

20 Day Content Checklist

For Seed Dealers

- Introduce yourself. Share a selfie of you and your team.
- Share a picture of your seed warehouse. Good, bad, or ugly!
- Do a family introduction: spouse, kids, parents, whoever!
- Throwback photo to beginning years of your business and good story.
- Something that broke, or some challenge you are facing today.
- Customer appreciation. Bonus points if you include a customer testimonial.
- Computer work. Could be product placements, fertilizer recs, seeding recs, etc.
- Your community involvement, coaching, sports events, church, 4H, FFA
- Agronomy topic you've gotten calls about this week.
- Behind the scenes: working on equipment, cleaning out seed treater, etc.
- A drive through the county. Bonus points for a time-lapse
- The best part and worst part of your day.
- A goal you have for your business. Could be this month, this year, or 10 years!
- A then and now of your business--what has changed, what hasn't?
- Progress on a project you are working on.
- Old swag or merchandise from the brand you sell. And a memory of it.
- Forklift driving. Bonus for time-lapse
- Loading and delivering seed. Include seed tenders, bags, trailers.
- Start of day routine. Coffee, to do list, walk around warehouse, etc.
- Industry partner post. Truckers, equipment dealers, seed treater dealers--people you partner with.

