



TRAINER GUIDE

Module 2 — The 'Market' in Agritourism Reaching Guests with Digital Tools

AgriVETourism Erasmus+ Project | Ref: 2024-2-BG01-KA210-VET-000267044

Developed by iAgroCert | For use by trained VET facilitators

HOW TO USE THIS GUIDE

This guide is your working document for delivering Module 2. It follows the slide deck slide by slide and gives you:

- What to say — the key message for each slide in plain language
- How to facilitate — discussion prompts, pair work, timing cues
- Common blockers — the real objections participants raise, and how to handle them
- Practical exercises — step-by-step instructions for the three in-session activities
- Handout templates — ready-to-print worksheets at the end of this document

IMPORTANT — Know Your Room Before You Start

Before the session, ask participants to confirm:

- Do they have a smartphone with them today? (they need one for Exercises 1 and 3)
- Do they have a Google account / Gmail? (needed for Google Business Profile)
- Is there wifi in the room? (helpful but not essential — mobile data works)

If more than half the room has no smartphone, adjust Exercise 1 to a group demo instead of individual work.

MODULE AT A GLANCE

Section	Content / Output
Introduction (Slides 1–4)	Welcome, objectives, module overview — 15 min
Unit 1: Digital Presence (Slides 5–13)	Google Business Profile, photos, reviews Output: Digital Profile Checklist — 60 min
Unit 2: Social Media (Slides 14–22)	Visual storytelling, content calendar Output: 1-Month Content Calendar — 60 min
Unit 3: Online Selling (Slides 23–31)	WhatsApp Business, AI tools, offer writing Output: Offer Card + 5 Ready Replies — 60 min
Closing (Slides 32–35)	Takeaways, self-assessment, close — 15 min
TOTAL	~3.5 hours (recommended with two 10-min breaks)

THREE THINGS EVERY PARTICIPANT MUST LEAVE WITH

1. A Digital Profile Checklist — with at least one item marked 'done today'
2. A 1-Month Content Calendar — with at least 4 post ideas written in
3. An Offer Card — one experience described in under 100 words, ready to share

If anyone leaves without all three, the session has not fully delivered its purpose.

INTRODUCTION — SLIDES 1–4

Total time: 15 minutes / No exercises in this section

SLIDE 1–2 | Title + Welcome | ⌚ 5 min

What to say:

- Introduce yourself and the project briefly — one or two sentences only.
- Ask the room: 'Before we start — how many of you searched for a business on Google this week?' (Nearly everyone will raise a hand.) 'Your visitors do the same thing before they choose a farm.' That's this module.
- Keep this short. Energy at the start of a session is high — don't use it on housekeeping.

SLIDE 3 | Learning Objectives | ⌚ 3 min

What to say:

- Read the three outcomes aloud slowly. Ask: 'Has anyone here already completed a Google Business Profile?' If yes — that person becomes a peer resource for the rest of Unit 1.
- Tell them: 'By the end of today you will have started all three of these — not just heard about them.'

SLIDE 4 | Module Overview | ⌚ 5 min

What to say:

- Walk through the three units. Emphasise that each unit produces a real output they take home.
- Tell them: 'Everything we cover today is free. No paid tools. No subscription. Your phone and a Google account are enough.'

Facilitator tip

If participants seem anxious about technology, say: 'I am not going to ask you to do anything today that you cannot also do at home on your own. Everything is step by step.' If participants are advanced, acknowledge it: 'Some of you may already be doing parts of this — use the exercises to refine what you have, not just to start from zero.'

UNIT 1 — BUILD YOUR DIGITAL PRESENCE (SLIDES 5–13)

Total time: ~60 minutes / Exercise at Slide 13 (20 min)

Core message: Most agritourism operators are invisible online — not because their farm is not good enough, but because they have not yet claimed their free digital presence. This unit fixes that.

SLIDE 5 | Unit 1 Introduction | 🕒 3 min

What to say:

- 'Your digital presence is everything about your farm that exists online — whether you put it there or not. Your job today is to take control of it.'
- Emphasise the output: the Digital Profile Checklist. Hold it up (or show it on screen) so participants can see what they are building toward.

