

DEVELOPED BY OMNI INTERNATIONAL
FOR THE RESORT DEVELOPERS ASSOCIATION

THE RESORT DEVELOPMENT MASTERY SYSTEM

CORE BUSINESS STRATEGIES TO GROW ANY RESORT

as presented by

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HOW TO MAXIMIZE YOUR SALES AND MARKETING
TO THRIVE IN ANY ECONOMIC ENVIRONMENT

MASTERING YOUR TEAM

Double Your Effectiveness and
Productivity with Results Management

MODULE 01

Turn Your Staff Into a Team

Results Management is about getting the most you can with the least you need. Many people work more than they need to. They have all this energy but don't channel it as well as they could.

It's possible to drastically increase your profits by simply managing your time more effectively, making sure your team does the same, and masterminding with them on a weekly basis.

This module will teach you how.

“He will win whose army is animated by the same spirit throughout all its ranks”

SUN TZU

Creating Time

There are only 24 hours in a day. If you're like most, there are times when that's just not enough.

What if you could create an extra 1-3 hours a day, out of thin air?

The growth of a business is always limited by the capabilities of the person running it.

What's limiting you? What's keeping you from taking your business to the next level?

Exercise

Describe a typical day at the office. What are the most important things you're doing every day?

What would you do, or what could you accomplish, if you had 20%-25% more time every day?

7 Steps to Time Mastery

1. Start every day by taking 5-10 minutes to plan out the 5 most important things you have to do that day.
2. Rank them in order of importance, always beginning with the most important thing for the day
3. Allocate how much time you'll spend on each item, then write that into your schedule for the day (again, starting with the most important thing to do that day)
4. Finish everything on your list, crossing them off as you go, before you leave for the day. Every day.
5. Keep your phone off, your email closed, and your door shut in order to eliminate distractions. Schedule breaks in your day to do email, return calls, and have on-the-spot meetings with your staff. Unless an emergency, only do these things when scheduled.
6. Laser focus on what you're doing. If you start something, finish it. Do not move on until you do. If you cannot finish something, don't bother starting it until you have the time to do so.
7. Keep your daily schedule in front of you all day to keep you on track and focused on the important things to do for the day.

This is a simple system. But it isn't easy to follow. Even after you try this and see that it works, you will still not keep following it. You'll teach it to your team, they'll tell you how productive they were following this system. Then when you check back in with them after a week, they won't still be using it. It takes persistence to make this a habit, but it pays off big.

The Mastermind Concept

Napoleon Hill made the mastermind concept famous in his bestselling book, *Think and Grow Rich*. Today, many of us are members of business masterminds where we combine our knowledge to create greater results than we could have realized on our own.

What many people don't realize, is that their businesses have built in mastermind capabilities. Each of your employees on their own may not be able to single handedly solve all your businesses problems. But as a group, with your leadership, there's no problem you can't solve together.

How often do you regularly meet with your team right now?

How often should you be meeting with your team?

Breaking Down Your Business

The easiest way to manage all your teams and team meetings is to break your business down into different areas of impact, have each of those teams meet regularly, and have a meeting yourself with each of those team leaders every week.

Here is a sample list of the different areas of impact for a business:

- Sales
- Marketing
- Member Services
- Accounting
- Joint Venture Management
- Activities
- Media Management

List the different areas of impact for your business:

Managing the Meetings

It's easy to let team meetings get away from you. There are a few simple steps you can follow to ensure your meetings are productive instead of counter-productive.

1. Meet at the same time every week
2. Make the meetings mandatory for everyone in that department
3. Strictly keep the meeting time to one hour
4. Have an agenda
5. Have the same person lead the group every week

Workshop

Write down some other ways to keep your meetings on track:

Making Your Meeting More Productive

The best way to solve problems with your meetings is facilitating a workshop. This is the most effective use of the mastermind concept.

Describe 3 problems you'd like to solve in your resort:

1. _____
2. _____
3. _____

Here's how the workshop process breaks down in it's most fluid form:

1. Know which problem you're going to workshop. Write it on a board in your meeting room
2. Before group discussion breaks out, give everyone a couple minutes to write down their ideas for a solution
3. Going around the room, have everyone tell you their ideas, one person at a time
4. As they're telling you their ideas, write them up on the board
5. Once everyone has given their best ideas, have everyone vote, as a group, on the best course of action

Workshop

Write down a few ideas for your solution to the problem on the board:

Results Management Through Systemization

Taking your resort to the next level is impossible without solid systems. You can have the best property, the best amenities, even the best membership program. But if you don't have the systems in place to ensure your members always experience *consistent* results, you'll never reach your full growth potential.

Once you complete a workshop you've got to turn the solution into a system, implement the system resort wide, then keep your staff accountable for following the system.

Answer the following questions:

- Does every member get checked-in and set-up the same way?
- Can you regularly expect the same results from all your staff?
- If a member asked 10 different staff the same question, would they get the same answer from each one?
- Are your members treated the same by the different employees in each department?
- Do all your employees know exactly what's expected of them and meet those expectations on a consistent basis?

If you didn't answer yes to all of those questions, you're not training on enough systems.

Workshop

List some things you'd like to improve within your team:

HIRING ROCKSTAR REPS

The Distinction That Makes, or Costs, You
Members...and Millions

MODULE 02

Your Business is Defined by Your Profits

Renowned business expert Peter Drucker said there are only two questions when it comes to business: What business are you in? and, How's business?

The team you have representing your business will ultimately define your business. Your sales reps are your front line of personal contact. The prospects you bring in will always judge your resort based on the first impression they got from the person at the table with them. Make sure you only have the best of the best setting the bar for you.

