YOU DON’T NEED TO ADVERTISE A GOOD PARTY

//

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FROM E-COMMERCE & T-SHIRTS. . .

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closesimple

The Pizza Tracker for Title™

TO LAND TITLE.

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TWIN CITIES
DONUT
CRAWL
WITH A
3,800 PERSON
DONUT CRAWL
IN BETWEEN
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PARTY

WITH A 3,800 PERSON DONUT CRAWL IN BETWEEN

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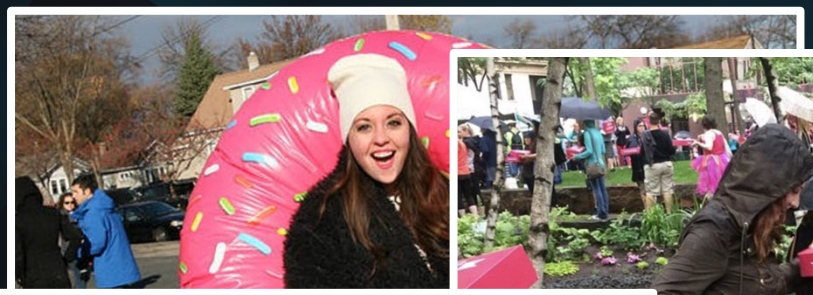

WITH A 3,800 PERSON DONUT CRAWL IN BETWEEN

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WITH A
3,800 PERSON
DONUT CRAWL
IN BETWEEN
DONUT QUEEN
YOU DON'T NEED TO
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PARTY

YOU DON’T NEED TO
ADVERTISE A GOOD PARTY
Increase Your Attendees & Create an Event that
gets Everyone Talking, Posting & Sharing About.
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MY STARBUCKS EXPERIENCE.
If you are too close to a problem,
it can appear larger than it actually is.
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OBSESS ABOUT YOUR CUSTOMER . . . WHAT THEY WANT & HOW YOU CAN HELP THEM GET IT.

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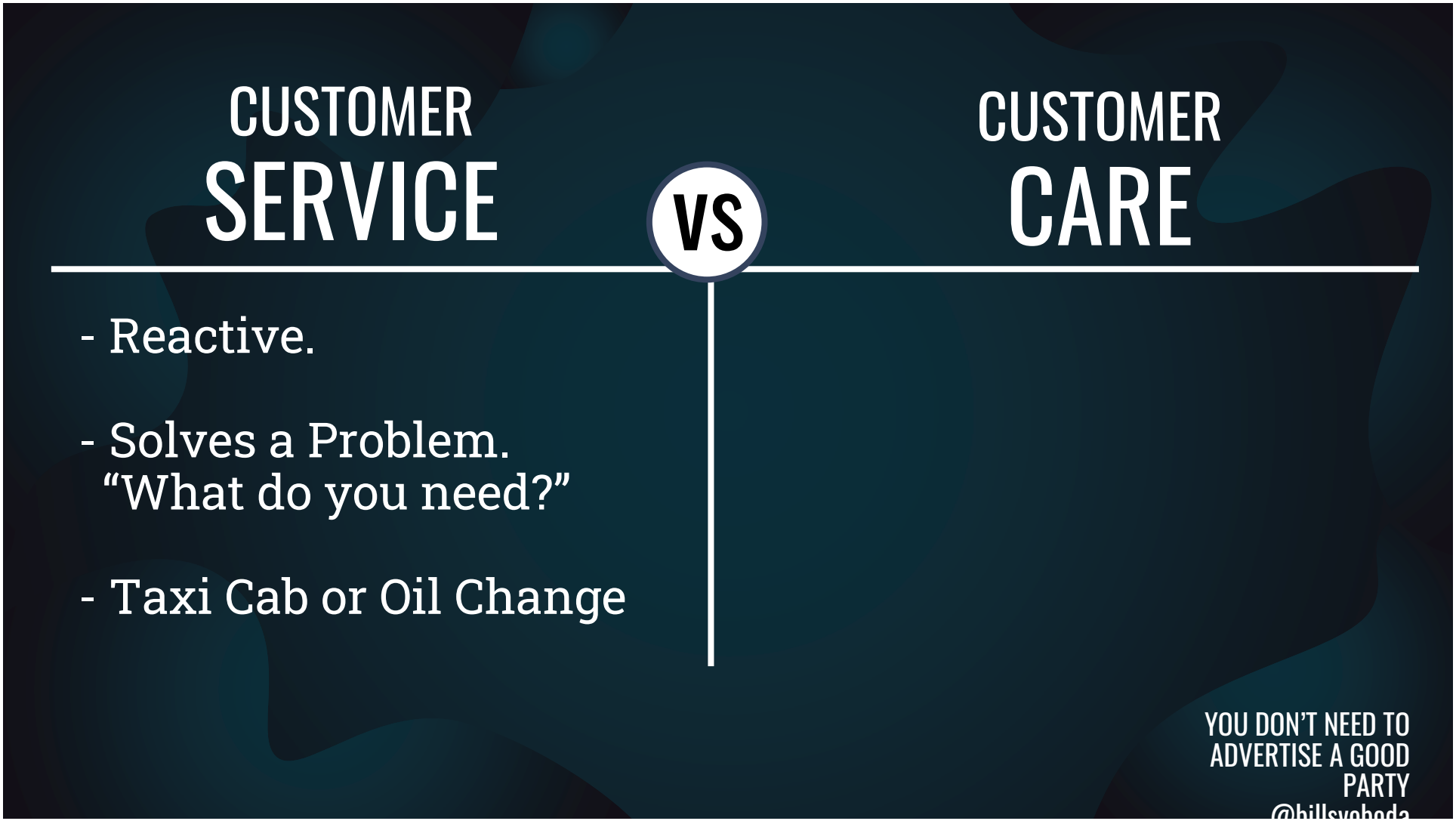
CUSTOMER
SERVICE
VS
CUSTOMER
CARE
- Reactive.
- Solves a Problem.
"What do you need?"
- Taxi Cab or Oil Change
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CUSTOMER SERVICE

VS

CUSTOMER CARE

- Reactive.

- Solves a Problem.
  “What do you need?”

- Taxi Cab or Oil Change

- Proactive.

- Anticipates a Problem.
“Here is what you *will* need.”

- Uber or a Day at the Spa

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6-STAR
CUSTOMER CARE
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A FEW THOUGHTS I'VE HAD . . .

- Today people care about the "elements" of the event … i.e. *"Who did these flowers?" "I love the little cookies!" "I love how the stage looked … that backdrop tho!"*

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- People are pickier than ever!

