

Prepare to Tell Your Story Worksheet

During the transfer process, you will need to explain what you are trying to accomplish and why. Sharing information through a story can help you build understanding and discover common values and goals to move the process forward. It helps to bring your story to life by including details about things like the history of your farm or ranch or how you built your business. Use this worksheet to help you prepare to tell a story about your farm.

Before entering information into this worksheet, download the file to your computer so you can save your work.

1. You may want to tell a story to the incoming producer, heirs and other family members, and advisors like your financial planner and attorney. Fill out the table below to outline what you know about your key audiences. What do you think they want to know? What do you know about them? Things like their age, personality, and culture will affect the story you tell.

WHO IS THE AUDIENCE?	WHAT DO THEY WANT TO KNOW?	WHAT DO YOU KNOW ABOUT THEM?

2. For each of the audiences you have identified, consider what you want to share with them. Reflect on the history of your farm. What is it known for or what makes it special? How has it changed over time? What does it mean to you, your family, and the community? What are your hopes for its future? Now list the three most important things you want to share.

- 1.
- 2.
- 3.

3. In the space below, draft a few paragraphs describing events or experiences about your farm and your values and goals for the transfer. Customize your story for each audience to address what they would want to know like the name of your farm or ranch, where it is located, and what you produce as well as the important things you want to share from the list above.

4. If you plan to tell your story in writing, it doesn't have to be formal. To get started, try drafting a letter or an email to the incoming producer or your heirs in the space below. Share what you think you can accomplish together and what you appreciate about their role in your transfer.

5. Given what you know about your audience's age, personality, and culture, how will you share your story? Will it be a conversation at the kitchen table or a formal presentation? Will you share something in writing or create a slideshow or video?

6. When and where will you share your story?



This resource is part of American Farmland Trust's [Farm Transfer Toolkit](#) which is available on AFT's [Farmland Information Center website](#). The toolkit walks agricultural landowners through key steps in a farm transfer process. It contains information, worksheets and other tools to help users set goals, assess their finances, communicate with stakeholders, and work with professionals to finalize decisions and implement a transfer plan.