But how do you determine who will work for you? How do you weed out the bad from the good? Learn to tell the Pros from the Joes.

This module will teach you how.

Sales Tip: Studies show that people will actually pay 26% more money for the exact same thing if the presenter is standing. *Are your reps sitting down on the job, or standing up for you?*

26% more on a \$5,000 sale is \$1,300. 26% at 4 sales/wk and 50 wks/yr is an extra \$260,000/yr. Is that worth standing up for?

There are only 3 ways to grow a business. One way is to increase the amount of the transaction. Simply adding 26% to your sales price and having your reps stand up while presenting to back it up is an easy way to do this.

Attracting the Right Person

How do you hire right now? What about your process attracts the best of the best?

Write a sample ad below (or one you have used in the past) that you may place to get a new salesperson for your resort:

The Psychology Behind A Rockstar Rep

There has been tremendous research done to determine what traits Rockstar reps have that average people lack. In all fields, it's been found that people who excel in sales have two traits that differentiate them from all others. They have the 'never-say-die' attitude that allows them to blow past all resistance to pursue the sale no matter what. But they also have the sincere desire to enrich the prospects life. They believe in your product so much, they let their passion for the product and the prospect lead the sale to a natural close.

The two traits they carry, with equal strength, are **Ego & Empathy**.

What You Need to Know About Rockstar Reps

1. They have a psychological *need* to bond with people
2. They have Rhino-skin. Rejection rolls off their back like water off a duck
3. They are motivated, driven, self-starters
4. They can be easily motivated by challenges
5. They will lead you around if you let them. They need direction, and direct supervision
6. They are easily distracted and will leave you if they get bored
7. They are few and far between, and insanely valuable

How to Hire

Most people are too eager to take on a salesperson and are easily intimidated by a little bit of confidence. You need to put your prospective sales reps on the edge, make them uncomfortable, and make them sell you on themselves. If they can't sell you on themselves, they certainly aren't going to be able to sell your tours on your resort. Because of this though, you need to be tougher on them than any tour ever will be.

This starts at the very beginning in the Help Wanted Ad. This is the first place you filter out the can from the can-not's.

Step 01: Use the ad to test their ego and determine if they have enough confidence in themselves to do the job. Tell them in the ad not to even apply unless they're the best.

Step 02: Challenge the ones that do call in by telling them you don't think they've got what it takes. Make them sell their way into an interview with you.

Step 03: Relax them during the interview as they will already be on edge after their phone call getting an interview with you. This throws them off. Encourage them the whole way through the interview, let them bond with you and develop a rapport.

Step 04: Crush them at the end of the interview. No matter how well the interview went, tell them you think they're great, but you really don't feel they have what it takes to make it in this business.

This is the most crucial step of the whole process. This is where you filter out the players from the fakers. The fakers will crumble. The real Rockstars will recognize your comment as an objection, then try to overcome it. If they come back at you with a qualifying question such as, “Why do you feel that?” they just may be the person you want to take your tours.

Workshop

With what you’ve learned, re-write your want ad:

Potential Earnings Table**5 Year Plan**

Year 01		#	Commission
New Member Sales		200	\$150,000
Referral Bonuses		50	\$25,000
Member Upgrades		30	\$13,500
Existing Member Dues			
	Total:		\$188,000
Year 02			
		#	Commission
New Member Sales		210	\$157,500
Referral Bonuses		52	\$26,000
Member Upgrades		31	\$13,950
Existing Member Dues		180	\$8,100
	Total:		\$205,550
Year 03			
		#	Commission
New Member Sales		220	\$165,000
Referral Bonuses		54	\$27,000
Member Upgrades		32	\$14,400
Existing Member Dues		342	\$15,390
	Total:		\$221,790
Year 04			
		#	Commission
New Member Sales		231	\$173,250
Referral Bonuses		57	\$28,500
Member Upgrades		33	\$14,850
Existing Member Dues		487	\$21,915
	Total:		\$238,515
Year 05			
		#	Commission
New Member Sales		242	\$181,500
Referral Bonuses		60	\$30,000
Member Upgrades		34	\$15,300
Existing Member Dues		617	\$27,765
	Total:		\$254,565

Based on 5% annual increase in sales skill/closing ratio, and starting at 200 sales at \$5,000/sale with a 15% commission, 50 referral bonuses at \$500/bonus, 30 upgrades at \$3,000/upgrade with a 15% commission, 10% member attrition with a 15% dues commission.

MARKETING 101

Secrets to Becoming a Master Strategist

MODULE 03

Thinking Strategically to Work Less and Earn More

There are 9 core marketing drivers that are the motive force of any business. Maintaining strong campaigns in each area allows you to build your business like a tank, so that it's impervious to things like competition and market fluctuation.

This is how you really take your resort to the next level. Anyone can take a business kicking and screaming on a bicycle to a million dollars a year, maybe even two. But to go to three, four, or even five million dollars or more a year, (and to do it on autopilot) takes an entirely different mindset, and a new set of skills.

This module will teach you that mindset, and those skills.

Top 3 Challenges Facing Your Resort Today

1. _____
2. _____
3. _____

The Only 3 Ways to Grow Your Resort

1. Get more members
2. Get them to buy more
3. Get them to buy more often

Business Sidebar: There are really only 3 ways to grow any business. You're either increasing the amount of clients you interact with, the transactional value of the purchases they make, or accelerating the repurchase cycle by increasing the frequency in which they purchase from you. The real key is to do each of these together to experience geometric growth in your business.