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YOU DON’T NEED TO ADVERTISE A GOOD PARTY, A GOOD PARTY ADVERTISES ITSELF. EVENTS THAT CARE MORE ABOUT THE DETAILS WILL HAVE ATTENDEES THAT WILL CARE MORE & SHARE MORE.

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4 WAYS TO CARE MORE.

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01. CHANGE THE CONVERSATION.

Stop holding things Sacred.
Embrace Change.

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amazon
Zappos.com
UBER
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EVERYONE HAS THE SAME AMOUNT OF TIME IN THE DAY & NO ONE HAS TIME TO GO TO THE SAME EVENT THEY JUST ATTENDED LAST NIGHT, LAST WEEK OR LAST MONTH.

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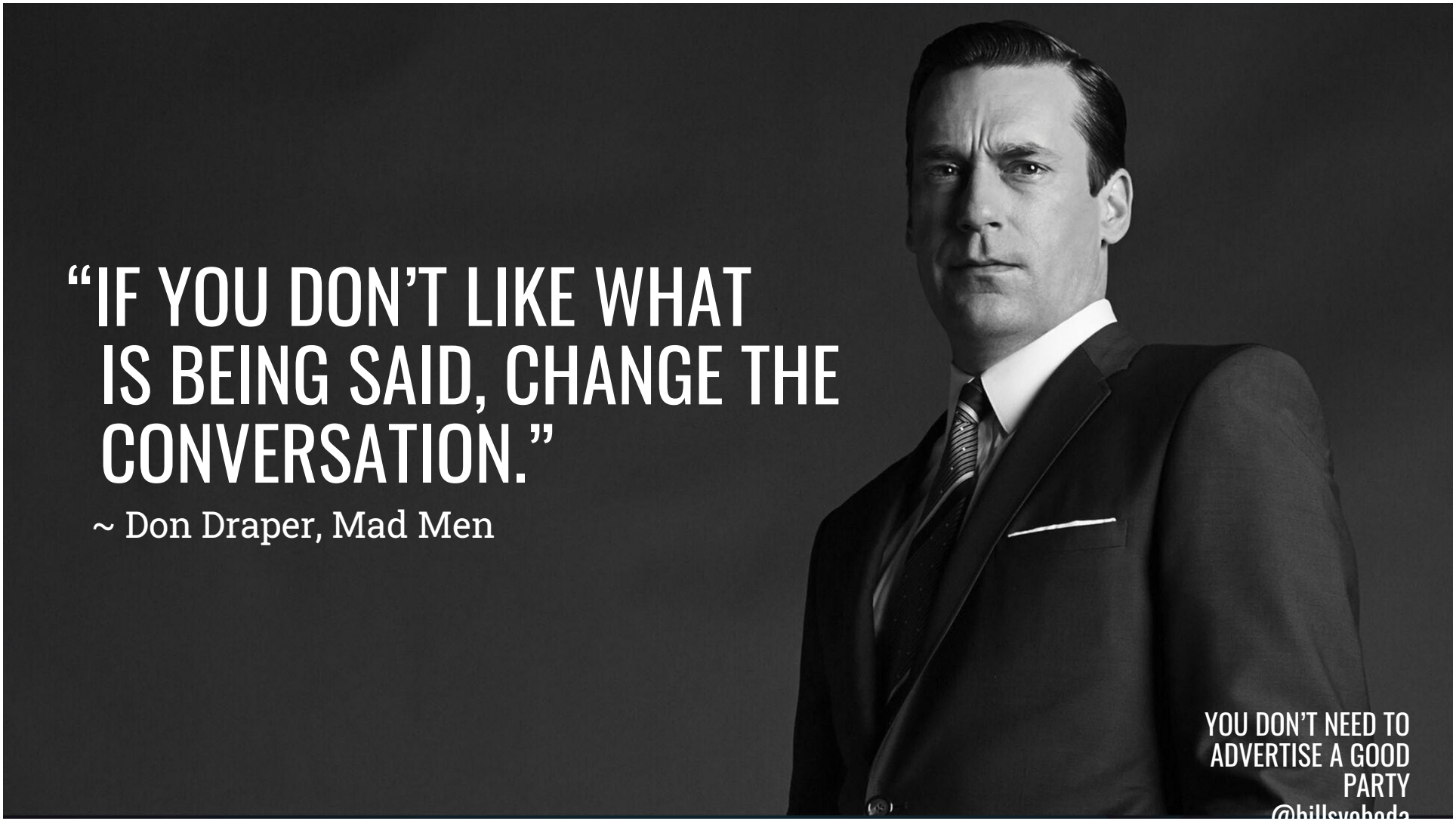
“IF YOU DON’T LIKE WHAT IS BEING SAID, CHANGE THE CONVERSATION.”
~ Don Draper, Mad Men
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CHANGE THE CONVERSATION

