



This week's Brainstorming Goals

Holiday Planning Workshop: Week One

ACTION STEP ONE:

What are interesting products that you can create? Think Holiday and Gift giving! We're not talking about boring old packages of ball marks, divot repair tool. These products are going to be purchased by relatives of golfers in addition to just golfers. Think outside the box of what works for your golf facility.

If you're going the Cyber Monday route, these products should be virtual and downloadable.

If you're going the Black Friday route, you can do something simple like a basket deal or create a nice certificate that offers a fun golf package. (I personally don't recommend the Black Friday route - just from personal experience. Most golf courses are a little too far off the beaten path for this to be truly profitable. Online sales are much easier to achieve.)

I'd like you to have at least five interesting products that appeal to a variety of people. Think birthday party, good deal, golf/beer, multi golf rounds, group lessons, etc.

LIST YOUR PRODUCTS IDEAS:

ACTION STEP TWO:

Pricing. When you price your packages, keep in mind that you're going to be offering a steep discount as your incentive for Cyber Monday. For me, I offered 50% off. Keep your discount in mind when pricing out your packages.

ACTION STEP THREE:

Once you know what you're going to sell, you need to determine how you're going to track it in the clubhouse. Since an online product can be printed more than once and/or copied, you need to determine what system you're going to put in place in order to be able to track this, so no one is taking advantage of you.

Map out your system and directions for your staff.

ACTION STEP FOUR:

Begin thinking about your customer's journey. What is the best way for them to navigate your site, so the purchase is easy.

If you're going to go with Black Friday instead, then think about how you want to set it up, so it's smooth and easy to accomplish.

Outline their journey.

Next Week

Creating images for these products

Begin Creating ads

Time: Oct 26, 2017 1:00 PM Central Time (US and Canada)

Join from PC, Mac, Linux, iOS or Android: <https://zoom.us/j/832599301>