

**How to Become
the Supplier or Operator of Choice
With
Less Marketing, No Cold Calls and
Avoiding Appointments
presented by
Norm Hull, CSP**

A close-up, high-resolution image of Neytiri's face from the movie Avatar. She has blue skin with intricate white patterns, large yellow eyes, and dark braided hair. The background is blurred, showing other Na'vi in a lush environment.

“I see you”

**“ Who is your ideal
client?”**

“The man who chases two rabbits, catches **neither**” *Confucious*

Student group. academic, leadership, student travel,
athletic, age specific, musical

They all have specialized needs, desires and unique
ways
to connect with their passion



?

To what question are you the answer ?

What makes you the **best choice** over all the other good choices in the marketplace?

Why they buy what you are selling

IE:

People go to attractions because:

**They choose us
over the other choices because:**

They came to us in the beginning because:

A

B

DEFINING YOUR AVATAR

Age:

Number in party:

Length of travel:

Budget:

In/ out of state:

Major Problems & Challenges:

Where They Hang Out:

Hard & Painful

Great & Easy

No Clue & Not
Sure

Mild & Mild

IDEAL CLIENTS

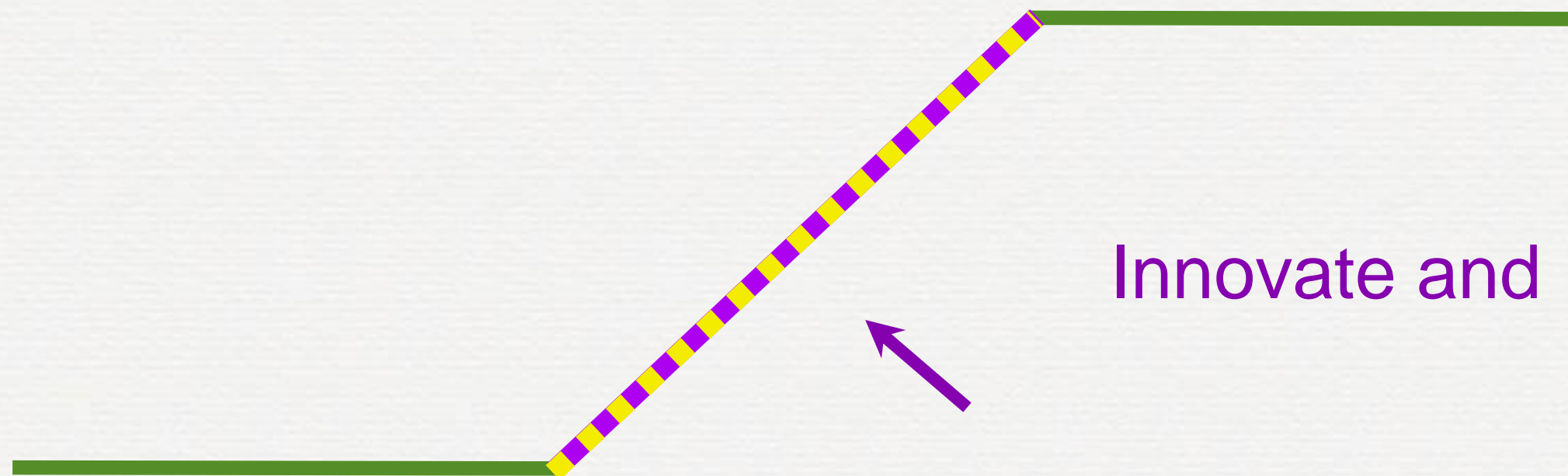
Expected Service

Hiccup



Solution to try to
gain business





Innovate and

INNOVATION EXAMPLES

Hotel:

Access to our **Student Travel Inner Circle**,
3-part video series on “How to Travel Like A Pro:
Student Tips” to travel like an expert

Restaurants:

Access to our **Culinary Inner Circle**,
3-part video series on “How to Expand Your Culinary
Palate: Student Tips to Dining Etiquette”

Are you **solving** a
problem or selling a
process?



Inner Circle

Global Services

Restaurant:

Attraction:

Hotel property:

Membership should have it's privilege

Preferred= %, early/late, CR8TVE

WONKA'S GOLDEN TICKET

GREETINGS TO YOU THE LUCKY FINDER OF THIS
GOLDEN TICKET FROM MR. WILLY WONKA

PRESENT THIS TICKET AT THE FACTORY GATES AT TEN O'CLOCK
IN THE MORNING OF THE FIRST DAY OF OCTOBER AND DO NOT
BE LATE. YOU MAY BRING WITH YOU ONE MEMBER OF YOUR
OWN FAMILY...AND ONLY ONE...BUT NO ONE ELSE.

