Your First Paid Farm Class: The 30-Day Checklist

One job a day, in the right order. About an hour a day. Tick each box when it's done.

My class: _____ Class date (Day 28): _____

Week 1: Pick Your Class

- [ ] **Day 1:** List 20 things customers, neighbours and family ask you how to do (about 45 min)
- [ ] **Day 2:** Circle the 3 you could teach with your hands in 2 to 4 hours; note a take-home for each (about 45 min)
- [ ] **Day 3:** Score the 3 ideas 1 to 5 on demand, take-home, supply cost, season and space (about 60 min)
- [ ] **Day 4:** Pick one class; write a one-sentence promise and a title that starts with a verb (about 60 min)
- [ ] **Day 5:** Call your insurer; email the same questions so the answer comes back in writing (about 45 min)
- [ ] **Day 6:** Call your zoning or planning office: is a paid class allowed on your land and in your building? (about 45 min)
- [ ] **Day 7:** Call the health department if food is involved, and your landlord or lender; start a call log (about 45 min)

Week 2: Build It and Test It

- [ ] **Day 8:** Plan Watch, Try, Take Home; hands busy by minute 20 (about 60 min)
- [ ] **Day 9:** Write a one-page, minute-by-minute plan; set a group cap of 6 to 10; choose the take-home (about 60 min)
- [ ] **Day 10:** Walk the guest route; fix hazards; check toilets, soap and running water; set your rain plan (about 60 min)
- [ ] **Day 11:** List and cost every supply per person; pack a first aid kit; book a helper (about 60 min)
- [ ] **Day 12:** Invite 6 or 7 friends to a free test class to get 4 or 5 (about 30 min)
- [ ] **Day 13:** Run the test class; time every step; take photos with permission; hand out feedback cards (half a day)
- [ ] **Day 14:** Read the feedback; write your fixes list; cut what ran long (about 45 min)

Week 3: Price, Protect and List

- [ ] **Day 15:** Work out your price floor: about $10 farm + $10 teacher + supplies doubled or tripled (about 45 min)
- [ ] **Day 16:** Do the market and premium checks; set one price and a deposit rule (about 45 min)
- [ ] **Day 17:** Get the insurer's answer in writing; write booking terms, cancellation and weather rules, photo consent box (about 90 min)

- [ ] **Day 18:** Build a booking page that takes payment or a deposit (about 2 hours)
- [ ] **Day 19:** Add 5 to 8 test-class photos and your listing words; have a friend book and pay (about 90 min)
- [ ] **Day 20:** Message your warm list first: customers, WhatsApp, email, market regulars (about 60 min)
- [ ] **Day 21:** Add the class to your Google Business Profile; ask 2 local partners to share it (about 60 min)

Week 4: Run It and Collect Reviews

- [ ] **Day 22:** Confirm every booking; ask about allergies and access needs (about 30 min)
- [ ] **Day 23:** Shop for supplies; pack the kit in labelled boxes (about 60 min)
- [ ] **Day 24:** Brief your helper; print the run sheet (about 45 min)
- [ ] **Day 25:** Prep everything that can be done ahead (about 60 min)
- [ ] **Day 26:** Make the weather call; send reminders with directions, parking and what to wear (about 30 min)
- [ ] **Day 27:** Set up the space; walk through the run sheet minute by minute (60 to 90 min)
- [ ] **Day 28:** Class day: ready 30 minutes early, start and end on time; send the review request that evening (class + 2 hours)
- [ ] **Day 29:** Send thank-yous and recipe cards; add only guests who said yes to your email or WhatsApp list (about 45 min)
- [ ] **Day 30:** Debrief and fill in your scorecard; set your next date (about 60 min)

Day 30 Scorecard

Seats sold: _____ No-shows: _____ Money in: _____ Money out: _____ Reviews: _____

What ran long: _____ What guests loved: _____

What I'll change: _____ Next date: _____

Rules, fees and prices checked November 2026. General information, not legal, tax or insurance advice.

Want the scripts, worksheets and run sheet for every one of these days? Get **Your First Paid Farm Class in 30 Days** (US$27): agritourismsuccess.com/ebooks/your-first-paid-farm-class | Free guides and the Farm Readiness Quiz: agritourismsuccess.com