

MySantaReports.com

Q & A





Yes! You are bound to get a few **REFERRALS**
from outside your service area.

The nature of the beast! That is something
we have NO control over!

Most of the people you would know, well enough
to “refer”; live, worship, work, school... near you!



IF you get a **Santa Visit Booking**
outside of your service area...

- Offer to do a Video Chat !
(www.ProSantaSchool.ORG)
- Contact Susen & we'll find another Santa in the MSR program.

AUTOMATED COMMUNICATIONS



At the END of the MSR season,

Parents get:

A **THANK YOU from Santa** Auto Responder

A **SURVEY** Auto Responder



AUTOMATED COMMUNICATIONS

At the END of the MSR season,

Children get:

A **THANK YOU from Santa** Auto Responder

A **Reminder to STAY NICE** Auto Responder



Question?

**Can I
print up
my own cards?**



YOU CAN.,
(once your artwork is approved,)
but you'll still need
codes in your "code bank"
for your "peeps" to get into the website!
Additional codes will be available
to add to your program as desired.



Question?

**When should I
hand out
my cards?**



MSR website will be open
to your families

Nov. 1st through Dec. 31st

So for greatest impact

We suggest; **Oct. – the holiday season.**

We caution against handing them out TOO EARLY!



AGAIN!

YOUR “**PRESENTATION**” of the card to families is a very important factor in the success of the program.

BE EXCITED! BE ENTHUSIASTIC!

BE POWERFUL! CREATE URGENCY!

BE SANTA *IN NEED* OF FAMILY’S HELP!

MySantaReports.com



If you're NOT getting enough response
in # of SANTA BOOKINGS...

It's time to

PUMP UP your "SHOW"

when you're handing out your cards.



Question?

**Will all the
people I hand a
card to, sign up?**



Probably NOT!

So...

your **REFERRALS**
will automatically make up
any for unused codes!



Question?

What if I run out of “codes”?



OR

**What if I'm getting
A LOT of referrals
and I run out of CODE USES
before I run out of cards?
Will the MSR website
turn families away?**



You'll be able to check your account
and you'll get an alert if/when
you're running low on codes.
You have the **OPTION**
to add codes
to your “**Code Bank.**”



If a Santa doesn't want to use the
“Code Bank”,
AEP will send the family one of OUR codes.
The family now becomes an AEP client.



Question?

**Can my clients
participate again
NEXT YEAR?**

YES! If you give them a code.
Use **Santa Reports** as an
easy & appreciated
THANK YOU program!
Inspire those who may not have
booked you this year
to book you for a
SANTA VISIT in the future!





Question?

Can I wait until
NEXT YEAR
to join?

YES!
Santas joining **THIS YEAR**
are **GUARANTEED**
the same program pricing
for the next 2 years.
We expect this program to be
SO SUCCESSFUL,
the price will increase next year.



Register to participate:



www.SantaVisitsUSA.com/register



TWO levels of participation:

1.) Start with 200 cards & 200 Code Uses

OR

2.) Blast Off with 400 Cards & 500 Code Uses!

**THAT'S 100 extra families in your
exclusive database... FREE!**



LEVEL 1

Santa starts with
200 CARDS & 200 CODE USES
of his unique code.
(\$200 Marketing Investment)

LEVEL 2



Santa starts with
400 CARDS & 400 CODE USES
of his unique code.
PLUS 100 FREE EXTRA CODES!
(\$400 Marketing Investment)

Santas!

Register to participate:



- 1.) Go to www.SantaVisitsUSA.com/register
- 2.) Register your individual account
- 3.) Get your own, unique **PROMO CODE**
- 4.) Your cards will be mailed out to you.



American Events does NOT guarantee Santas any specific number of bookings.

We've shown you a tiny 1% return on a \$200 investment, to net you \$ 4,600.00

What if YOUR response rate was 5%?

IMPORTANT NOTE!



Mall Santas...

Sadly, Mall photo companies will probably **NOT** allow Santa to hand these (or any other) cards out. You may **jeopardize your mall job.**

**Contact the Professional Santa
who introduced you to this
program, for additional
information.**

OR

Call Susen Mesco 303-665-8280

President American Events

Founder & Director: Pro Santa School



MySantaReports.com

THIS!
Jingle Bell
ROCKS!!
Baby!





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PARTICIPATION in this
MSR Program is 100%
OPTIONAL

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