*In your wildest dreams you can not imagine the marvelous SURPRISES
that await YOU*



YOU ARE INVITED

TO CELEBRATE THE 84TH ANNUAL
ACADEMY OF MOTION PICTURE
ARTS & SCIENCES AWARDS

SUNDAY FEBRUARY 26TH 2012

6:00 PM UNTIL THE BEST PICTURE AWARD IS GIVEN

123 MAIN STREET ANY TOWN USA

RSVP 555.123.1234 EMAIL@DOMAIN.COM

PLEASE BRING YOUR COMPLETED BALLOT

What Attracts Your Avatar?



Signature Event

Disney- Symposium
Core Camp Client retreat

Components

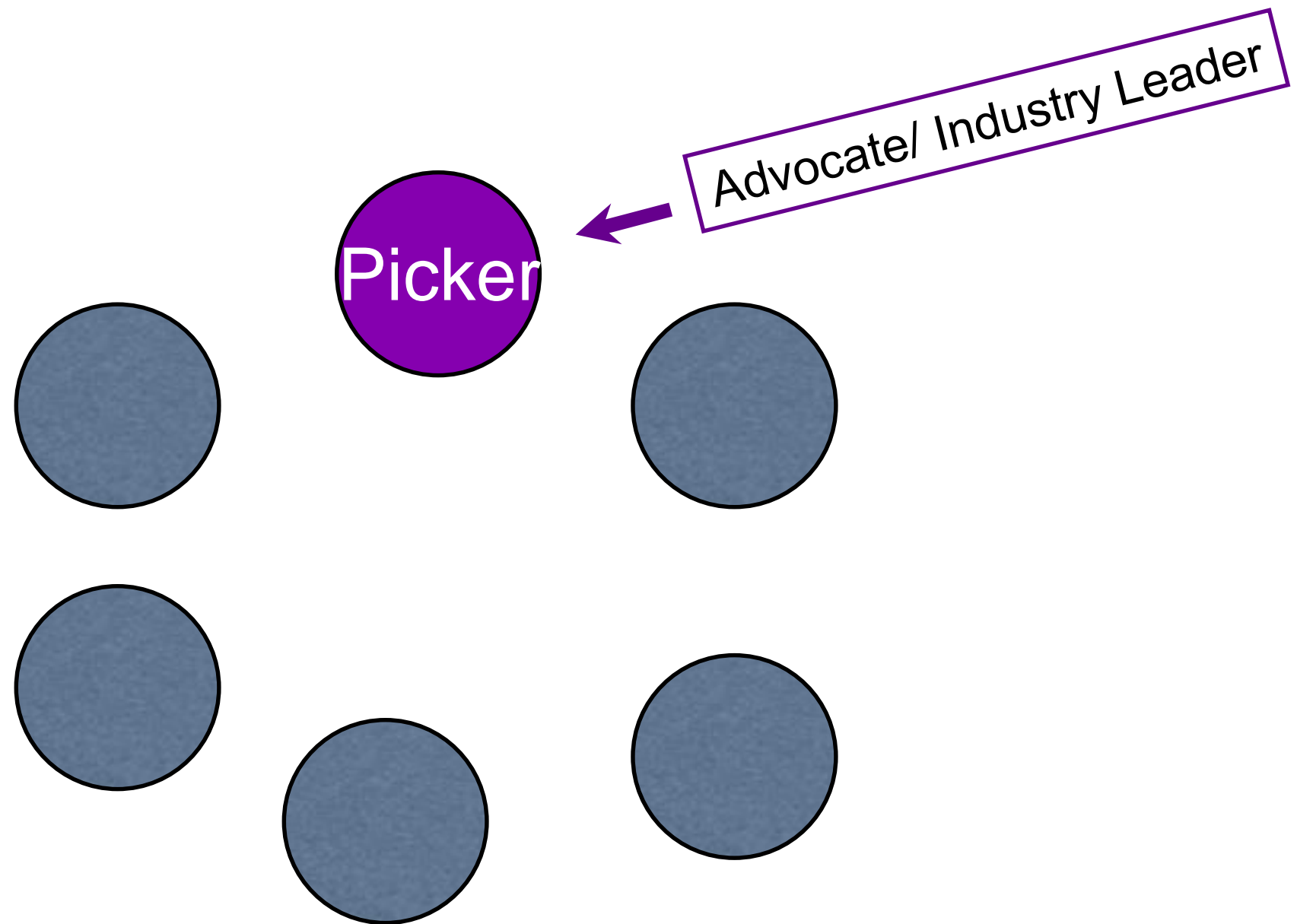
Invite only- Sample gala invite/ patron
no/ low minimal cost -

Surprise laden-Robert Englund

Content- deeper, fresh and adds a new wrinkle
Publicize so others can aspire to...

**Sometimes you don't get it,
until you don't get it**

The LIST



Define Your “AVATAR” Client
Create your own Distinct Solution Space
Innovate not Replicate
Deeper Experience-Limited
Establish Your AVATAR Focused Signature Event
BUZZ





WOOF

Text