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JIMMY JOHN'S

CHANGE THE CONVERSATION

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CHANGE THE CONVERSATION

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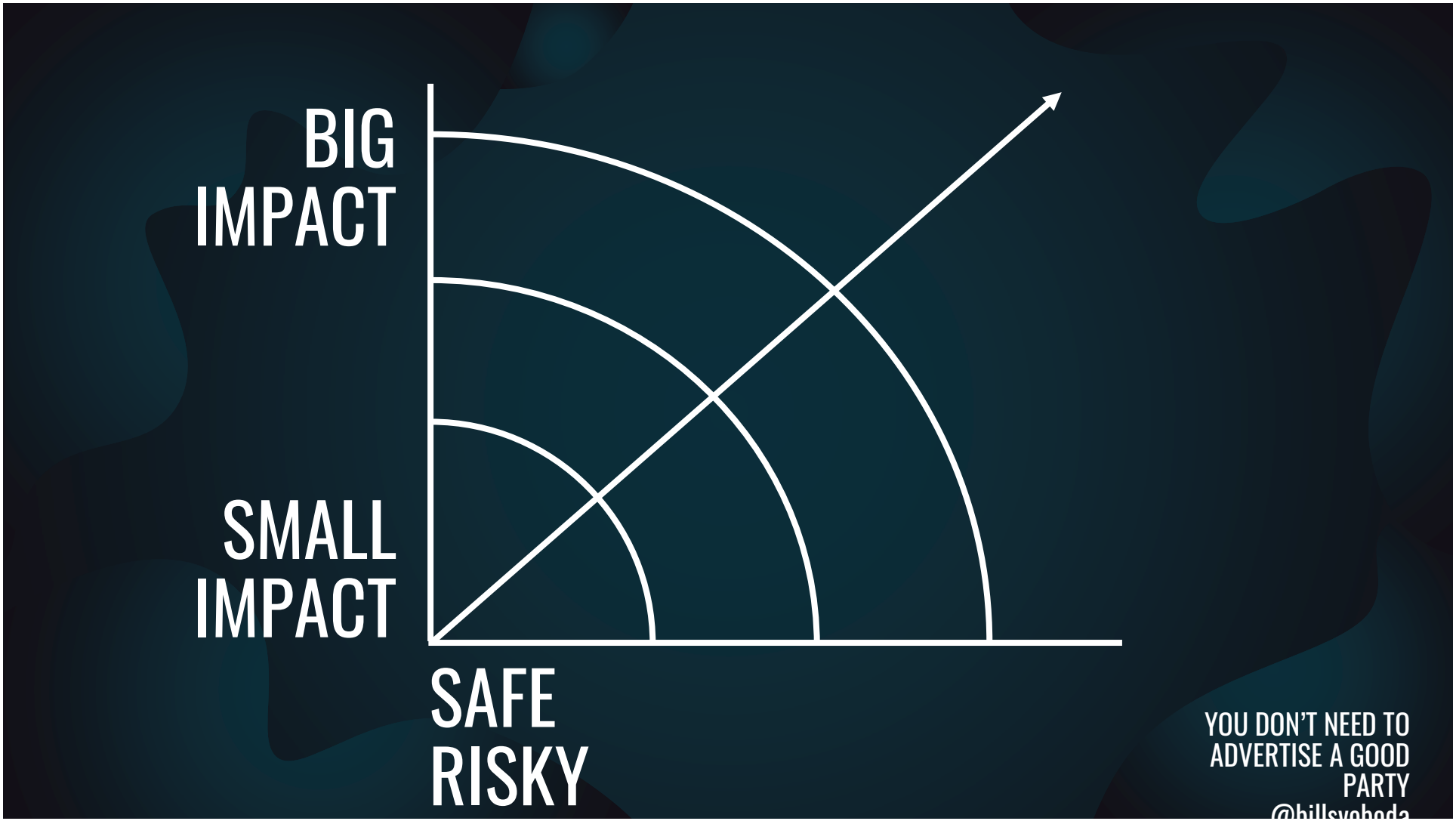
BIG
IMPACT
SMALL
IMPACT
SAFE
RISKY
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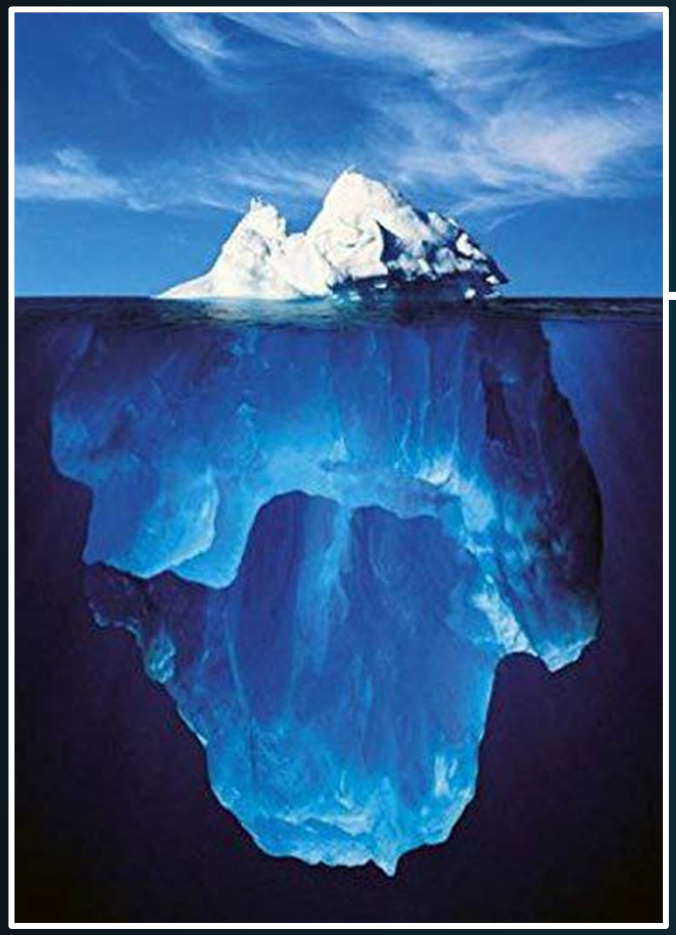

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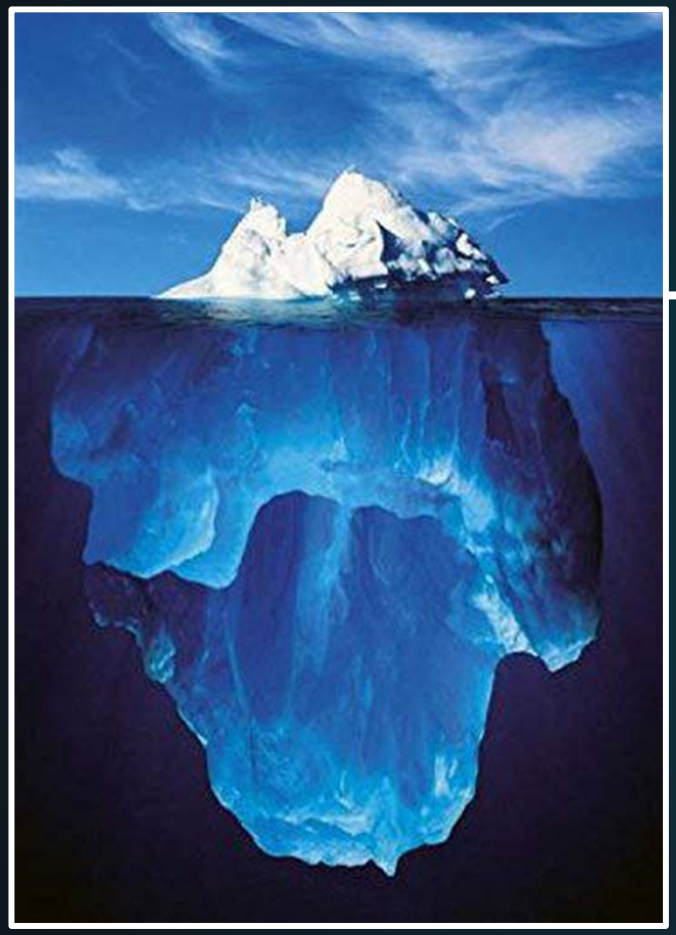

