



**Fasten your
Sleigh
Belts!**

**Susen is
launching
another
New Program!**







GET EXCITED

&

Disrupt the Industry!

www.MySantaReports.com

NOTHING



like this program
in the history
of the Santa Industry!



**Full Service, Corporate & Private
Event Planning Since 1983!**



&



**... have
Teamed
Up!**

Santa likes his
“Naughty Nice”
coins... Right?





**Susen
just put
“Naughty
Nice”
on
STEROIDS!**



With EACH family/child
that crosses your lap,
CAN YOU currently...

- ♥ CAPTURE ?
- ♥ CAPTIVATE ?
- ♥ CAPITALIZE ?



on **EVERY** VISIT ?

NOW YOU CAN !!!



- ♥ CAPTURE
- ♥ CAPTIVATE
- ♥ CAPITALIZE

on EVERY VISIT !

Ever work with an “Agent?”



- 👎 The **agency** usually sets “your” (reduced) price!
- 👎 The **agency** pays you AFTER the event! (Hopefully!)
- 👎 The **agency** takes a healthy COMMISSION!
- 👎 The **agency** does NOT let you contract with the client directly!
- 👎 The **agency** does NOT *GIVE* you the client for future, direct bookings!



**A NEW
TYPE of
“AGENCY”
just
rolled
into town!**



An “AGENCY”

Usually takes a commission from Santa!

NOT with this program!



With THIS program...

SANTA gets to book and re-book the client
on his own, now and in the future!

(**NEVER** when working with an “agent”!)

LOVE your New Agency!



- NO Commissions!
- Get paid the PRICE YOU ASK!
- Get PAID BEFORE the event!
- Contract DIRECTLY with the client!
- REBOOK clients year after year!
- Still NO COMMISSIONS!
- Get an EXCLUSIVE DATABASE of clients!

For **well established Santas**



- Use as a **“Thank You”** for current clients!
- **Upgrade & Refine (\$)** your client list!
- **Replace “fall away”** & low budget clients!
- **Exclusive Referrals-** ready-to-book visits!
- **Fill holes** in your upcoming schedule!

For **well established Santas**



ELIMINATE

wasted time

hassle & stress of

“**competing**” for **bookings**

on costly sites like

GigSalad / GigMasters!



For **Brand NEW** Santas

*For less than the cost of a website
or just ONE print ad...*

- Build a **great client list 1st year!**
- **Fill your season** in a snap!
- **Create a solid reputation** quickly!

NEW!

MySantaReports.com





SANTA'S
OFFICIAL
ONLINE
INTERACTIVE
“NICE LIST”

IMPRESSIVE!



This **\$ 20,000**
interactive platform
appears as if

YOU / Santa
personally own it!!

- 👍 Turns your **COLD** market into **HOT BUSINESS!**
- 👍 SUPER FUN for the Children!
- 👍 Thrills PARENTS!
- 👍 Encourage NICE BEHAVIOR in Children!
- 👍 Wholesome, Seasonal Family Activity
- 👍 **FREE** to participating families!
- 👍 **EXCLUSIVE, DIRECT BOOKING LEADS!**
- 👍 Creates an **exclusive client database** for Santa
- 👍 Takes less than 10 seconds to inspire participation



Hand out cards with YOUR CODE... to lap visitors & current/future clients to register & participate... **FREE!**



www.MySantaReports.com 

Santa's OFFICIAL NICE LIST WEBSITE

YOU can help me, Santa, keep my NICE LIST up to date during my busy, busy season! Just **log in with a parent or guardian** to report your **GOOD BEHAVIOR!**

- * Update your WISH LIST
- * Report your Elf's mischief
- * Read North Pole News
- * See your name on Santa's Nice List
- * Earn a special gift on Christmas Eve, by climbing Nifty Nice Mountain

Santa will even reply back to you when you submit your Goodie Flows, kindness Kringles and Greenie Gremlins!

It is 100% **FREE!** Nothing to buy! Santa loves to GIVE!

There's only ONE RULE: You can **ONLY** log in with an adult!