How to Think Strategically, to Master Marketing

Define the following:

Tactic: _____

Strategy: _____

Most executives are tactical thinkers – 99% of people operate at this level

Only .8% of executives think strategically

The remaining .2%, that understand and employ both, are brilliant

The good news is that anyone can get to this level. It just takes action, and discipline.

To grow exponentially, a company must formulate an all-encompassing strategy that commands surgical precision at the tactical level.

Let's work on that strategy.

Strategic Objectives

What different strategic objectives would you like each marketing tactic to accomplish?

Seeing Your Business in the Broadest, and Narrowest, Sense Possible

Describe, in the narrowest possible sense, what business you're in:

Describe, in the broadest possible sense, what business you're in:

What business are you really in, the railroad business, or the transportation business?

How much is your health worth? Your kids? Your marriage? Would you want a product that helped you live longer, be happier, and have more fun? Is that more motivational than how many sites are available in the park? If you know for a fact something will specifically benefit someone, it's your responsibility to inform them.

It's the difference that makes a difference – Treating your members like family (well, treating them like the family members you like). Your members are your clients.

Exercise

Write as many descriptive words as you can in 60 seconds that are associated with the following:

Salesman:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Doctor:

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Advisors educate their clients. Salesmen sell their customers.

In order to establish authority and credibility with your members and tours, strategically reposition your resort as the “go to” source for relative information, and your staff as experts.

9 Core Marketing Drivers

The Motive Force That Drives Your Profit

- 1ST DRIVER | Referral Marketing
- 2ND DRIVER | Personal Contact
- 3RD DRIVER | Joint Ventures
- 4TH DRIVER | Promotional Material
- 5TH DRIVER | Advertising
- 6TH DRIVER | Online Marketing
- 7TH DRIVER | Social Media Marketing
- 8TH DRIVER | Public Relations
- 9TH DRIVER | Tradeshow/Events

These are the 9 Core Marketing Drivers you, and every resort, should be employing in their business efforts. Each is powerful on its own. But when used in combination with each other, they create tremendous results.

Optimization

Optimization, in this sense, means getting the greatest possible output from the least possible input.

Top 3 ways to optimize the results from your Drivers:

1. Test your ideas
2. Track your efforts
3. Combine multiple drivers

1st Driver | Referral Marketing

Make a list of 5 friends and family members names and phone numbers:

1. _____
2. _____
3. _____
4. _____
5. _____

Let's say you are my client and these are your friends, You just sent Me to Them. That's lead generation, and that particular method has only a 10% average close ratio. But it is *not* Referral Marketing.

Referral Marketing turns that around and has your members go to their friends and send Them to You, and *this* particular method has an 80% close ratio. Which would you prefer?

To run a successful member referral campaign you need:

1. Promotion Materials
2. Communication Channels
3. Reward System

Promotional Materials

List the tools you will give your members to most effectively get your message to their circle of influence:

Communication Channels

You must be able to clearly and consistently communicate with your members. You need to get them tools, teach them how to use them, let them ask you questions, let the people they refer get in touch with you, and send them their reward. List one or two channels for each of those purposes:

Rewards System

What is your allowable cost per sale? In other words, how much can you afford to put towards rewarding your members?

You don't have to spend anything though (if you don't want to). How will you creatively reward your members in a way other than the traditional cash bonus:

Consider how much the average member is worth over their life with you. How many times do they upgrade? How much do they spend in your restaurant? How much on rentals? How many friends do they bring in?

2nd Driver | Personal Contact

Personal Contact is any time there is a human point of interaction between an employee of your organization and a member, or prospective member, of your resort.

Personal Contact is the area with the greatest potential for direct return to be made. This is where it helps to have all your staff trained in consultative selling.

Everyone at your resort has the potential to directly influence the experience, and the ultimate purchasing decision, of your guests. What are a few points or methods you can give to your employees to have them sell your tours *on the resort* whenever they come into contact with them? List them here:

Your prospective members are only half the equation. How are you using your employees to sell your existing members?

Are they selling your members on your resort to increase brand loyalty? Referring their friends? Upgrading their membership? Attending an event?

To Sell

Method to Promote

<hr/>	<hr/>

3rd Driver | Joint Ventures

Joint Ventures create an opportunity for you to quickly, and easily, leverage the resources of another business with little to no money out of your pocket.

How do you do it?

- Structure your offer to potential JV partners and their clients
- Identify your potential JV partners
- Present to your potential JV partners
- Provide them with the tools they need to present your offer
- Maintain your JV relationships

Make a list of businesses in your area you'd like to partner with:

List 3 – 5 methods for cross promotion between you and your JV partner:

How will you track the business brought in by your JV partners?

4th Driver | Promotional Materials

Promotional Material is any produced material that goes directly to the prospects or members.

It allows direct communication with your intended audience without directly being an advertisement. It is often best received when approached with an educational marketing strategy. That means it should have riveting data that preemptively sets up the buying criteria, positioning you as the obvious choice.

Here are a few Promotional Materials samples:

- Activity Schedules
- Resort Brochures
- Membership Upgrade Brochures
- Business Cards
- Marketing DVDs
- Tradeshow Flyers
- Loose PR Pieces
- How-To Handouts
- Info Reports

What other material can you use to promote your resort:

Remember, your promotional material should be benefit oriented, and not based on product data. Product data, unless used in a context for educational purposes, will only hurt your resort by slowly commoditizing it.

Design each promo piece to address, explain, and disarm objections to, each of your sales points.

List a few objections to specific sales points you'd like to preemptively overcome:

5th Driver | Advertising

Advertising is the best way to get noticed and build brand recognition.

The most important part of any ad is the headline. The headline is the opening word or phrase of any material delivered with the direct, intended result of making a sale.

