

# ONLINE SALES (AND DELIVERY!) FOR MARKET FARMERS NO-COST VIRTUAL WORKSHOP



**Sponsored by the Illinois Small Business Development Center at McHenry County College**

Establishing an online presence, creating the capability for online sales, and then providing a safe and effective way to get your product to your customers is essential for long-term viability of any market farm, no matter the products produced and sold. If you have not yet created an online store, or you need help working out the kinks from last year's effort, this three-part workshop series is for you.

**In this virtual (Zoom), workshop series– you will...**

### **Session 1 | Tuesday, February 9 | 6–8 p.m. CST**

Assess your online presence and learn how to improve it; learn the pros and cons of selling product online; learn about platform options and delivery/fulfillment considerations.

### **Session 2 | Thursday, February 11 | 6–8 p.m. CST**

Learn how to build an online store and review some best practices on how to manage and market it.

### **Session 3 | Tuesday, February 16 | 6–8 p.m. CST**

Hear from a panel of three farmers who utilized online ordering and managed delivery/fulfillment in 2020. Learn from their challenges and successes.

**There is no fee for the workshop series. Advance registration is required.**

**To register, please visit: [www.brownpapertickets.com/event/5038627](http://www.brownpapertickets.com/event/5038627)**



### **Instructor**

Taidghin O'Brien is the Marketing and Communications Manager at The Land Connection, a small non-profit based in Champaign, IL and is a member of the Design and Development team at MarketMaker. Coupled with his graphic design and web development capabilities – Taidghin applies his experience as a business and farm owner/operator to help others solve farm and food system problems with technical assistance on branding, online marketing and e-commerce strategy.

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*This workshop series is made possible by the Small Business Development Center and Center for Agrarian Learning at McHenry County College.*