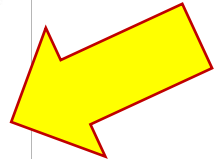
It will be delightful to see all the NICE things you are doing!

Now you can show Santa how hard you're working to stay on the NICE LIST!

Use this secret PROMO CODE to get started: **GS601**

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A FREE family activity encouraging good behavior!





**All YOU do is;
HAND OUT
YOUR CARDS
(or email your
code to clients!)**

www.MySantaReports.com
Santa's OFFICIAL NICE LIST WEBSITE

YOU can help me, Santa, keep my NICE LIST up to date during my busy, busy season! Just log in with a parent or guardian to report your GOOD BEHAVIOR!

- * Update your WISH LIST
- * Report your Elf's mischief
- * Read North Pole News
- * See our Elf on Santa's Nice List
- * Earn a special gift on Christmas Eve, by climbing Nifty Nice Mountain

Santa will be on the lookout for you, when you submit your goodie Cow-Kin, and Greenie Gremlins!

It's 100% FREE! Santa loves to GIVE!

There's only ONE RULE: you can't log in with an adult!

It will be delightful to see all the NICE things you are doing!

Now you can show Santa how hard you're working on the NICE LIST!

Use this secret PROMO CODE to get started: **GS601**

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A FREE family activity encouraging good behavior!



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!

Hand your cards out at:



- Work
- Church
- Grocery Stores
- Scouts
- Pre-Schools
- Parks & Rec
- Coffee Shops
- Hospitals
- Salons
- Day Cares
- Mom's Clubs
- Businesses
- Schools
- Restaurants
- Country Clubs
- Toll Booths
- HOA's
- Friends

• To ALL your CURRENT CLIENTS!



Families log into

YOUR

\$20,000

website!



Each family who registers
into your
EXCLUSIVE DATABASE
uses **ONE (1)**
of your card “codes”



Children log in,
with their parents
each week
to **REPORT**
their
NICE DEEDS
to Santa!

My Name: _____ Week # _____
My Santa Reports.com Reported to Santa's official website on _____

★ Goodie Glow ♥ Kindness Kringle 😊 Greenie Gremtin

My "Nice List"	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Deeds this week							
Pick up my Toys							
Brush my teeth							
Make my bed							
Do my homework							
Eat Vegetables							
Bed on time							
No fighting							
Take my bath							
Help at home							
Please / Thank you							
Clean up room							
Good Attitude							
Extra Kindness:							

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UPDATE your Wish List
Digitally to the North Pole
when you log in with a parent
to report your NICE DEEDS!



When logged in...

Children can
update their

WISH LIST



When logged in...
Children can
report their
Elf on the Shelf
to **YOU- SANTA!**



MySantaReports.com



When logged in...

Child can input
First Name & Initial
to SEE THEIR name
on **YOUR** "Nice List"



When logged in...
Children can
play various
interactive games...

MOM APPROVED!



FREE !

Nice Behavior !

Wholesome Fun !



After each log in...

Parents & Children each receive
new & different
email “AutoResponders”
from “SANTA!”



Every email Auto-Responder
to parents includes:

Link: **To Book a \$anta Vi\$it**

Link: **To Refer a Friend**

Link: **Parenting Tips about Santa**



MOMS GO VIRAL!

**Mom's can
even REFER
their Friends!**





Also, AEP will **REFER** clients (in your area) to you from our **NATIONAL** marketing programs.

EVEN MORE brand new people
in your **DATABASE!**



Each family
gets 16 or more
tasteful exposures to
Book YOU for a \$anta Vi\$it



**Could YOU contact a client
16 times
to book your services
with such charm and acceptance?**

With THIS program YOU CAN!



200 Families

x 16 exposures each =

3,200 opportunities to

Book you for a \$anta Vi\$it

(All YOU did was hand out your cards!)



When the parent clicks on
“Arrange a SANTA VISIT”...