WHAT: YOUR #3
(Above the Water)

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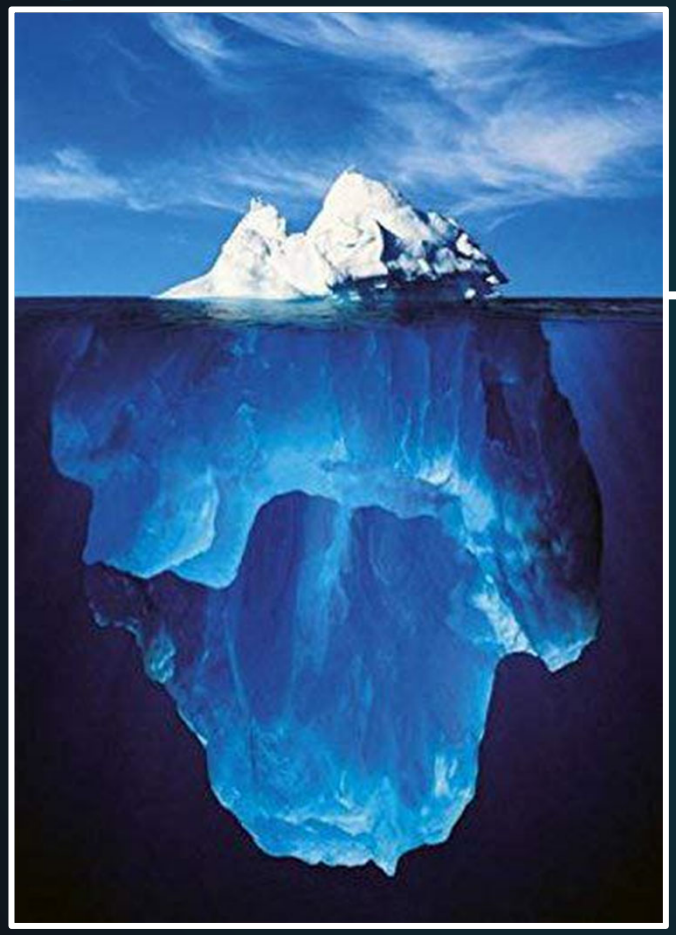

WHAT: YOUR #3
(Above the Water)

HOW: YOU WILL DO IT
(Below the Water)

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QUESTION:

WHAT IS ONE THING YOU CAN DO TO CHANGE THE CONVERSATION WITH YOUR ATTENDEES?

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YOU CANNOT JUST WIN CUSTOMER'S ATTENTION. YOU MUST WIN THE EMOTIONS THAT CONTROL THEIR MIND & BUYING HABITS.

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RATIONAL DECISION VS. EMOTIONAL DECISION

(Based on Values of ...)

- Integrity
- Accountability.
- Fair Price.
- Financially Responsible.
- Been around for a long time.
- My Family always does this.
- Close Proximity.
- It’s a “sure bet.”
- It “adds up.”

(Based on Desires to ...)

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- Integrity
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(Based on Desires to ...)

- Stand Out.
- Receive Recognition.
- Feel Cared For.
- Feel a Sense of Freedom.
- Feel a Sense of Thrill.
- Make your Own Decision.
- Be Loved or Desired.
- Be a Part of Something Big.
- Be the Person I want to be.

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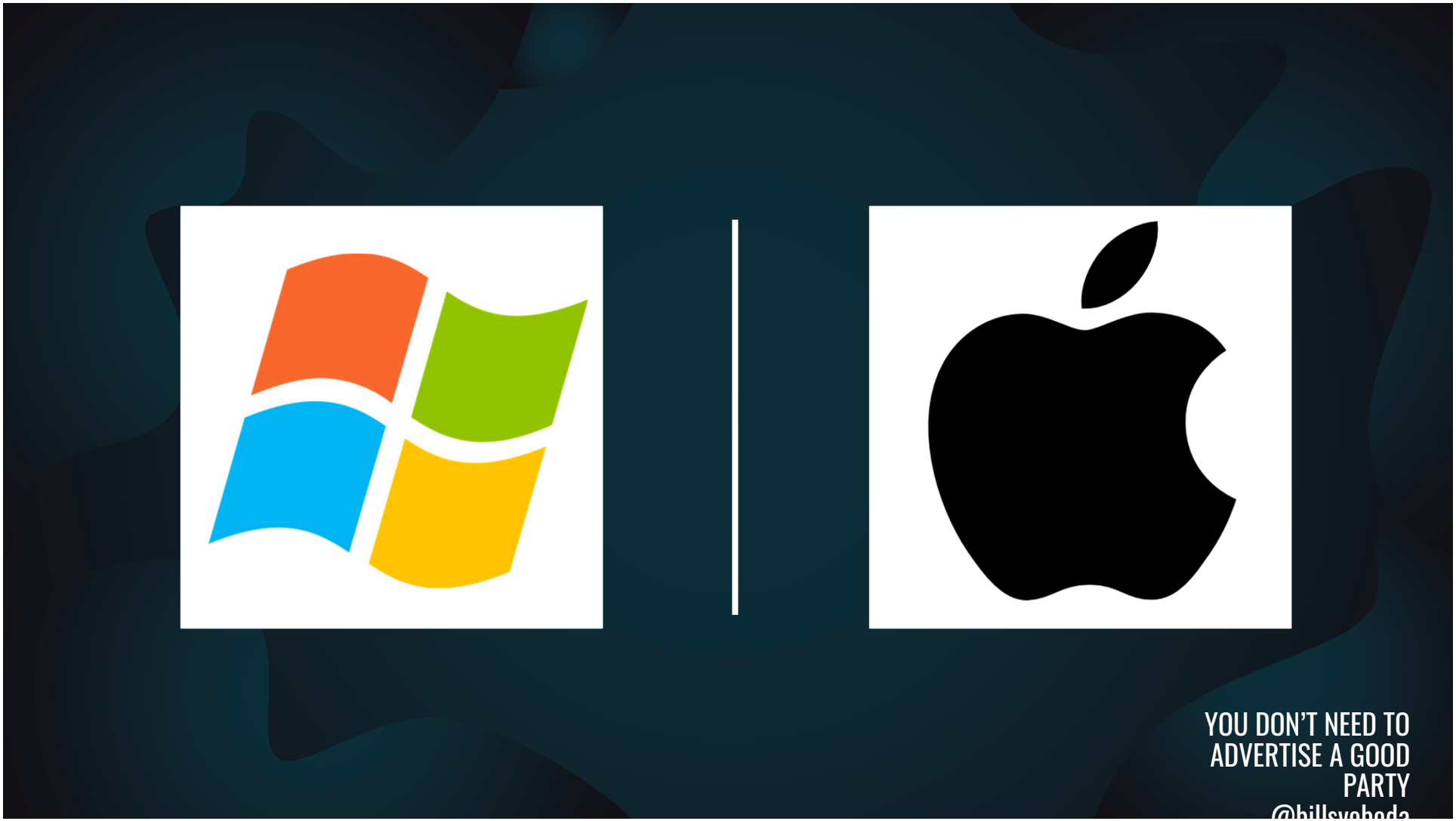
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GAP
GUCCI
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BUICK
BMW
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2. TREAT YOUR ATTENDEES LIKE WHERE THEY'RE GOING, NOT WHERE THEY ARE TODAY.