The headline is the ad for the ad. If your headline does not grab your audience, it can't make an impression.

While I certainly don't advocate every person advertising in every medium, depending on your circumstances (location, budget, facilities) you may greatly benefit by combining advertising efforts in several of the following mediums:

- Print
- Radio
- Online
- Television
- Billboards

Headline Tips

Guidelines to follow when creating headlines:

1. Be Specific
2. Be Direct
3. Include "You" or "Your"
4. Include a Benefit
5. (Optional) Include Data

Using the tips above, write 3 headlines to attract a dream member:

1. _____
2. _____
3. _____

When structuring an ad be sure to always include a direct call to action. Ask for the sale to the next step of the process, whether that's calling your 800 number or visiting your landing page.

The 6th, 7th, 8th, and 9th drivers are so important they have their own sections and will be covered in depth in later Modules.

Testing

Testing is the key to any successful marketing campaign. Every variation in your various campaigns should be tested to establish a baseline, gauge the profitability of different tactics. Once you've taken a marketing campaign to a certain level of success using one driver, test the same concept using a different marketing driver.

While every element should be tested, if you only test one, test the headline. Remember, headlines don't just apply to print. The headline is simply the beginning line of communication. It could be the subject line of an email, the title of a book, or the first sentence your reps use to greet new prospects. Either way, it's responsible for 80% of the effectiveness of the remainder of your message.

Methods of Setting up a Test:

Testing is the best way to reduce your risk of losing money on a campaign. It's also the only way to maximize your returns on the campaign.

There are several different approaches to testing. Decide which one or two work best for the campaign you're testing.

1. Promo Codes
2. Coupons
3. Unique 800 Numbers
4. Direct calls to different departments
5. Direct calls to specific person
6. Bonus/Premium offers
7. Offer bonus when they say they heard/saw your ad in...
8. Split-Test

Keep detailed records of the progress of each test. This can be easily done using an Excel spreadsheet.

What marketing efforts are you currently testing?

What are some things you should be testing?

How are you going to test those?

Remember to track the results of every test. If you don't track the results of your test, you've wasted your time. This applies not only to testing, but campaign monitoring as well. As long as you track your data you'll know what's being effective and what needs to be revisited, or cut.

Determine Your Costs

How much do you have in your budget for marketing? How much should you have? How do you determine your marketing budget?

Instead of arbitrarily picking a dollar amount for your marketing budget, it's better to work backwards and find out how much you'll need. The first step is to work out the lifetime value of a member – how much someone is worth to you over time. Once you determine the lifetime value of a member you can work backwards to figure out an allowable cost per sale. From there you can scale your budgetary plans.

Things to consider when calculating the Lifetime Value of a Member:

- How much is the initial sale?
- How many years does the average member stay and pay dues?
- How much are dues?
- How often will they upgrade?
- For how much?
- How many people will they refer?
- What else can/will you sell them?

I've heard resort LVOAM numbers range from \$12,000 all the way up to \$40,000. Are you treating each of your prospects as a potentially \$40k member?

Calculate your LVOAM, then ask yourself, if a new member is worth X to me, how much am I willing to spend to acquire them?

Calculate your Lifetime Value of a Member:

Allowable Cost Per Sale:

Workshop

Strategize your Marketing

Strategic Marketing Driver Objectives	
Marketing Driver	Which strategic objectives you'll accomplish, and how you'll do it

Workshop

Strategize your Marketing

Strategic Marketing Driver Objectives	
Marketing Driver	Which strategic objectives you'll accomplish, and how you'll do it

Workshop

Plan your Marketing

Marketing Driver Development				
Marketing Driver	Allowable Cost	Steps to Prepare	Resources Necessary	Person to Manage it

Workshop

Plan your Marketing

Marketing Driver Development				
Marketing Driver	Allowable Cost	Steps to Prepare	Resources Necessary	Person to Manage it

REFERRAL MARKETING THAT PAYS

Building and Running Referral Campaigns

MODULE 04

The Holy Grail of Membership Sales

Referral campaigns are a premium form of leverage. They allow you to work less and spend less. We all know that, it's because they come with endorsements from trusted sources. What you may not know, is most people go about referrals the wrong way. Over 60% of resorts merely collect leads and contact information instead of actually getting referrals. We'll explain the difference. Right now, understand that collecting contact info of other people from a member just gives you a lead that has only a 10% closing ratio. But what if you could boost that closing ratio to 80%?

When you have your members and your sales force working together with the tools and systems you provide them, you can. You can bring in referrals that are qualified, educated, and ready to buy. And you can bring in more than you're doing right now.

This module will teach you how.

Get More Than Just Dues From Your Members

Imagine your favorite members. Imagine you could fill your resort with two, three, or four times as many people that are just like them. Now imagine you could do so without spending any money, and without doing most of the work. It's not a fantasy. If you follow the systems within it can be a very real reality.

I'm not talking about doing something illegal, or even worse, something expensive. This is something that's actually fun to do, very simple, relatively easy, and best of all, can even be completely free.

What is the best form of leverage you have available at your fingertips every day that you probably aren't using nearly as effectively as you could be? I'm talking about your members. By developing strategically crafted systems and tools you can get them to do all the work for you.

Let's Get Started

Essentially you are turning your existing members into sales reps for your resort. So you want to arm them with best tools you can to help them refer people to you. The best tools to give them are the same tools you use with your joint venture partners and at the tradeshow you attend. Give them marketing DVDs, brochures, and any other specifically crafted promotional materials for the purpose of referring people. We all know referrals are easier to sell and cost less to get in the door, because they come with inferred endorsements.