SLIDE 6 | The Problem | 🕒 5 min

What to say:

- Read the four bullet points slowly. After each one, pause and ask: 'Does this sound familiar?'
- Use the case study on the slide: the herb farm that lost a booking because they had no Google listing. Ask: 'How many of you have lost a visitor because they could not find you online?' (Many will not know — that is part of the point.)

Discussion prompt (2 min):

- 'Without searching right now — what do you think comes up when someone searches your farm name on Google?'
- Let 2-3 people answer. Common responses: 'Nothing', 'An old Facebook page', 'I'm not sure'.
- Then say: 'We're going to find out in Exercise 1.'

SLIDE 7 | Key Concepts — Digital Presence Fundamentals | 🕒 8 min

What to say:

- Explain Google Business Profile simply: 'It's the box that appears on the right side of a Google search — with your photo, your address, your opening hours, your reviews. It's free. It takes two hours to set up. Once it's there, it works for you every day.'
- Website vs social media: 'Don't let the choice between these two paralyse you. For most small agritourism operators, a complete Google Business Profile plus a Facebook page beats a half-finished website.'
- Reviews: 'Ask your next five guests for a review. Not in a pushy way — just: I would really appreciate it if you took a moment to write something on Google. That is it. Five reviews changes how your farm appears in search results.'

Extra explanation — why reviews matter more than you think

Google's algorithm ranks businesses with more reviews higher in local search. A farm with 8 genuine reviews in a small area will almost always appear before a farm with zero reviews.

Reviews also act as testimonials. A visitor choosing between two farms will read both sets of reviews before deciding. Even one detailed positive review can be decisive.

SLIDE 8 | The 5-Step Digital Profile | ⌚ 8 min

What to say:

- Walk through all five steps. For each step, ask: 'Has anyone here already done this one?' Build on what participants have already done rather than presenting this as entirely new.

Key explanations:

- Step 2 — Photos: 'You do not need a professional photographer. Good light, steady hand, real subject. Take photos at 8am or 6pm — not midday. Five real photos of your actual farm outperform ten stock images every time.'
- Step 3 — Description: 'Answer three questions: What is your farm? What can a visitor do or buy? Why should they choose you? Under 300 words. Specific, not vague.'
- Step 4 — WhatsApp link: 'Go to wa.me/[your number] — that is a direct link to open a WhatsApp chat with you. Put that in your profile.'

Real example to share verbally

A herb farm in Kentriki Makedonia set up their Google Business Profile on a Saturday afternoon — it took about 2.5 hours including adding photos.

Two weeks later, they received their first call directly from the Google listing. Within three months, they had 14 reviews and 9 bookings, including 3 from Germany.

Zero cost. Zero technical knowledge before that Saturday.

SLIDE 9 | How to Apply — Practice Steps | ⌚ 5 min

What to say:

- This slide is a bridge to Exercise 1. Walk through the four action steps quickly.
- 'Right now, we are going to do step one together — search your own farm name on Google. Then in Exercise 1, you will fill in your checklist based on what you find.'

SLIDE 10 | Do's and Don'ts | ⌚ 5 min

What to say:

- Read each Do and Don't. For the Don't — 'Try to be on every platform at once' — emphasise: 'One complete Google profile and one active Facebook or Instagram page is worth more than six half-empty accounts. Depth beats breadth at this stage.'

SLIDE 11 | Examples — Greece and Italy | ⌚ 3 min

What to say:

- Present both examples briefly. The key message from both: the starting point was zero, the investment was zero, and the change was visible within one season.
- Ask: 'What do these two examples have in common?' Answer you are looking for: a real photo plus a specific offer plus a WhatsApp link — those three things together produced results.

SLIDE 12 | Case Study | ⌚ 3 min

What to say:

- Read the case study. Emphasise the numbers: 14 reviews, 9 bookings in 3 months, 3 from Germany.
- Then say: '3 bookings from Germany — from a small herb farm in Northern Greece — because of a Google listing. Those visitors found her on their phones before they left home.'

