

# Grow Your Audience through Farmers Markets and Local Events

- Johan Twiss



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Looking for a non-traditional way to market yourself, make some money, and build a local following? Maybe it's time to try Farmers Markets. When Covid hit, and events were cancelled, Johan Twiss decided to try the only events still running--Farmers Markets! He went in with low expectations, but was pleasantly surprised by the results. Now, after two years, he's handsold over 2,500 books at local markets and events, built a local following, and scheduled dozens of school visits thanks to local markets. In this class, Johan will give some pro tips for selling at markets, the pros and the cons, and how to leave everyone with a good impression when they visit your booth.