Current Programs

List the top 3 producing referral programs you're currently running:

Don't have 3? That's ok, you will by the end of this module.

If you don't have several proactive referral campaigns currently operating, chances are you're relying on passive referrals, or basic leads. How many new members do you currently bring in that way? Imagine bringing in ten times that many. That's the power behind formal, proactive referral campaigns.

Things we love about referred members:

- Referred members refer more members
- Referred members upgrade more often
- Referred members cost less to bring in

Structuring Your Referral Campaign

Something you should consider to fully understand the value of a properly executed campaign, is the lifetime value of a member to your resort.

Remember when we calculated the allowable cost per sale based off the LVOAM? Write that here:

Now imagine you could eliminate any necessary cost per sale, or at least drastically reduce the cost of a lead. Aside from the minimal cost of tools, many referral campaigns require nothing more, as far as financial investment is concerned.

But just for posterity, and for the few campaigns you could employ that offer a financial incentive, write below what you would be willing to give back if you were able to acquire a new member that was an easy close, spent more with you, and brought in more members:

Here are a few sample campaigns:

- Endorsed mail/email template your members can send to their friends and family
- Special invitation only events for members and their guests
- Seminars hosted by your resort open to the members, their guests, and even the public
- New Member Welcome Initiative
- Exclusive membership level and benefits based on referrals
- Promotional holiday, seasonal gatherings
- Referral Gold Club with posted referral board for all to see
- Refer you way to an upgrade
- Social media membership competition

Workshop

Make a list of other ideas you have to promote referrals in your resort:

Promoting your referral campaign is key. Getting your members to participate is the only way it will succeed. The good news, is it's simple, and there are many ways to do it.

Here are a few ways to start getting members involved:

- Promote it in your new member packets
- Promote it in your newsletter – online and off
- Have your gate greeter hand out information on it
- When a member checks in at the office
- Include something about it in any mailings you do
- Send an email to your members
- Pass out referral packets at any point of personal contact within the resort
- Create a section on your website explaining it

Workshop

Make a list of other ideas you have to get members involved:

Escape the Tunnel Vision Trap

An easy way to get out of the rut of doing the same things people have always done in your business because that's the way it's always *been* done, is to look at what other industries are doing.

FedEx wouldn't be where they are today if Fred Smith hadn't borrowed the check clearing, hub and spoke system from banks.

Fiber optics wouldn't be powering your FiOS internet if the telecom industry hadn't borrowed the technology from aerospace.

Zappos wouldn't be a billion dollar company if Tony Hsieh hadn't borrowed from Amazon's systems, and Google's culture.

One great crossover example for our industry is the techniques used by health clubs.

Here are just a few ways they bring in referrals:

(Many health and fitness clubs rely solely on referrals for 100% of their business)

- When every new member joins the trainer encourages them to use the club often, and to its full capacity. Then they encourage them to bring their friends to enjoy the same benefits they do. Once they've been there a few times and enjoyed some of the benefits the trainer (who in this case, has spent some time with the member every time they came in) goes to the member and asks "can you take three minutes of your time and write a letter/email, endorsing me to your friends, since I take my time to help you enjoy this place every time you come in?" One particular health club reports that a full 50% of people will actually do the endorsement on the spot.
-
- When a new member joins they are sent home with two invitations for their friends, and encouraged to enjoy the place with the people they enjoy spending time with. They also routinely offer the invites to existing members. Using this one strategy they run completely on member generated referrals.
- As a test, a mailing was sent out to all members with a letter and a certificate to sponsor a friend as a new member. 10% of the members responded by bringing in new members... From just one mailing! Imagine if you increased your membership 10% this month with one mailing.

More Examples

What about a company that sells empty plots of land, a shooting range, or even a multi level marketing company?

- A shooting range give members business cards that has guest passes printed on the back, offering free range time to their friends. They encourage their members to bring 3-4 friends at a time with them because they would have more fun if they were shooting with other people they like. (Although, it's probably a bad idea to bring people you don't like to a shooting range anyway) They allow each member to bring two dozen guests per year, and at least 30% of those guests become members, and another 10-15% return on a pay as you shoot basis.
- A company that sells empty plots of land simply has their salesmen say this when people are ready to buy: "If you're like most of our clients, you'd probably enjoy spending time with your friends and having them live close by. Because of that we have a special program we can extend to you..." Then they proceed to get the person to endorse them to 10 friends in return for a slight discount on the purchase price. Nearly 100% of the people do it and about 35% of the companies business comes from this one source alone.
- A network marketing company relies almost entirely on this model. They provide their reps with high quality tools that does the job for them. They've analyzed, tested, and perfected the selling process, and built it into the tools. All a rep has to do is call their friends over, sit them in the living room, pop in a dvd, and call someone else to talk to them over the phone. They experience nearly a 30% close rate and almost 100% of their business comes from this model.

Do those give you some ideas?

It's worth noting, of the six different referral generators listed above, the first four offered zero financial compensation to the member. Why pay for a lead when you don't have to?

The key is to get creative and expand your options. Maybe you follow another companies *social buying strategy*, where someone who can't afford a membership is given the offer of bringing in 3 of their friends as members in return for their membership, instead.

Workshop

Write down 3 other businesses/industries whose referral system you've encountered that you could model:

Business/Industry	Referral System	How You Can Use It

5 Steps for Getting Started

Write down 3 other businesses/industries whose referral system you've encountered that you could model:

1. Pick one program you'd like to start with
2. Workshop the different tools you'll use for the campaign
3. Build a member referral packet with all the tools and resources they'll need to refer someone
4. Promote it to your members using no less than six different techniques
5. Reward your members promptly and publicly when they bring someone in

Start Now

Get started setting up your first one right now

Campaign Idea: _____

Tools you'll give members: _____

Promotional techniques: _____

Reward Incentives : _____

Plan to Implement

Start setting up your roadmap for referrals

- What are the best referral ideas you've learned today?