SLIDE 13 — PRACTICAL EXERCISE 1: Digital Profile Audit

Time: 20 minutes (15 min individual work + 5 min debrief)

EXERCISE INSTRUCTIONS — What participants do

- Step 1 (2 min): On your phone, search your farm name on Google. Screenshot what comes up.
- Step 2 (8 min): Fill in the Digital Profile Checklist (Handout 1). Mark each item as: Done / Exists but incomplete / Missing.
- Step 3 (3 min): Circle your biggest gap — the one thing that, if fixed, would make the biggest difference.
- Step 4 (2 min): Write one action you will take this week — specific, e.g. 'Claim Google listing on Saturday morning.'

Facilitator instructions:

- While participants work, circulate and look at what they find on their phones. If someone finds an unclaimed listing — help them claim it live during the session. This is a high-value moment.
- If someone has no Google presence at all — reassure them: 'This is actually good news. There is nothing to undo. We start clean.'
- If someone already has a complete profile — ask them to help a neighbour, or ask them to check if their photos are recent and their contact info is accurate.

Debrief (5 min):

- Ask 3-4 people: 'What is your biggest gap?' — Write the most common answers on the flipchart.
- Ask: 'Who found an unclaimed listing?' — If yes, celebrate it: 'You just found something important. Let's make sure you know exactly how to claim it before you leave today.'
- Typical findings: no Google listing (most common), no recent photos, no reviews, no contact link. All fixable in one afternoon.

Common blockers and responses:

Blocker	Response
'I don't have a Google account'	'You can create one in 5 minutes — I'll show you. Or you can use a family member's account to start.'

'My farm is too small for this'	'Google Business Profile is designed for small local businesses. Small farms are exactly who this tool helps most.'
'I tried once and it was too complicated'	'The setup has improved significantly. Let's look at it together — I think you'll find it simpler now.'
'I don't want strangers knowing where my farm is'	'You control what you share. You can list your town without your exact address. Most operators find visibility is worth more than privacy at this stage.'

UNIT 2 — TELL YOUR STORY ON SOCIAL MEDIA (SLIDES 14–22)

Total time: ~60 minutes | Exercise at Slide 22 (20 min)

Core message: Social media does not require creativity or a large following. It requires consistency and a plan. One post per week on one platform, planned one month in advance, is enough to build a visible presence.

SLIDE 14 | Unit 2 Introduction | ⌚ 3 min

What to say:

- 'Before visitors choose where to go, they spend time on social media — scrolling, saving posts, building a sense of a place. Your farm can be part of that research, or it can be invisible. This unit gives you a plan.'
- Show the output: the 1-Month Content Calendar. Tell them: 'By the end of this unit, you will have your first month of posts planned.'

SLIDE 15 | The Problem | ⌚ 5 min

What to say:

- Read the four bullet points. Ask after the third one: 'Has anyone here posted something on their farm's page in the last two weeks?' (See what proportion says yes.)
- Use the egg story on the slide. Ask: 'Why did the second post do better?' The answer is not the photo — it is the story that makes people feel something.

Discussion prompt (2 min):

- 'What is one thing happening on your farm right now that a visitor would find interesting?' Let 3-4 people answer. Almost everything they say is a potential post.

SLIDE 16 | Key Concepts — Visual Storytelling | ⌚ 8 min

What to say:

- Visual storytelling: 'It does not mean making a video or being a photographer. It means sharing real farm moments that make people feel something — curiosity, warmth, hunger, nostalgia.'

- Natural light: 'If you take one thing from today, take this: take your photos in the morning or evening, not in the middle of the day. Natural light in the morning transforms a phone photo. It costs nothing.'
- Platform choice: 'Facebook reaches older and local visitors. Instagram reaches younger and international visitors. Start with ONE. Which one do your most likely visitors use? Start there.'

Practical demo — show this live if possible

Open Instagram or Facebook on your own phone and find a real agritourism account from Greece or Bulgaria.

Show two posts side by side — one generic ('Fresh honey for sale') and one with a story ('This jar took us three days to harvest and filter...')

Ask: 'Which one would make you want to visit?' The answer is always the story-based post.

If you don't have an example ready, ask a participant to find their favourite food or travel Instagram account and show it to the room.