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THE RITZ-CARLTON
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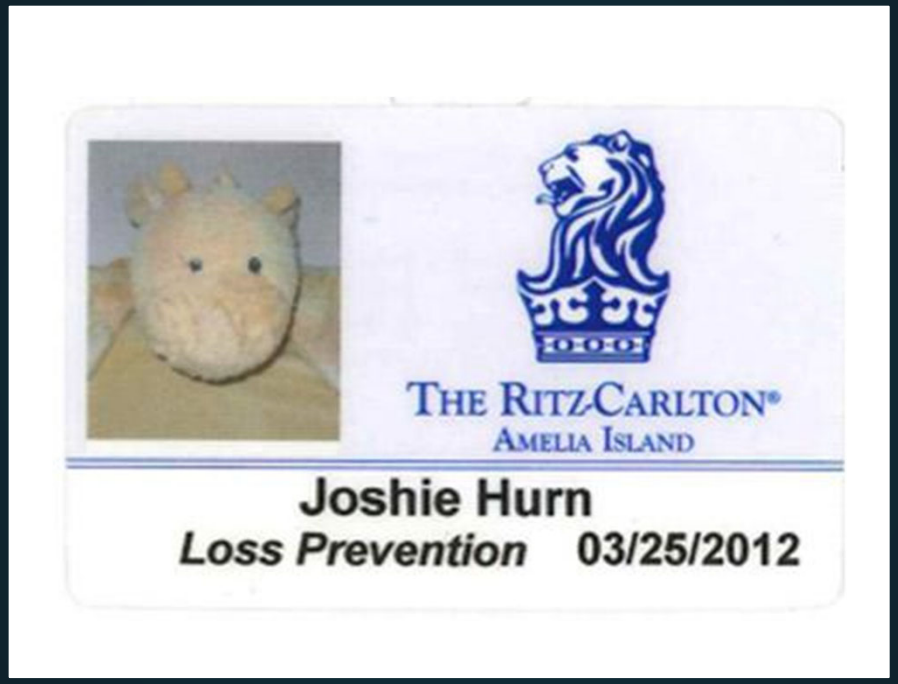

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03. STRIVE FOR SIMPLICITY.

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SUSHI TRAIN
MADE TO ORDER

612-259-8488
1200 Nicollet Mall Suite C3
Minneapolis, MN 55403
sushitrainusa.com

Monday - Thursday: 11:00 am - 11:00 pm
Friday & Saturday: 11:00 am - midnight
Sunday: noon -11:00 pm

HOW IT WORKS:

1. See the dish you want.
2. Take it off the belt.
3. Eat.
4. Repeat steps 1. 2. 3
5. Stack your plates.

APPETIZER

Shrimp Tempura (3 pcs)	5.95
Vegetable Tempura Ⓥ	5.95
Broccoli, zucchini, onion & sweet potato, asparagus	
Spring Rolls (2 pcs)	3.50
Takoyaki	5.95
Calamari	4.75
Fried Oyster (3pcs)	6.95
French Fries Ⓥ	1.95
Croqutte	3.95
Shumai (6pcs)	3
Chicken Gyoza (6 pcs)	4
Agedashi Tofu (5 pcs) Ⓥ	5
Sweet Potato Fries Ⓥ	2

UDON & RAMEN & SOUP

Shrimp Tempura Udon	7.95
Scallion, half boiled egg, fish cake	
Char Siu Ramen	7.95
Vegetable Tempura Udon	6.25
Scallion, seaw… …orted vegetable	
Miso Ra…	5.75
Miso S…	1.99

BOWL (POKE)

Tuna Bowl	7.95
Spicy tuna, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice	
Spicy Tuna Bowl	7.95
Spicy tuna, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice	
Salmon Bowl	7.95
Spicy salmon, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice	
Spicy Salmon Bowl	
Spicy salmon, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice	
Ikura Bowl	1
Ikura, seaweed salad fried shallot, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice	
Spicy Crab Bowl	
Spicy Crab, seaweed salad, avocado, pickle radish, sesame seed w. eel sauce & spicy mayo over rice	

DRI… (free refill)

…Jew	Lemonade	Sangaria (each)	2.99
…a Mist	Ice Tea	Sangaria Ramune Melon (each)	2.99
Dr. Pepper	Coffee	Sangaria Ramune Strawberry (each)	2.99
Apple Juice	Green Tea (Hot)	Sangaria Ramune Peach (each)	2.99
	Orange Juice	Sangaria Ramune Lychee (each)	2.99

DESSERTS

Mochi Ⓥ
Green tea, strawberry, vanilla,red bean, mango
Green Tea Ice Cream Ⓥ

* Consuming raw seafood or shellfish may increase your risk of food borne illness

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SIMPLIFY & REPEAT . . .

Study: UK-based media group One Telegraph

1,029 songs that reached #1 Hit Billboard Ranking
vs.
1,451 that never broke Top-90 billboard Ranking

In their words …
"more repetitive songs rose more rapidly."

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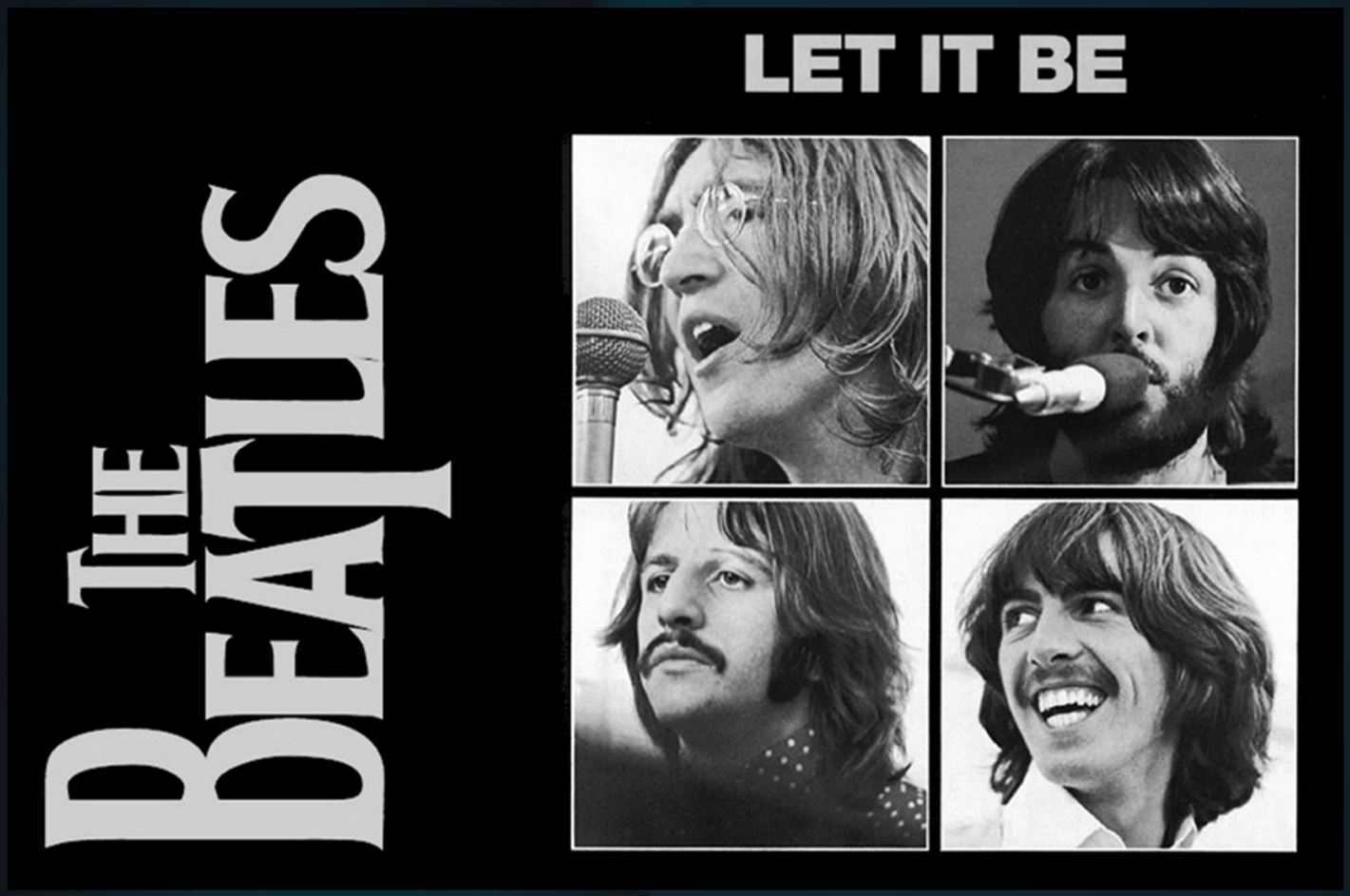

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THE BEATLES

LET IT BE

36 TIMES!

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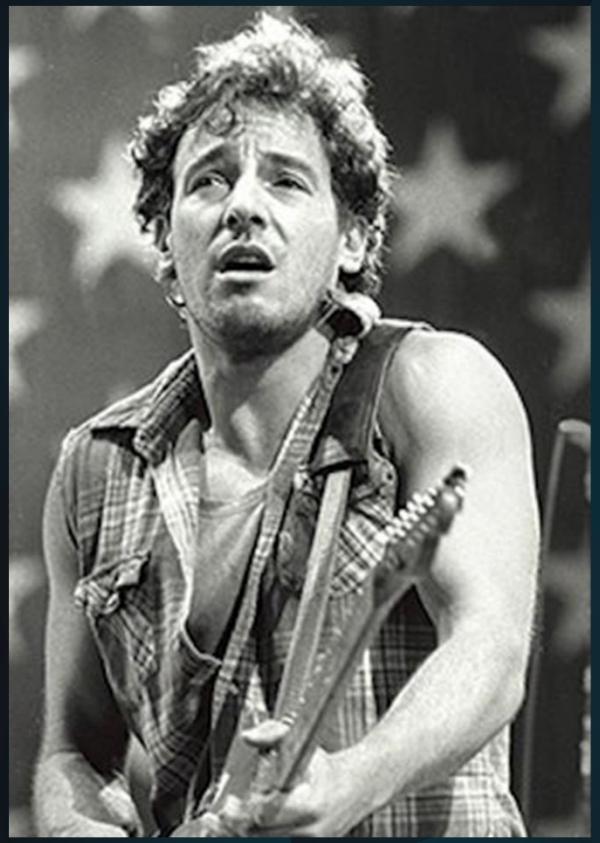

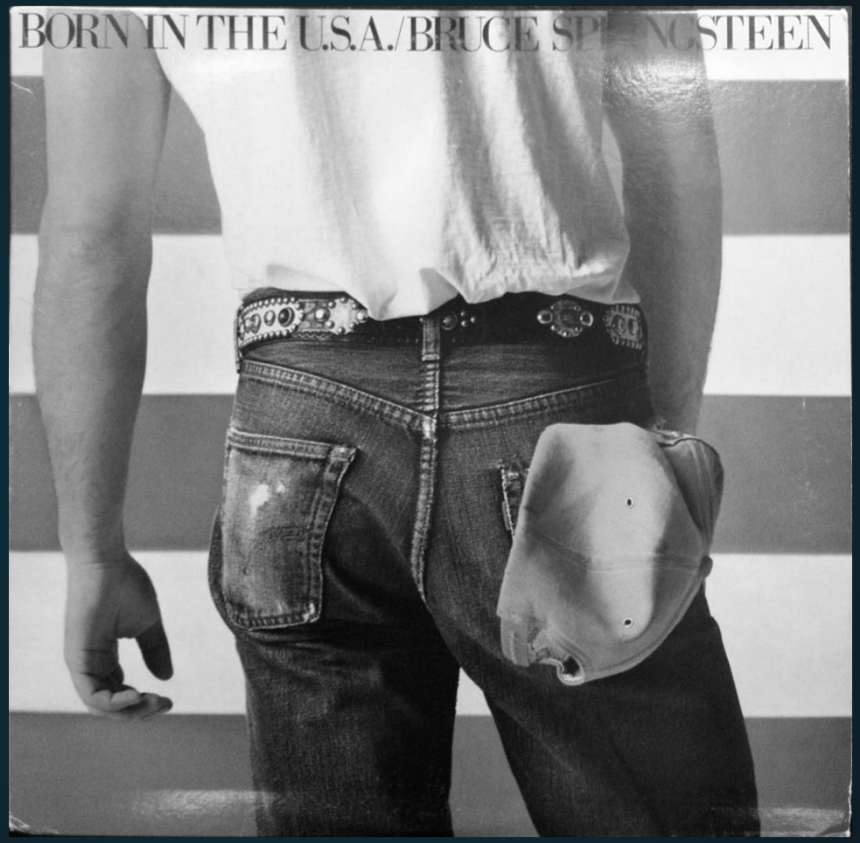

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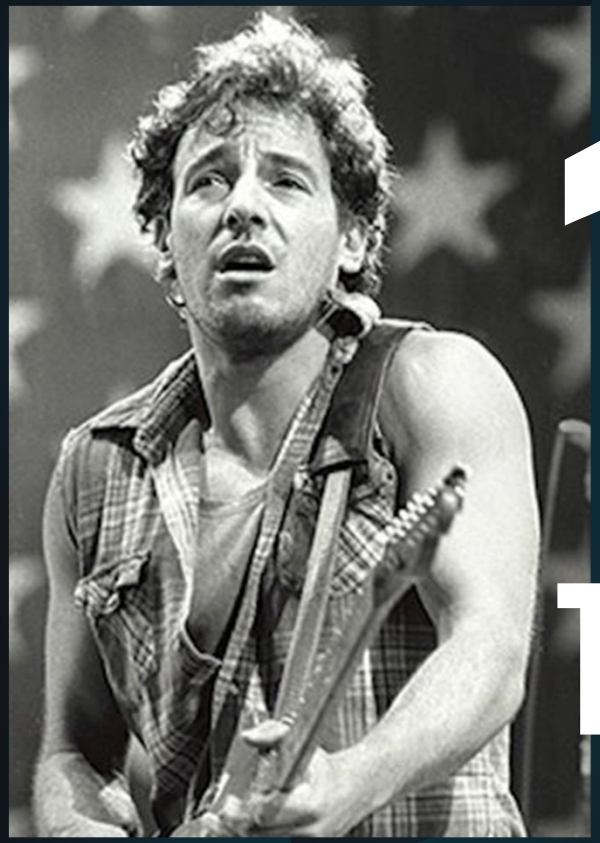

14 TIMES!

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Purple Rain
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23 TIMES!

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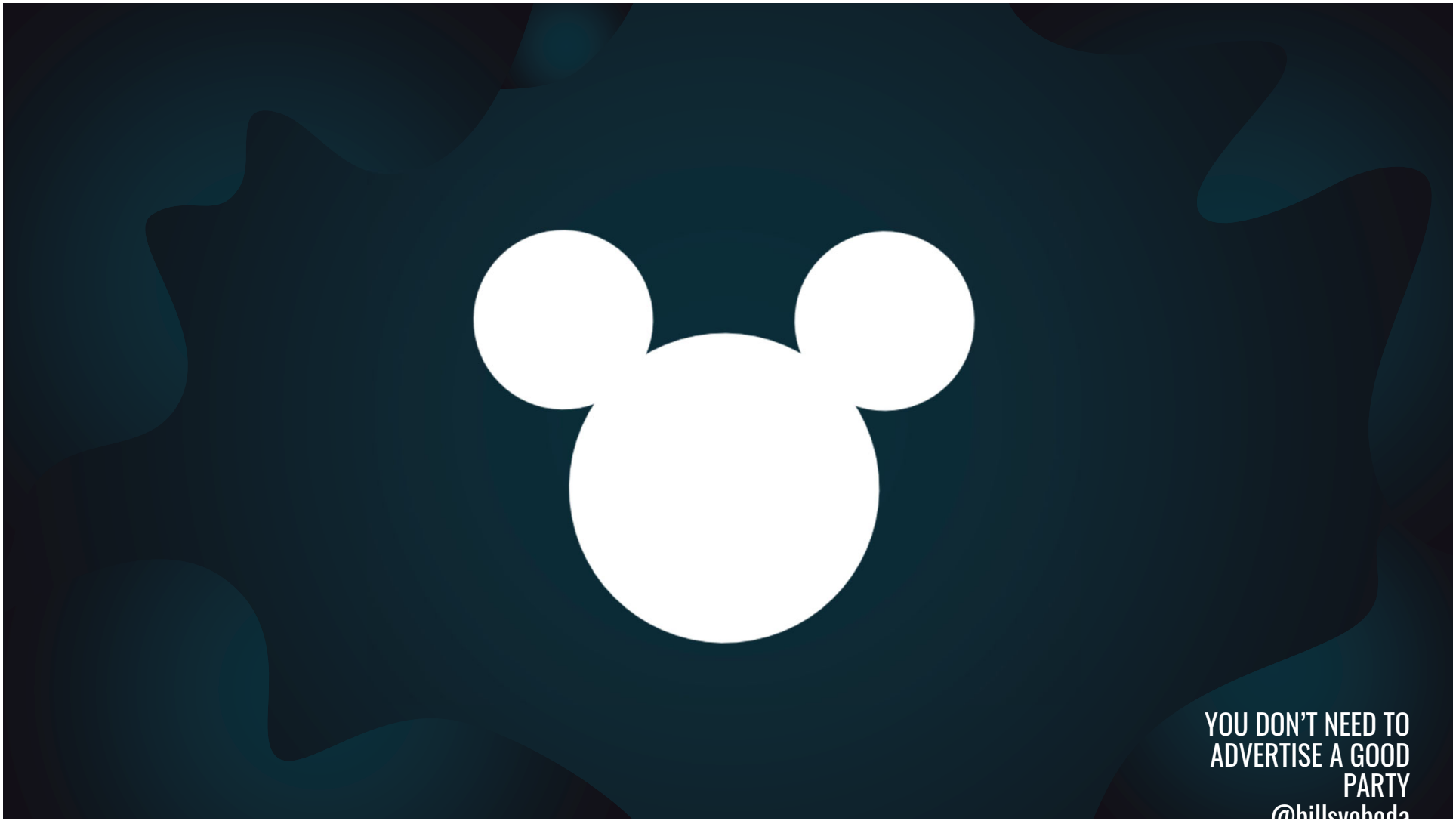
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DOES YOUR ENTIRE TEAM KNOW WHAT IT LOOKS LIKE TO CREATE & EXECUTE A “REMARKABLE” ATTENDEE EXPERIENCE?

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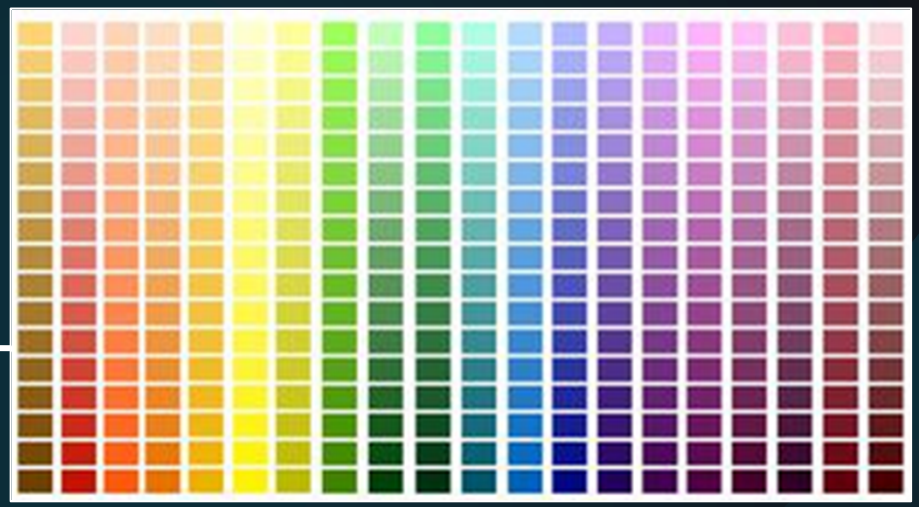
PICK A COLOR, ANY COLOR.



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NOW, LET'S ALL SAY IT TOGETHER.

ORCHID

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WHAT'S YOUR "ORCHID?"

IS EVERYONE ON YOUR TEAM SAYING/DOING/EXECUTING THE SAME "REMARKABLE" THING?

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04.
MAKE YOUR CUSTOMER LOOK GOOD.

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The Tom Ford Chelsea Gianni Boot

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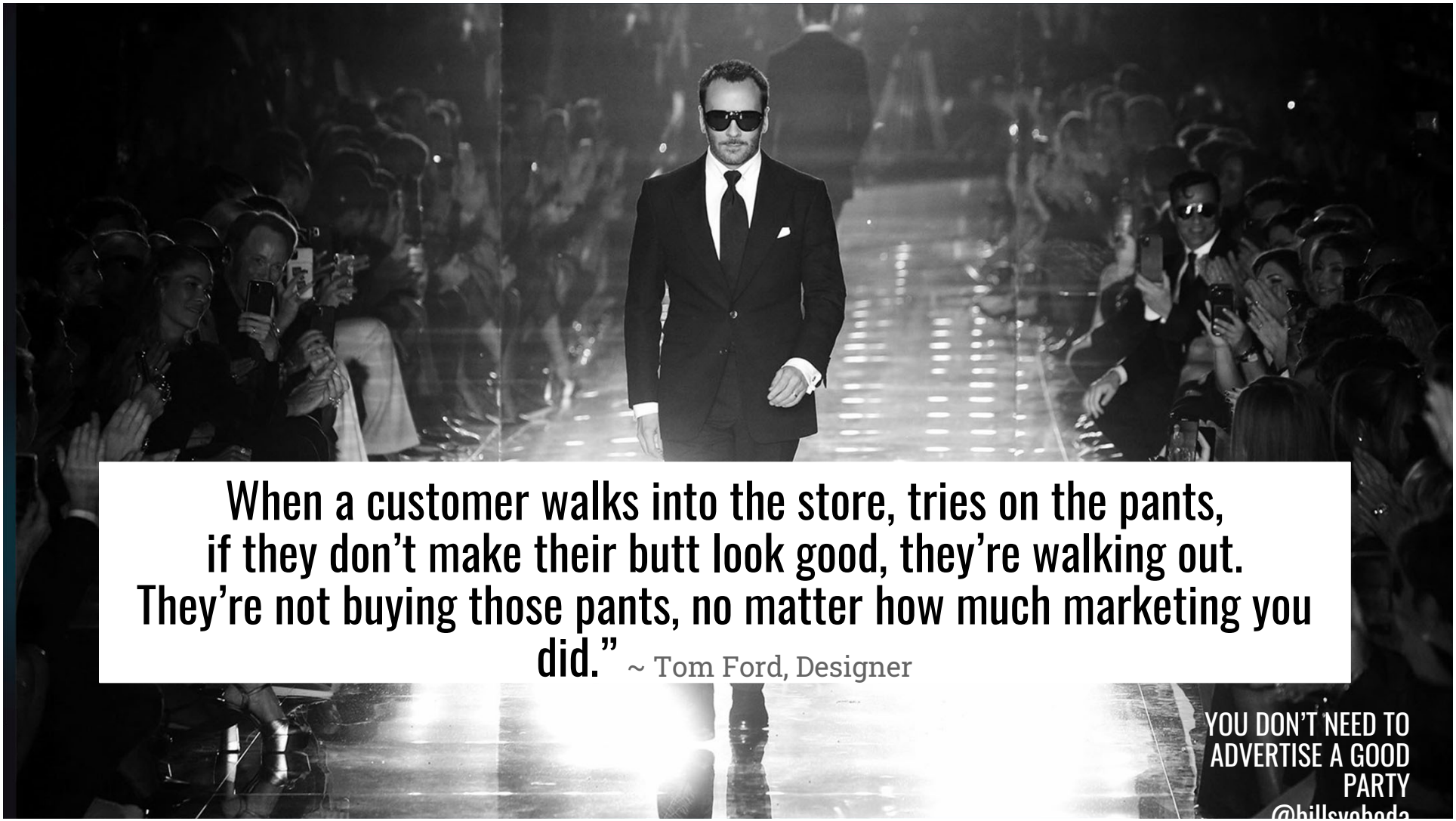
When a customer walks into the store, tries on the pants, if they don't make their butt look good, they're walking out. They're not buying those pants, no matter how much marketing you did." ~ Tom Ford, Designer
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AT YOUR EVENT,
ALWAYS HAVE YOUR
GLASS HALF FULL
IN CASE YOU NEED
TO EXCUSE YOURSELF.
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Increase Your Attendees & Create an Event that gets Everyone Talking, Posting & Sharing About.

//

Bill@BillSvoboda.com

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