- Prioritize the systems you're going to implement:

How are you going to optimize your campaign through testing?

Referral Campaign	Variables to Test

TURNKEY TRADESHOW STRATEGIES

Revamp Your Tradeshows and Events

MODULE 05

Tradeshow Tactics That Work Like Magic

There is an art to the tradeshow. One booth may pull a thousand leads per day while the booth down the aisle pulls none. One booth may pull a 2% lead conversion rate, while another does 10%. What makes the difference?

How can you be “That Booth”? You know the one. Everyone has their stuff, your neighbor at the booth next to you is telling you about it. You walk by it and it’s like a party. There’s a group around the booth, the people working it are full of smiles, having a ball, and in the zone, selling everyone that comes by.

It’s not magic. It’s not luck. It’s a science. This module will teach it to you.

Tradeshow Basics

There are two rules of tradeshow marketing that are so successful, if you do nothing but follow these two rules, you will have massive success.

1. Make it Sexy
2. Make it Fun

Tradeshows can be so powerful when done right. But they can also cost you a great amount of money when done wrong.

Running a successful tradeshow is a lot like running a successful ad. You've got to be direct, specific, include a benefit, and make it all about the prospect.

Here are the first 4 steps to successfully restructuring your tradeshow:

1. Capture Attention
2. Flood your booth with people
3. Capture Leads
4. Educate the Interested

Capture Attention

This is where the first two rules of tradeshow marketing come into play. If you can make your booth attractive you can capture an audience. It's the same thing as in advertising, Rule #1 is to Get Noticed.

The best way to do this is to have a themed booth. Our members love to travel. So something travel themed, or exotic destination themed, would work very well.

Workshop

List different theme ideas you could use:

Once you decide on a theme, you have to commit to it full force. If it's a tropical theme have everyone dress up in grass skirts or Hawaiian shirts. Have tropical drinks at your booth, play some tropical music.

Workshop

Describe how you'll set up your booth and staff to support one of the themes you just listed:

Flood Your Booth With Traffic

Now that you have your theme set up you need to drive people in. What incentives can you offer to attract someone to your booth?

It should match the theme. For instance, if you were doing a tropical theme you could give away a tropical vacation. How about a trip to an all inclusive resort in Cancun?

List different incentives you could use:

Now build a banner promoting the incentive. But not yourself. Go on elance.com or 99designs.com and pay someone a couple bucks to do it for you and to make it sexy and fun.

Workshop

What are some other ways to flood your booth with people?

Capture Leads

Flood your booth with every person at the tradeshow and it won't matter, unless you capture all their lead information.

Talk to everyone that goes by your booth. Build rapport with them, get to know them. Everyone wants our product, they just don't know it yet. I haven't met the person yet that doesn't like to relax, have fun, and vacation.

Make sure your lead capture slips have a disclaimer on the back that is reviewed by an attorney, with the Do Not Call list in mind.

Educate the Interested

Keep your booth stocked with educational marketing material that's member-centric and benefit oriented. No product data information should be allowed in your booth at your tradeshow.

Most importantly, only educate those interested in learning everything about your resort. Every person that comes by doesn't want to hear your story. And if you try to push it on everyone, you'll turn a lot of people off.

Here's a list of the material that will produce the best results for you:

- Educational Brochures
- Marketing DVD
- PR Reprints

PROFITING FROM PUBLIC RELATIONS

How to Get More Members From PR Marketing

MODULE 06

Profiting from PR

There is no better way to position your resort in the hearts and minds of the public, and your prospects, than with public relations. Imagine having your resort featured in newspapers across the country. Imagine having columnists writing about your resort in magazines. Imagine being featured on the local news stations that broadcast to your audience. Imagine having a stack of different articles your salesmen could pull from at the table to overwhelm your tours with authority and credibility.

Stop imagining and turn the page. This module will teach you how.

How is Public Relations Relevant to My Resort?

Going back to building your business like a tank, you want to be in front of your prospects as many ways as you can. Being in the public eye is a great way to do this, so long as it's in a positive light.

PR is one of the best ways to demonstrate transparency to your prospects. It allows them, and your members, to learn what the resort is really about. To experience all the good things you want to tell them. Most of media is placed, about 70%. What this means is people make up most of the news. PR is your chance to make up what you want people to know about you.

Getting Started

Lets take a look at part of the purpose of public relations:

- Create name recognition so people will recognize, and want to learn more about, your resort
- Raise awareness of your existence
How many times have you hear someone say – “Wow, I never even knew this place was here”
- Get the media talking about your resort and all the great things going on there
- Rapidly accelerate your marketing with little to no additional cost
- Increase member referrals by generating a buzz about the resort
- Increase the authority and credibility of your sales people
- Get the attention of potential joint venture partners
- Position your resort ahead of the competition by gaining preemptive positioning in the marketplace
- Build bulletproof brand loyalty amongst your members
- Increase your arsenal of marketing pieces you have available
- Organically increase your search engine ranking on the web

Before you can go out and broadcasting your message, you have to know what that message is.

Workshop

Imagine for a second that tomorrow morning you're going on your locally syndicated version of the Today show for a live interview. You've got an audience of 8,000,000 viewers. What would you tell them?

Referencing the strategic objectives you laid out earlier, write out one message that you'd like to get out to the public:

The Power of Partnering

One of the easiest ways to get in front of the public, and grab the attention of the media, is to partner with non-profit organizations.