*(Either on the Nice List website
OR via a link in the Auto Responder...)*



Parent is taken to a booking website to fill out basic information about their event:

- Name
- Event Date
- Event Time
- Type of Event
- Number of Guests
- Location
- Phone #
- Email, etc., ...

AEP instantly emails
YOU - SANTA
the booking information.



CALL YOUR NEW CLIENT
to adjust date, time,
set your price, etc... **DIRECTLY**



AEP emails
YOU - SANTA
the booking information.

ONLY YOU!
NO other Santa
has access to this information!



YOU - SANTA

- ★ Contact the client
- ★ Adjust the date/time per your availability.
- ★ Get ALL details! ★ Negotiate a price
- ★ Send out YOUR contract, ppwk, etc.
- ★ Collect the funds ★ Do the event!



LET'S DO THE MATH...



If just **1%** of those

3,200 opportunities

Book you for a \$anta Vi\$it...

32 x ~ \$150 per visit...

that's **\$ 4,800.00 !**

MySantaReports.com



WOW!

Income of: \$ 4,800.00

Investment of: \$ 200.00

Nets **SANTA:** \$ 4,600.00!



Just **1%**

**A \$ 4,800.00 return
on a \$200 investment!
(Brilliant!)**



A \$ 4,600 NET PROFIT

**Where else can you find
this kind of RETURN?**



And!
Do that same client
for the next 10 years
\$ 150 X 10 yrs. = \$1,500!

(Your card/code cost you ONLY \$1 !)

Insanity! No Agency does this!



LOVE your New Agency!

NO Commissions!

Contract DIRECTLY with the client!

Get PAID the price you ask for!

Get PAID your fee BEFORE the event!

REBOOK the client year after year!



A **newspaper ad**
of business card size, **1 run**,
in a metropolitan area
costs around **\$300**.

Response: *MAYBE* 1-2 calls?
2 gigs. Income of ~\$300

Profit: ZERO!

LOVE your New Agency!

In January, Santa gets
his exclusive **DATABASE**
of all families who participated
on YOUR website!

Market to all these families for next year!





Use your **exclusive database**
to tastefully do a really classy
Marketing Campaign
for Santa Visit business
for **NEXT YEAR!**





Does the newspaper give
SANTA a database of
everyone who saw your ad,
to market to **NEXT** year?

NOPE!



**Match THIS return
somewhere else!!**

- **Bookings: 1% response rate**
- **Income of \$ 4,800.00 !**
- **Original investment: \$200**
- **Value: Priceless!**

**Match THIS return
somewhere else!!**



- **No Agency commissions!!**
- **Rebook clients next year!**
- **Clients are yours to keep!**
- **Value: Priceless!**



**Match THIS return
somewhere else!!**

- **Exclusive Booking Referrals!**
- **Stop competing on GigSalad!**
- **Exclusive DATABASE!**
- **Value: Priceless!**

**Match THIS
somewhere else!!**



**Santas participating *this year*,
are “grandfathered”
into program pricing
for next 2 years!**

MySantaReports.com

THIS!
Jingle Bell
ROCKS!!
Baby!



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.**



Keep on
handing out
those old
"Naughty
Nice"
coins!

OR

Join the New Age
of
High Tech,
Marketing Wizard,
“Agency Free” Santas
with

NEW!

MySantaReports.com





Imagine launching
your **FIRST YEAR**
as a Professional Santa
with **THIS** kind of
SUCCESS!

Imagine refining
your
**Current
Client List**
THIS easily?





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%?

MySantaReports.com



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MySantaReports.com

Colorado AEP Santas will use the MSR cards (supplied by AEP) in malls/ large SAG events.

Bookings are commissionable to AEP

but your **VOLUME** of bookings from 120,000 cards out in Colorado should be overwhelming!

AEP will assign any **available SAG Santa**.

MySantaReports.com



Colorado AEP Santas CAN purchase MSR cards at a discount to give to friends and potential clients. Any bookings will still run through AEP and be commissionable. Again the SAG VOLUME & your P.R. factor will outweigh the difference!

YOU will be the Santa assigned to the gig.