

Santa's Reflection

1. What was your favorite Santa appearance in recent years?
2. Define the geographic area you would like to work.
3. List top 3 reasons you are Santa. (Be honest.)
4. What is the hardest part of your Santa activities/business?
5. What is your fantasy Santa appearance?
6. In 5 years, what three major changes would you like to see in your Santa activities/business?
7. What activity in your Santa "business" do you enjoy doing the most? Least?
8. What makes your Santa different than the rest?
9. What one task in your Santa business would you like someone to do for you?
- 10a. List five of your best new clients in past couple years.
- 10b. Where did those new clients come from? How did they find you or you find them?
11. What makes your Santa the jolliest?
12. What age group do you enjoy working with best? Least?

Define Goals & Objectives

Goals:

Objectives:

Services:

Target Audience:

Target Audience:

Description:

Description:

Objectives:

Objectives:

Action

Action

Action

Action

Action

Action

Action

Action

Evaluation

Evaluation

Evaluation

Evaluation

Evaluation

Evaluation

Evaluation

Evaluation

Profile

Who I am.

- List your strongest traits related to Santa for-
 - Physical:
 - Personality:
 - Professionalism:
 - Experience:
- Circle and rank the strongest eight traits above from 1 to 8.
- What makes you unique/different/better than other Santa?

What I do.

- List the services you do or want to offer:
- Rank the above by how important (of interest) to you.
- List the type of events you do or want to:
- Rank the above list in order of how important and of interest to you.
- List any skills you offer beyond smiling & ho-ho-hoing.
- Do you have a Mrs. Claus, elves, sleigh, chair, or other add ons?

Hire me.

- List five reasons clients should hire you.
- Rank that list in order of importance to the client.
- What assurances, security, confidence can you offer the client?

My Profile

(you) _____ is a (4 top traits) _____, _____, _____, _____ Santa. He brings (next 4 traits) _____, _____, _____, and _____ to his performance/service/persona. But what really sets him apart is (uniqueness) _____.

Santa offers (top 3 services) _____, _____, and _____ for (top 3 type of events) _____, _____, _____. He is also happy to (next services) _____ and (next event types) _____.

In addition to ho-ho-hoing and taking orders for Christmas, (you) _____ can also (skills) _____, _____, _____. He can also bring along (add ons) _____, _____, _____ if wanted.

You can be confident in hiring (you) _____. He (5 top reasons to hire) _____, _____, _____, _____, _____. He also has (assurances) _____.

For more information or questions, contact (you) _____ at (email) _____, (mailing address) _____ or call (phone) _____. You can also find additional details, photos and references at (website). (you) _____ is also on Facebook (username), Twitter (handle) and (other sites) _____.