



# Assessing Your Preferences, Options, and Goals

A key point before venturing into farm/ranch recreation or value-added agriculture is to identify or revisit the real goals of the farm or ranch and to discuss these goals with all parties who may influence the decision-making. If any of the “partners” do not have the same goals, success will be limited and interpersonal stress may be the major result. All partners (this may be family members or outside interest) must meet together and seriously express their personal and business goals.

## Define your goals

- What kind of visitors/customers do you want to attract?
  
- What kind of guest/customers can you attract with the operation you have today?
  
- What kind of visitor/customer will you be able to attract in the future?

One real market advantage of farm/ranch recreation is that potential clients are so numerous and there are so few operations offering this type of service. Using a shotgun approach to attract anyone and everyone is expensive and seldom effective without a massive advertising campaign. A more effective use of time and money is targeting a particular audience (e.g., sportspeople, families, retired persons, bird watchers, photographers, etc.) who may be interested in what your farm or ranch has to offer.

## Let's start creating a profile of the customer you want to attract:

The ideal customer is \_\_\_\_\_.

Where does he/she live? \_\_\_\_\_

Age composition (Young, retired, young families) \_\_\_\_\_

Single/married? \_\_\_\_\_

Income Level \$ \_\_\_\_\_ Party Size? \_\_\_\_\_

Children? \_\_\_\_\_

Hobbies/Interest (hunting, fishing, photography, horseback riding, etc.)

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What does he/she read? \_\_\_\_\_

What characteristics do you want in your guest? \_\_\_\_\_

Independent people who emphasize self-fulfillment and self-help? \_\_\_\_\_

Action-oriented people? \_\_\_\_\_

People seeking relaxation? \_\_\_\_\_

People who have a desire for entertainment and activities? \_\_\_\_\_