This has an added bonus. Almost 80% of people say that when presented with two different purchasing options, they'll almost always buy from the company that's involved in helping other organizations.

Here are a examples of organizations you could partner with:

- The Boys and Girls Clubs of America
- The YMCA
- The American Cancer Society
- The Rotary Club
- The Lions Club
- The Shriners

List some other organizations, local or national, you could partner with:

What's Your Purpose?

What does it mean to partner with an organization? If you called up your local boy scout troop, what would you say?

Here are a examples of what a partnership could look like:

- Offer the scout troops the ability to use your property for getting different merit badges.
- Everyone loves girlscout cookies. Put together a program to help get them to your members (they're going to get them anyway).
- For the American Cancer Society you can have an awareness promotion where you bring in a guest speaker for your members, or just put up a couple banners for a week. Put a donation jar in the office and forward the money along.

Workshop

List some other programs you could put on to help an organization:

It doesn't require much to command the attention of the press. Although many of you have done something similar to these programs already. So why haven't you experienced all those benefits we covered earlier?

Self Promotion & The Art of The Press Release

In the media world, the people and organizations making the most noise get the most attention. You have to toot your own horn.

Getting noticed is simple. Every time you host an event, or do something noteworthy, call the paper. Call your local TV station, call the school reporters. This is especially easy if you live in a small town. Media sources are always searching for news. Give it to them.

What about writing a press release? Three simple strategies:

1. _____
2. _____
3. _____

Workshop

Don't wait until the next time you do something big. Make a list below of anything you did last year that might be press worthy:

i.e. Did you have any big contests? Did you give anything away? Did you host any local events? Did you make your property available for use by any organizations? Did you increase your business at all?

Always be sure to follow up your press release submission with a phone call. Contact the editor, let them know you recently submitted a press release and that you're available to help with the story when they need it.

Community Generated Content

When you're structuring your different press releases remember the educational marketing approach. Write about things that your members would find interesting.

The best part about all this, is that you've got a built in base of writers for you. You can go to your members all day long and source content from them.

What's relevant in the world of recreation right now? How about gas prices? Is that affecting your members in their giant RV's? What are they doing about it? Do any of them have tips for other RV'ers out there? Would that be of interest to other RV'ers? Do you think a vertical journal would pick that up? Absolutely.

Make a list of other relevant topics you could source information about:

Sample Press Release

Cruise America RV Rental Relieves Rising Gas Price Pain

MESA, AZ -- (MARKET WIRE) -- May 15, 2007 -- With a new survey reporting that rising gas prices may cause Americans to cancel their summer travel plans, Cruise America RV rental is ensuring would-be travelers still get the vacations they deserve. Now through May 31, Cruise America's popular discount mileage special is back due to popular demand, offering half-priced mileage on all rental reservations made at any location in the U.S. or Canada for travel through the end of 2007.

According to a May 2 report by the Washington-based think tank the Civil Society Institute, 46 percent of Americans plan to cut back on summer and holiday travel in 2007 if gas prices reach \$3.50 per gallon. With the U.S. average now at \$3.10 and some areas of California reaching \$3.49 already, that price appears inevitable for much of the nation.

"The last thing we want Americans to do is cancel vacation plans over high prices at the pump," says Mike Smalley, vice president of operations for Cruise America. "With this discount mileage special, families will still be able to afford the vacations and RV road trips they've earned -- without cringing every time they fill up. At just 16 cents per mile, down from the standard rate of 32 cents per mile, this discount will more than offset increasing fuel costs."

The rise in gas prices isn't the only subject on the minds of travelers in 2007. As "green" becomes a household term and carbon emissions data turns into water-cooler conversation, Americans have become increasingly concerned with their impact on the environment -- particularly their travel habits.

According to an article in the May 7 edition of *The Nation*, the effects of carbon dioxide and other greenhouse gasses released by jets during air travel are around 270 percent higher than those of average emissions caused by driving the same distance, making air travel "one of the most destructive things we can do," writes George Monbiot, the article's author.

"When compared with flying, RV vacations are actually an energy-saving option, producing fewer carbon emissions on most trips and often leading vacationers to travel shorter distances," Smalley says. "Americans love to travel, and to stay home because of environmental concerns is simply not a solution. All long-distance travel methods create emissions, but RV rental offers a viable means for families to vacation -- affordably, comfortably and without excess waste."

Adding to the energy-saving benefits of RV travel, a Cruise America RV rental allows vacationers to trade hot weather at home for more temperate mountain areas.

"When customers use our discount mileage special to plan RV camping trips for cooler climates, they also save on energy bills by turning off the air conditioning at home," Smalley says. "Besides saving money on utilities, reducing energy consumption also helps families become more environmentally friendly."

The half-priced mileage discount is also available on one-way RV rentals. Reservations can be made online using rate code FRDM, or toll-free at 800-671-8042. The discount cannot be combined with any other offer and must be reserved by May 31.

Cruise America RV rentals are available in compact, standard and large sizes, sleeping from four to seven people and offering a kitchen, bathroom and living area. For vacationers who'd rather drive their own vehicle, Cruise America also offers camping trailers for rent with no mileage charges, as well as motor home sales at locations across the U.S. and Canada.

ONLINE MARKETING

Increasing Your Lead Generation Through
Social Media and Internet Marketing

MODULE 07

Harnessing the Power of the Internet & Keeping Your Resort Relevant

The greatest cultural shift this generation has experienced is the onset of the virtual world. It has changed the way we communicate, the way we connect, the way we buy.

