eggs in our house. Come say hi!"
- If you have extra hands to help, set up a small table for kids to color a picture of chickens. Think of ways to include and catch the attention of the kids! (They bring mom along.)

#### TASTE

- Offer a small cookie or chocolate piece for each customer
- Offer an ice cold glass of milk