

# INSTANT HOLIDAY CAMPS FORMULA

Website: The Ultimate Sales Rep  
Transcription

Technology is moving incredibly fast these days. Practically every business who is not a dinosaur has a website. The place where some businesses falter though is that they forget what the core reason for having a website is in the first place. It is to sell! It's not to show off with ornately designed flash welcome pages or fancy graphic design - it is to market your product in a way where you make more sales. Is your website making it irresistible for new customers to buy off you?

Remember when we were talking about advertising that I said you had to be very clear as to the intention for the advertising? What you want to achieve. You can ask yourself the same questions when it comes to designing your website. Each design element, every piece of text, every image, the entire layout needs to direct people to sign up. Just like bugs fly towards the light, you want to create a funnel on your website to capture as many new potential contacts as possible. Lead them towards that sales button.

Your website is the perfect place to increase that precious and highly valuable database of yours. Even in the lead up to camps, we want to get as many new email addresses as possible. As well as providing all the information about your upcoming camps, photos, testimonials, info on your leaders, why not provide a free gift as an incentive for people to give you their email address so that you can keep in touch about future camps. On the side of your website, you can have what they call an email capture form. Here, you allow them instant access to something fabulous that you've put together, once they've entered their name and email address. Provide something related to your niche, for example, you might give them an audio file or video outlining Five Ways to Boost the Confidence in Your Child. Or perhaps Parents: The Three Things To Remember If Your Child Wants to be the Next Superstar.

Remember here we're targeting the parents, as they're the ones most likely to be visiting your website so we are selling to them. Perhaps throw in something for the kids too - make a video on Rock Star Microphone Method, or How to perform that hot new dance move. Something for the parents and something for the kids - everyone's happy!

Of course, rest easy this will be entirely automated. You don't need to worry about replying to every email that you get, and sending them the info back. All you do, is set up an autoresponder program that instantly sends them access to the gifts they signed up for. Too easy and you're not having to do any work!

The Autoresponder company I use are outrageously amazing. I'm a little bit in love with them, I've just been so blown away by what they do. The potential their product offers you and their service is of rock star quality. With this company, not only will they take care of the autoresponding effortlessly, they'll

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also got some very cool features that have massive potential for growing your students. For example, when you add that new email contact to a database that you can track in a multitude of ways.

Let's say you want to run a special, one off offer for people who have signed up, but never actually attended one of your camps. You just sort by that element and then the email goes out to those potential customers. And it has other cool functions where you can see exactly who clicked on that link and visited your website, who went to the website and signed up, or who didn't read the email at all! This makes testing your email marketing a joy as you can see clearly which emails are creating more conversions and which ones didn't create as much result, which ones are flopping in the sand.

Or, let's take this to another level, one that's going to put you heads and shoulders above your competition. Now you know that most 9-12 year olds have an email address. What if, each week, you sent them an email with tips on becoming a better performer in singing, acting and dancing. This is going to add a whole new level of value to what you give. All you have to do is sit down one afternoon, and write 10 little tips for the term, short paragraphs that you then put into this system, set the date and time you want it sent, even 10 weeks away and it will be done! You just create the sequence and it will all be done.

Let's take this idea even further, and once again take you out of the equation by getting your leaders to write the tips – or even film the tips for you. Ask your singing, acting and dancing leaders to each send you 10 tips for improving in their field. If you write ten yourself, you have then created 40 tips to share with your database, one for each of the school weeks of the entire year. Your students will improve, increasing their education week after week and you're going well above and beyond what your anything that your competition will be doing. It would probably take you an afternoon to create an email sequence that would keep on giving week after week for an entire year making you so much more than just an average holiday camp. If you'd like to know which company I use, just check out the [Born To Perform Recommends Page](#) and I'll let you in on this secret to my success. It's just a smarter and more sophisticated way to run your business.

On your website you can have your powerful visual testimonials, some written, auditory, video footage, the photo montages from camps - fantastic selling tools that are impossible to squeeze into a quarter page newsletter ad. This is where we come back to thinking of the purpose of this function, the website is your sales rep – not the ad. In the video, parents will be able to see the smiles on the faces, the showcase performance and all round how fantastic your program is.

Perhaps even make a video yourself, talking about how the camp produces such fantastic results in children, citing your niche difference, the results you provide and they have so much fun and feel really good about themselves. Throw in a few video testimonials from the kids and maybe a parent or two and your website will do the selling for you. You don't need to be involved anymore.

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Your competition will be scratching their heads wondering why their business has completely dropped off!

Back to my old fav topic of maximising profits, you don't want to be paying your graphic designer to change the dates on your website every holidays. There are very simple to use Content Management Systems (CMS for short) where you can just log in and change the text and photos on your website. If you don't have this already, it's a wonderful tool that is super easy to use and will save you a lot of money. In fact, there are ways that you can set up an entire website, with a fabulous design all done for you that you have complete control over for less than what you'd spend on a pair of shoes. By using the Wordpress platform with a template website you can create a fabulous looking site for an absolute steal and never pay a web designer again! Even those who aren't very techy (or technologically inclined) can do this. Check out the Born To Perform Recommends page for my fav sites. It's easy to add in a twitter stream so that visitors to your website can see what you have been creating lately and likewise add in a Facebook like button to link your website with all of your raving fans. Think how much more interactive your website will be with video and audio and photo montages and twitter and facebook and free gifts and email capture – there is so much you can do. Watch the video I have created in the Born to Perform Formula Laboratory

We'd all love to have an online booking system with a custom built order form and credit card or paypal facility, but it can be a little bit of an expensive thing to implement initially. This is an excellent investment and the first thing to do once you are making some good money. To start, you can upload a word doc and a PDF of your application form to the website that your customers can either edit online and email in, or print off, fill in then scan, fax or post to you. Have everything they need right there, with nice big buttons directing them to sign up. Your website is the equivalent of a sales representative who works around the clock. It's like creating a system for selling. A good website makes selling easy, and in fact it sometimes makes selling unnecessary as, you don't need to get involved anymore as your website has done it for you.