SLIDE 17 | 3 Content Formulas | ⌚ 8 min

What to say:

- Explain each formula with an example:
 - Farm Moment: 'Today I bottled the first olive oil of the season. The colour is green this year, which means we harvested early. If you want to taste it — link in bio.' Real, seasonal, specific.
 - Offer Reminder: 'Herb Workshop — Saturday 10am — 20 euros per person — 8 spaces left — Message us to book.' That is a complete post. No more words needed.
 - Behind-the-Scenes: 'How we dry our lavender: cut in the morning, tie in bundles, hang upside down for two weeks. Then it is ready for sachets and teas. Come and try making a sachet at our next workshop.' Three sentences. Real content.
- The 1-Month Content Calendar: 'Pick any month. Pick two days per week — say Tuesday and Friday. That is 8 posts. Use the three formulas to fill them in. Plan it in 20 minutes. Then stick to it.'

SLIDE 18 | How to Apply | ⌚ 5 min

What to say:

- Emphasise the Sunday habit: 'Some operators plan their posts for the week every Sunday morning over coffee. It takes 30 minutes. Then they know what to post Tuesday and Friday without thinking.'
- The question to ask every day: 'What am I doing today that a visitor would find interesting?' Almost always the answer is something specific and seasonal — and that is your post.

SLIDE 19 | Do's and Don'ts | ⌚ 5 min

What to say:

- The most important Don't: 'Don't post only when you need bookings.' Explain why: 'If you go silent for two months and then post urgently about availability, you look like you're struggling. Consistent posts build trust before you need anything from your audience.'

SLIDE 20–21 | Examples + Case Study | ⌚ 5 min

What to say:

- Peach orchard, Imathia: 40 to 600 followers in one season, 23 direct booking messages — all from consistent, real posts, no paid promotion.
- Vineyard, Bulgaria: 34 bookings, followers 80 to 420, waiting list in October — from one post every Friday.
- Ask: 'What made these work?' Answer: a specific product, a seasonal element, a human face, and a clear next step — every post.

SLIDE 22 — PRACTICAL EXERCISE 2: 1-Month Content Calendar

Time: 20 minutes (15 min planning + 5 min sharing)

EXERCISE INSTRUCTIONS — What participants do

Step 1 (2 min): Choose a platform (Facebook or Instagram) and two posting days per week.

Step 2 (10 min): Fill in the 1-Month Content Calendar (Handout 2). Plan 8 posts using the 3 formulas:

- Farm Moment — something real and seasonal happening on your farm
- Offer Reminder — one specific experience or product with price and how to book

- Behind-the-Scenes — how something is made, grown, or prepared
- Step 3 (3 min): For each post, write: the subject (what you'll show), one sentence caption, and the call to action (what you want readers to do).

Facilitator instructions:

- Circulate and prompt. Most participants get stuck on captions. Coach them: 'What would you say to a friend about this? Write exactly that — no more formal.'
- Some will plan 8 posts about the same thing. Prompt variety: 'You have three formulas — try to use each at least twice.'
- If someone has no upcoming activities: 'What is growing right now? What changes between now and next month? That is enough for eight posts.'

Debrief (5 min):

- Ask: 'Share your favourite post idea — the one you think would get the most reactions. Why?'
- For any good example, tell the room: 'This is a great post because it has a specific subject, a human element, and you know exactly what the reader should do next.'
- Common blocker: 'I don't know what to write.' Response: 'What are you doing on Tuesday? Take a photo of that. Write one sentence about it. Add a call to action. That is your post.'

Common blockers and responses:

Blocker	Response
'My farm is not photogenic enough'	'Real is more interesting than perfect. A slightly muddy tractor with a caption about the harvest says more than a stock image of a green field.'
'I have no followers yet'	'You build followers by posting. Post 8 times before you evaluate results. Zero is the starting point, not a reason not to start.'
'What if I say something wrong?'	'You know your farm better than anyone. Write about what you see and do — that cannot be wrong.'
'I don't have time to post twice a week'	'Plan a month in advance. Then each post is just: take one photo and paste in the text you already wrote. That is 5 minutes per post.'

UNIT 3 — SELL AND COMMUNICATE ONLINE (SLIDES 23–31)

Total time: ~60 minutes / Exercise at Slide 31 (20 min)

Core message: Most agritourism operators lose bookings not because of price or quality, but because their reply was slow or their offer was unclear. This unit provides the tools to fix both — in one session.

SLIDE 23 | Unit 3 Introduction | ⌚ 3 min

What to say:

- 'A visitor who cannot find how to book will not wait for you. They will book somewhere else within 24 hours. This unit is about making it easy for people to say yes.'
- Show the output: Offer Card + 5 Ready Replies. These are the two most immediately actionable things they will take home today.

SLIDE 24 | The Problem | ⌚ 5 min

What to say:

- Read the four bullet points. For the third one — 'Every reply from scratch = 20-30 minutes' — ask: 'How many of you have spent 20 minutes writing a single reply to a visitor enquiry?' Many will nod.
- The saffron farm case: frame it as a transformation, not a criticism. 'This operator was doing everything right — she was just doing it the slow way. Five ready replies changed her response time from 25 minutes to 3.'

SLIDE 25 | Key Concepts — WhatsApp Business and Offer Card | ⌚ 8 min

What to say:

- WhatsApp Business: 'It is a separate app that looks exactly like regular WhatsApp. You can use your same farm number. The key features: Quick Replies, Away Messages, your Business Profile with hours and description, and a catalogue for your products and experiences.'

- The Offer Card: 'One experience. Under 80 words. It must answer: What is included? How long? How many people? What is the price? How to book? If it answers all five, it is a good offer card.'
- Ready Replies: 'Write five replies right now for the five questions you get asked most often. Booking confirmation, directions, what to bring, cancellation policy, thank you after the visit. Five replies. Each one written once. Used forever.'

Live demo suggestion

If time permits and wifi is available: open WhatsApp Business on your phone and show the Quick Replies feature live.

Go to Settings > Business Tools > Quick Replies.

Show how to create a shortcut — type '/book' and WhatsApp sends your full booking instructions automatically.

This single feature, seen live, usually converts the entire room.

SLIDE 26 | AI Tools for Small Operators | ⌚ 8 min

What to say:

- 'ChatGPT and Gemini are free. They are on your phone. You type what you want in plain language — in Greek, in Bulgarian, in English — and you get a draft back in seconds.'
- Show an AI prompt live if possible. Type: 'Write a short offer for a herb workshop at a small farm in Northern Greece. 75 minutes, 20 euros per person, maximum 8 guests. Guests take home a herb blend they make during the session.' Then edit the output together with the room.
- The rule: 'AI gives you a draft. You edit it. Always check prices, dates, and practical details. The AI does not know your farm — you do. Your job is to edit, not to start from zero.'

Extra background — how to prompt AI effectively (for trainers to know)

The more specific the prompt, the better the output. Teach participants to include:

- The product or experience (herb workshop, cheese-making, olive harvest)
- The location (Northern Greece, near Kozani, Kentriki Makedonia)
- The duration, price, and group size
- What the visitor takes home or does
- The tone ('write in a warm, informal tone for social media')

Bad prompt: 'Write about my farm.' Better: 'Write a 70-word Instagram caption for a saffron harvest morning experience in Kozani, Greece. 60 minutes, 28 euros per person. Visitors pick saffron and separate stigmas. They take home a labelled sample.'

SLIDE 27 | How to Apply — 4 Steps | ⌚ 5 min

- Walk through the four steps. Confirm that Step 1 — downloading WhatsApp Business — is something they can do right now, during Exercise 3.
- Offer Card prompt to give them: 'What is your farm known for? What is one thing a visitor could do in 60-90 minutes? What would they take home? What does it cost? How do they book? Answer those five questions and you have your Offer Card.'

SLIDE 28 | Do's and Don'ts | ⌚ 5 min

- Emphasise the distinction between personal and business WhatsApp: 'Personal WhatsApp has no Quick Replies, no Business Profile, no away messages, no catalogue. You lose all of those features by using the wrong app.'

SLIDE 29–30 | Examples + Case Study | ⌚ 5 min

- Saffron farm, Kozani: from 20-30 minutes per reply to under 5 minutes — bookings improved immediately. The tool did not change the product — it changed the speed.
- Herb farm, Imathia: 14 reviews, 280 followers, 9 bookings in 3 months. Three from Germany. Investment: zero.

SLIDE 31 — PRACTICAL EXERCISE 3: Offer Card + 5 Ready Replies

Time: 20 minutes (15 min writing + 5 min debrief)

EXERCISE INSTRUCTIONS — What participants do

PART A — Offer Card (8 min):

Write a description of ONE experience or product offering. Under 100 words. Must answer all five questions:

1. What is it? (name and description)
2. How long? (duration)
3. How many people? (group size)
4. What does it cost? (price per person)
5. How to book? (WhatsApp number or link)

PART B — 5 Ready Replies (7 min):

Write a reply for each of these five situations:

1. A visitor asks: 'I would like to book — what are your available dates?'
2. A visitor asks: 'How do I get to your farm?'
3. A visitor asks: 'What should we bring / wear / prepare?'
4. A visitor asks: 'What is your cancellation policy?'

5. A visitor has just left: write a thank-you message asking for a review.

AI support for this exercise:

- If participants have their phone and data, encourage them to use ChatGPT or Gemini to draft the Offer Card. Prompt: 'I run a [type of farm] in [location]. I offer [activity]. It lasts [duration], costs [price], and takes [group size] guests. The guest takes home [item]. Write a 75-word offer description.'
- Then tell them: 'Now read it aloud. Change anything that does not sound like you. That is the editing step — it is the most important step.'

Debrief (5 min):

- Ask two participants to read their Offer Card aloud. After each: 'Would you book this? What one thing would you change?'
- Common feedback: offers are too vague ('come and experience our farm') or too long. Help tighten: 'What specifically do they do? What do they take home? Can you say it in 10 fewer words?'

Common blockers and responses:

Blocker	Response
'I don't know what to charge'	'Start with: how long is it? What do they take home? How much is your time worth per hour? Add those up. Most operators find they have been undercharging by at least 30%.'
'I don't have an experience to offer'	'What do you do on your farm every day that a visitor would find fascinating? That is your experience. It already exists — it just does not have a name or a price yet.'
'My replies would not be professional enough'	'Warm is better than professional in agritourism. Visitors want to feel like they are writing to a person, not a company. Write the way you speak.'
'What if I get the AI to write my replies and they sound fake?'	'That is exactly why you edit. Read it aloud. If it does not sound like you, change it until it does. AI gives you a starting point — you give it your voice.'

CLOSING — SLIDES 32–35

Total time: 15 minutes

SLIDE 32 | Key Takeaways | 🕒 5 min

What to say:

- Hold up (or reference) all three physical outputs: Checklist, Calendar, Offer Card. 'These three things, if you use them, will change how many people find you and book with you in the next three months.'
- The three-sentence summary: 'Be visible — Google Business Profile. Be consistent — one post per week. Be easy to book — WhatsApp Business with ready replies and a clear offer. That is everything.'

SLIDE 33 | Self-Assessment | 🕒 7 min

What to say and do:

- Read each question aloud slowly. Give participants 30 seconds of quiet after each one.
- Ask 2-3 people to share their answer to question 5: 'If you had 30 minutes this weekend, what exactly would you do first?' This creates accountability.
- Offer a simple follow-up commitment: 'Write down one action and one date — when you will do it. Not this week in general. Wednesday at 9am. Tuesday afternoon. A specific time.'

SLIDE 34–35 | Thank You + Project Close | 🕒 3 min

What to say:

- Thank participants by name if possible. Remind them of the project reference for any follow-up queries.
- Collect any feedback forms before people leave — not at the door, while they are still seated.

EXTRA MATERIAL — BACKGROUND KNOWLEDGE FOR TRAINERS

What is Google Business Profile and how does it actually work?

Google Business Profile (formerly Google My Business) is a free tool that allows businesses to manage their appearance in Google Search and Google Maps. When a user types the name of a business, or searches for a type of business in a location (e.g. 'agritourism near Kozani'), businesses with a complete Profile appear first.

The key elements of a Profile:

- Business name, address, and phone number — must be consistent with your website and social media
- Category — choose 'Farm' or 'Agritourism' as your primary category
- Photos — minimum 5: exterior, product, activity, food or tasting, welcome/owner
- Opening hours — keep these accurate; outdated hours are a common cause of negative reviews
- Description — up to 750 characters. Use your first 250 words to describe who you are and what visitors can do
- Q&A section — you can pre-populate this with your most common questions
- Reviews — cannot be deleted but can be responded to; always respond, even to negative reviews
- Booking link — add a direct link to your WhatsApp or online booking page

How WhatsApp Business Quick Replies work (step by step)

Quick Replies are saved messages that can be triggered with a short keyboard shortcut, so you never have to type the same long reply twice.

4. Open WhatsApp Business app
5. Go to Settings (three dots top right) > Business Tools > Quick Replies
6. Tap the + button to add a new Quick Reply
7. Write your shortcut (e.g. /book) and the full reply text
8. Save it. Now, in any chat, type /book and your full booking instructions appear instantly.

Recommended Quick Replies to set up:

- /book — full booking instructions with available dates and how to confirm
- /dir — directions to the farm (GPS link + written instructions)
- /bring — what to bring, wear, and know before visiting
- /cancel — cancellation policy and refund conditions
- /thanks — thank-you message after a visit, with review link

Explaining AI tools to participants who are sceptical or anxious

Some participants, particularly older operators, may feel anxious about AI tools — or dismissive ('I don't need a robot to write for me'). The most effective framing is:

- Not as a replacement: 'AI does not write your story — it gives you a rough draft that you then make yours. You are still the author.'
- As a time-saver: 'Instead of starting with a blank page, you start with a draft. Your job changes from writing to editing. Most people find editing much easier.'
- With a live example: demonstrate it on your phone in the room. Type a prompt about an agritourism experience. Show the output. Ask the room: 'What would you change?' Then change it together. This removes the mystery.

The one rule participants must understand about AI: always verify facts, prices, dates, and any practical information before sharing. AI can generate plausible-sounding but incorrect details. The farmer knows the facts — the AI knows the words.

HANDOUT 1 — DIGITAL PROFILE CHECKLIST

Print one per participant. Used during Exercise 1 (Slide 13).

Item	Status: Done / Exists but incomplete / Missing
Google Business Profile created and verified	
Business name, address, phone number correct	
At least 5 photos added (exterior, product, activity, welcome, people)	
Description written (under 300 words, specific, mentions key products/activities)	
WhatsApp number or booking link added to profile	
Opening hours correct and up to date	
At least 1 Google review received	
At least 5 Google reviews received	
Facebook page exists and has been posted on in the last 30 days	
Instagram account exists and has been posted on in the last 30 days	
Profile photo is a real, recent photo (not a logo)	
Booking instructions are clear on at least one platform	

My biggest gap today:

One action I will take this week (specific — what, when):

HANDOUT 2 — 1-MONTH CONTENT CALENDAR

Print one per participant. Used during Exercise 2 (Slide 22).

My platform: ☐ Facebook ☐ Instagram ☐ Both

My posting days: Day 1: _____ Day 2: _____

Post	Formula / Subject / Caption / Call to Action
Week 1 — Post A (Day 1)	Formula: ☐ Farm Moment ☐ Offer Reminder ☐] Behind-the-Scenes Subject: Caption (1-2 sentences): Call to action (Message us / Link in bio / Book now):
Week 1 — Post B (Day 2)	Formula: ☐ Farm Moment ☐ Offer Reminder ☐] Behind-the-Scenes Subject: Caption: Call to action:
Week 2 — Post A	Formula: Subject: Caption: Call to action:
Week 2 — Post B	Formula: Subject: Caption: Call to action:
Week 3 — Post A	Formula: Subject: Caption: Call to action:
Week 3 — Post B	Formula: Subject: Caption: Call to action:
Week 4 — Post A	Formula: Subject: Caption: Call to action:
Week 4 — Post B	Formula: Subject: Caption: Call to action:

HANDOUT 3 — OFFER CARD + 5 READY REPLIES TEMPLATE

Print one per participant. Used during Exercise 3 (Slide 31).

PART A — MY OFFER CARD

Write one experience or product offer. Under 100 words. Answer all five questions.

- What is it (name + what happens):
- Duration:
- Group size (min / max):
- Price per person:
- How to book (WhatsApp / link):

My Offer Card (write your full offer below — aim for 60-100 words):

PART B — MY 5 READY REPLIES

Situation	My Ready Reply (write the full text you will send)
1. Visitor asks about available dates to book	
2. Visitor asks for directions to my farm	
3. Visitor asks what to bring / wear / prepare	
4. Visitor asks about cancellation policy	
5. Thank-you message after a visit (include review link)	