

## Pinnacle Farming Program

1. Door knock 6 to 8 cycles per year.  
(1,000 House Farm) Door knock 125 houses per week for 8 weeks.
2. Call back household after door knocking.  
Call back during the evening on days other than Friday.
3. Send Just-A-Notes after callbacks.  
For households you either missed at the door or were unable to call.
4. Mail a letter or color postcard once a month.
5. Drop an 8½ x 14 flyer twice per month, preferably on weekends.
6. Promotional items. Minimum of two giveaways per year.

7. Pricing Monthly Costs

Notepads	15¢	x 500	\$ 75.00
Market Evaluation Cards	3½¢	x 1,500	\$ 52.50
Just-A-Notes	8¢	x 500	\$ 40.00
Drop Flyers	16¢	x 500	\$ 80.00
Postcards (Color)	25¢	x 1,000	\$ 250.00
or			
Mailing Letters (Ink Only)	8¢	x 1,000	(\$ 80.00)
Postage (Bulk Rate)	19¢	x 1,000	\$ 190.00

Total Monthly Costs \$ 687.00

Not Including Labor

**Approx. Total Annual Cost of Farming      \$ 8,250.00**