

Their Needs Meet Your Abilities

What needs is your camp good at meeting?

What are the top needs of your groups?

What needs is your camp not so good at meeting?

How can you understand their needs better?

Action Steps:

What is one thing you can start doing now to understand groups better?

List one leader you can meet with who can help you understand group needs better?

What are three things you need to do to serve groups more effectively?

Target Market:

Group Size (how many people make you most efficient?):

Group Type (whose needs are you well equipped to handle?) :

From (where do they live?):

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Relationship - Friction vs. Smooth

What are some friction points at your camp?

How people find you (web, first contact):

Staff:

Booking Process and Communication:

Activities:

Price Structure:

Service (do you tend to say yes or no?):

Arrival (drive in, check in, first impressions):

Facilities (clean, in good repair):

Sleeping areas:

Equipment (balls for basketball, etc):

Meeting Rooms:

Grounds (lawn mowed, no trash):

Dinning room and meals:

Flexibility:

Action Steps:

What is the biggest point of friction you must get rid of? How are you going to do this? By when?

**What is some low hanging fruit of friction points that you can get rid of quickly?
How are you going to do this? By when?**

Filling Capacity or Getting People to Come

Identify some groups of fans.

Identify some people of influence in your target market who you can probably connect with.

How can they help? What can you do to equip them?

How can you connect with them?

Action Steps:

**Who are your top three fans you think can effectively help you? How are you going to ask them to do this?
By when?**

Who are the top three people with influence you want to connect with? By when?

Optional Part

What are your action points:

E-mail address:

Send me the notes

If you give me your address I will send you one e-mail in a few months seeing how your goals are going, and sharing any thoughts or resources I run across. That's it. If you check the "send me notes" box I will send you an e-mail today and a follow up later.

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