As the world of business strives to keep up with the pace of the public, new technologies are born. There are several new technologies that have fundamentally changed the way we do business. The process of purchasing, and of marketing, has evolved.

Smart businessmen have been working since the beginning to adapt and be progressive. Unfortunately a few have fallen behind, and their businesses with them. We all know the classic example through recent history from the record player to our ipod, and every extinct technology in between.

Today you must stay relevant to stay alive. This module will show you how.

The Daunting Task of Keeping Up-to-Date

Keeping up with technology is exhausting. It seems it's always multiplying, and constantly getting more complicated. You've got your SEO's, your PPC's, your IM's, PR's, your CTR's, and the list goes on. And just try to keep up with it. I dare you. Run a Google search for "Internet Marketing" and you'll get 347,000,000 results. Narrow it down a little by searching "Social Media", taking your results down to only 163,000,000.

That's a lot of information. And it can be very overwhelming. What's important, what's not? What's still relevant, and what's outdated? Who knows what they're talking about, and who is just making it up as they go along? Who's trying to sell me something, and who genuinely wants to help?

The most important question, is "How do I actually produce results?" I'm here to answer that question for you.

What is Social Media?

Write down your current definition of social media:

Social media is any source of virtual media that allows people to interact with each other

It's just an instrument. What matters is how you play it, and how you orchestrate it with the other instruments you use.

When it comes to social media, "_____ is king"

Social media is all about using _____

to establish _____ .

The Big 3

The 3 most important social media tools at your disposal are:

1. _____

2. _____

3. _____

25% of **all** internet traffic is claimed by what social media giant?

Strategic Objectives for Social Media

Before beginning a social media campaign it's important to work out a roadmap. Understand what is possible with it. Determine your desired end result. Work backwards to build a plan to achieve it. Have fun with it.

We already discussed strategic objectives in Module 03. Go back and look at what you wrote down. Which objectives do you think you can achieve here with social media?

As long as you keep current content in front of your members you can keep up with social media. It's all about being transparent and maintaining a positive relationship with your members.

Sample Social Tactics

Here are a few social media campaign examples to get you started:

1. Storytelling
 - a. "Every RV has a story, tell us yours."
 - b. "Every family has a favorite vacation spot, what's yours?"
 - c. "Share your funniest vacation disaster"
2. Promotion
 - a. Restaurant specials
 - b. Member referral specials
 - c. Weekend activities
3. Contests
 - a. The member with the most "Likes" on _____
 - b. The first member to _____
 - c. The member to _____ the most _____
(fill in the blanks, the possibilities are endless)
4. Photos & Videos
 - a. Have members upload family vacation photos (at the resort, or not)
 - b. Have members upload videos of resort events & activities
 - c. Have members upload video testimonials

Write your ideas for a social media campaign:

What is everyone saying about you? The most important website **EVERYONE** should be using: _____

What's the one thing you should **NEVER** do from your social platforms?

Internet Marketing

Social media is just the beginning, and only a very small part, of something much, much, bigger

There is so much content online, and so many options, people have started filtering out the clutter. If your site isn't simple and easy to use, people will move along.

_____ % of people search for you online before doing business with you.

What does your website say about you?

It's a fact that having a better website increases your Member Satisfaction (and thereby, retention), increases your Marketing Effectiveness, and *decreases* your Marketing Expense.

The most popular site development platform in the world today is Wordpress.

Describe the process of adding a new page to, or updating an existing page on, your website:

If it takes more than 3 clicks for you to do this, you're wasting time and resources.

SEO

Search Engine Optimization

The #1 way to increase your ranking with the major search engines is to _____ provide _____ content.

Update your site regularly. Provide information that's useful to your members.

The #1 and #2 ways to do this are:

1. Put a blog up on your site pumping out frequent, relevant content
2. Upload a lot of relevant videos
(member generated content is great for this)

“SEO” turns up almost half a billion search results on Google. It is the biggest trap businesses trying to get online get caught up in.

“SEO Consultants” prey on businesses day and night promising to get you to the first page of Google when you hire them. Don't make this mistake.

What terms are they getting you to first page for? Are those even the search terms your prospects are using? Have you researched the search terms your prospects are using? What content do you have for people to find when they do get you to the first page and people click on you? Do they go to a specific landing page for that search term? Where do most of your online visitors come from right now?

Most Wordpress templates will automatically optimize the SEO for your site...for free.

The only important things you need to do about SEO:

1. Research what search terms your prospects are using to find you
2. Integrate those search terms to all the content you put online
3. Return to Step 1

PPC

The fastest way to increase qualified traffic to your site - Pay Per Click

Important Terms

_____ - Whatever you type into Google

_____ - A group of keywords you put into Google to run

_____ - The page your visitor lands after clicking the ad

_____ - The % of people searching that click your ad

Steps to Get Started

1. Research your keywords
2. Group your keywords into ad groups
3. Write your ads
4. Set up your landing pages

Keyword Research

- Google Adwords Keyword Tool
- Keyword Spy

Use keywords that are 3 words long. i.e.: 'family rv resort'

Minimum amount of keywords you should start with:

Grouping Your Keywords

- Use one keyword per ad
- Make the ads specific
- Include the keyword in the ad

Writing Your Ads

When it comes to actually writing your ads you have two options:

1. Do the work yourself borrowing the ads from your competition
2. Spend a couple bucks for a program that will write them all for you at the push of a button

Website for program that will build your ads for you so you don't have to:

Always split-test your headlines and ads, in that order, to determine the most effective headlines and ads for your market.

Landing Pages

Your landing page should be simple and specific.

How many options should your landing page have?

One thing every landing page should do:
