

Bring Your Food to the Market, Skip the “Marketing”

Share your creation without selling your soul!





I'm Julie Norris

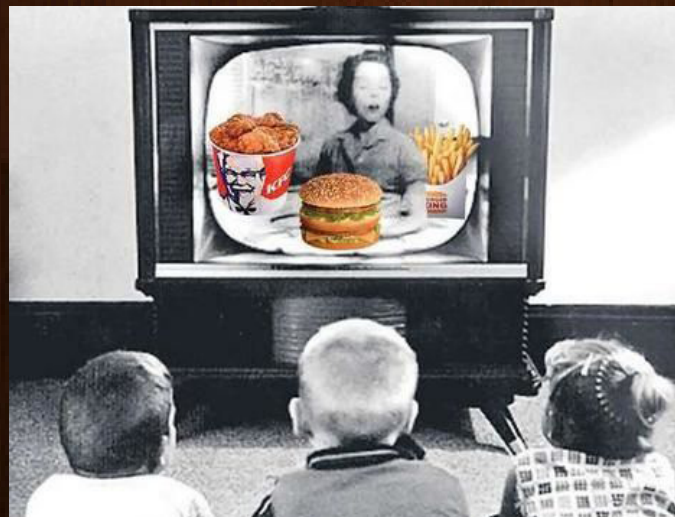
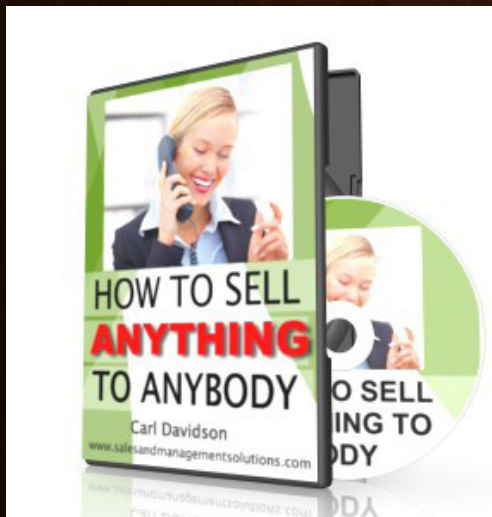
*Lover of good local food
& vibrant community...
I want you to make it!*

Dandelion Communita Cafe, Co-Proprietor
Front Porch Radio, Hostess
OurLando, Co-Founder
Edible Orlando, Advisory Board
Velocity Magazine, Community Editor
GaiaMama, Homebirth & Mama Insights

<http://julienorris.wordpress.com>

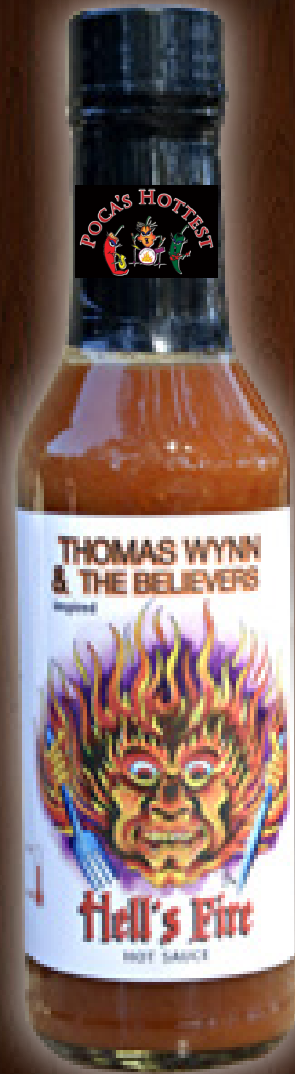
Marketing is Dead!

No one wants to be sold.



Sharing is Alive!

Share & Celebrate Your Passion and Creation



Words Matter · Be Genuine · Share Your Story · Be Creative · Let Your Passion Show

Experts are so last century.

Share Your Knowledge & Become a Trusted Advisor



*Tony Adams of Big Wheel Provisions
His Blog Rocks My Socks.*



*Tia & Terry of
Econ Farm &
Simple Living
Institute*

*They got this
local food
party started.*

Talks, Tours, Demonstrations, Recipes, Host Meals & Tastings

If you can write, do it from the heart and use a blog, submit articles.

If you create visuals, use a tumblr-like blog to share your photos, doodles, art.

If you can talk into a camera, post videos. Short ones. Like less than 3 minutes.

Collaborative Community

*You've been taught by big business to compete.
That model is NOT sustainable in our paradigm.*

Friends · Partners · Connections · Win Win Win · Synergy · Reciprocity · Kindness · Boundaries

Old Story

Individual/Independent/Mine

Isolation

Confusion

Powerlessness

Scarcity

Hoard

New Story

Together/Interdependent/Ours

Community

Transparency

Empowerment

Plenty

Share

Organizations To Empower & Connect You



Where to Share

Advertising

Neighborhood Newsletters

Facebook Ads

Groupon

WPRK 91.5

Edible Orlando

Local Food Guide

Velocity Magazine

Orlando Weekly

Special Events

Local Food Dinners

Taste Of Events

Winter Park Harvest Festival

Earth Day & VegFest

Potlucks & Parties

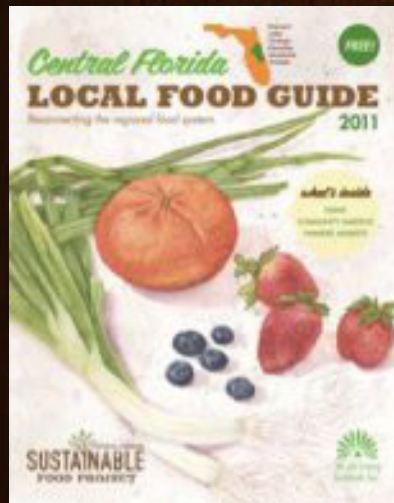
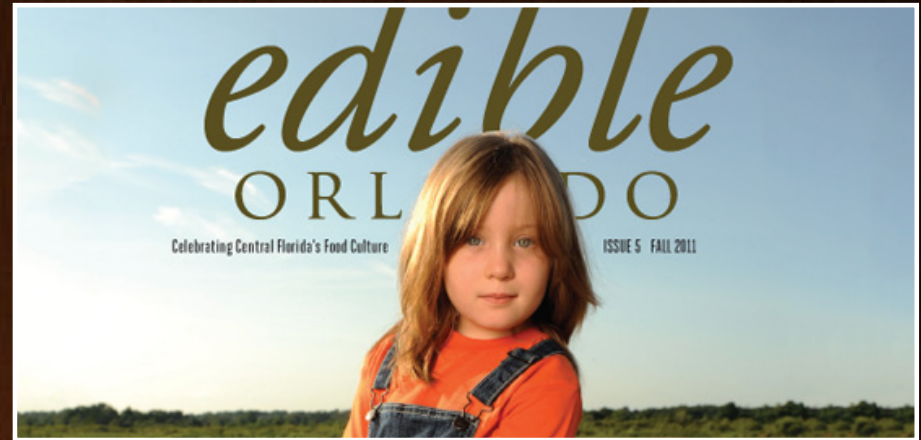
Other Local Festivals

Product Placement



Think Local, First

Local Media That Matters



Your Own Media Channel!
A Website connected to all the social media
that is relevant to your unique offering.

"Cottage Foodie Advice & Resources" podcast I recorded a few months back.

It is specific to Central Florida and has tons of relevant resources with links. Listen to the podcast here:

<http://frontporchradio.wordpress.com/2011/08/24/cottage-foodie-advice-resources/>

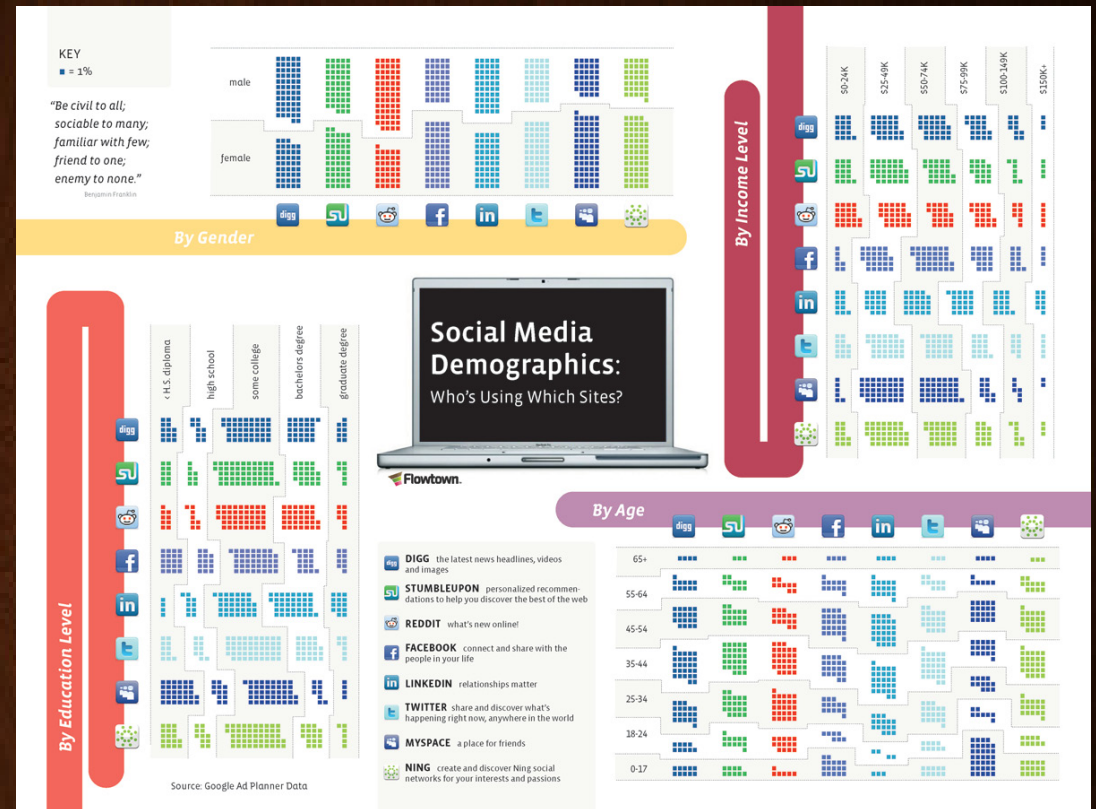
Socializing Online

Make Connections

- Link On Website & In Newsletter
- Facebook Ad Campaign
- Your Own Circle of Friends
- Upload Photos & Tag People
- Create Events & Invite People

Keep Them Engaged

- Offer Deals & Post Specials
- Use it frequently
- Respond to comments
- Start the conversation
- Visuals are important



Social Media: Facebook * Twitter * Myspace * Google+ * Meetup.com

Video is the Next Wave: YouTube & Vimeo & Livestream

It's Your Website, YOU Do It: Wordpress * Tumblr * Blogger

Make it Easy: Hootsuite - Social Media Dashboard

Friends that play together...



Where Foodies Flock

Audubon Park & College Park Market

Organic Growers Meeting

Slow Food Events

Dandelion Community Cafe

Homegrown Co-op

Less Work, More Play

Potlucks

Skill Shares

Parties

Harvest Dinners

Supper Clubs

Community Gardens

Music Festivals

Farm Tours

It's never been easier
to get the word out.

Don't forget to share.