

Santa & Mrs. Claus learn...

“18 Tips to Maximize Your Income, Your Impact & Have Even More Fun...”

Presented by
“Santa” Ed Taylor - SantaEd.com



Hundreds of in-person **Santa Appearances** including:

Company Parties for: Jimmy Kimmel, Ellen DeGeneres, James Corden, Nickelodeon, Motion Picture Editors Guild, International Cinematographers Guild, Paramount Studios, Mattel Toys, Facebook, Pinterest, Jib Jab, Riot Games, British American Business Council, Swiss American Chamber of Commerce

Special Events for: US Air Force, Neiman Marcus Beverly Hills, Los Angeles Rams, Lakers & Clippers, Mattel Toys, Los Angeles Children's Hospital, KOST radio, LA Zoo, USC, L.A. County Women's Jail, 3rd Street Promenade Santa Monica, YouTube Space, Wiltern Theater

What more would you like to do, or accomplish as it relates to portraying Santa or Mrs. Claus?

Would you like to earn more money? Appear on TV? Improve your performance? If so, great. I'll be covering those things & much more during the session.

If I don't cover “your topic”, or if you have additional questions, I'll be happy to talk with you after the session to talk 1-on-1.

You can reach me by phone or text at [424-343-9555](tel:424-343-9555) or by email at Santa@SantaEd.com

During this session you'll learn 18 tips in these 9 areas:

1. Proven Marketing Techniques
2. Website- Do's & Don'ts
3. How to Create & Negotiate Better Contracts
4. Performing Extraordinary Home Visits
5. What I've Learned about Adult Only Parties
6. How to Build a Solid Foundation as Santa or Mrs. Claus
7. How to Get TV & Commercial Photo work (anywhere)

15 years of very varied personal experiences

**7 years as a small town “Volunteer Santa” plus
8 additional years as a big city “Paid Santa”**



Hundreds of home & company parties, dozens of parades & Tree Lighting ceremonies, many TV shows & commercials, photoshoots, mall work and even a few movies.

Also benefit from what's been shared by the nearly 2,000 members of The-Santa-Claus-Conservatory.com

Dozens of **TV Appearances** including:

Jimmy Kimmel, The Doctors, Steve Harvey, Nickelodeon, Supreme Justice with Judge Karen, The Today Show, The Talk, Greatest Holiday Commercial Countdown, MTV's Ridiculousness, Guilty Pleasures (Food Network), The Talk, KTLA News, Dose Morning Show, That Awkward Game Show, TMZ, Let's Ask America, Supreme Justice with Judge Karen, The John Kerwin Show

Commercials for: Chrysler, Overstock, Band Aid, Reddi Whip, Kohl's, Daddy's Home 2, Meijer, Urban Home, Visit Palm Springs, Coca Cola/Tinder, Hello Santa, LovePop Greeting Cards

TSCC REVIEWS:

"Santa Ed has the most wonderful Santa classes and information available anywhere!"

Santa Dave

"Santa Ed,

I am a first year Santa with absolutely no real experience at all.

In doing research on being a Santa I ran across your site. Your FREE membership has been such a tremendous help to me. By giving me ideas on everything from smiling to beards.

Thanks for all your work."

Chris

"Being a "Gold Member" has been educational, rewarding, and fun. I have learned more than I ever thought I would.

Additionally, through that learning, I have come up with more and more questions which will cause me to continue to learn.

There is so much more to being a "professional" Santa that anyone could ever imagine.

Santa Ed Taylor is an excellent trainer and example for all of us. His willingness to jump right in there and help mentor us along speaks volumes as to his integrity, to the

Alright, let's get started...

The simple mistake that cost a mall Santa a \$1,250 day!

TIP 1 - PRACTICE YOUR SMILE

Smile _____

Smile _____

Make your smile more _____

And BE _____

My most unique qualification pertaining to Santa training...

I've watched HUNDREDS of Santas in audition videos and I've watched more than 100 Santas 'in-action' performing.

https://SantaEd.com/

https://ThatSantaGuy.com/

https://EdTaylor.com/

https://www.imdb.me/edtaylor

The Santa Claus Conservatory GOLD Member 'core curriculum' sessions.

You have unlimited access for the rest of 2018 for ONLY \$197

- 1. Set Up Your Santa Business to Maximize Your Fun & Income
2. Market Your Santa Business for Maximum Fun & Income
3. Home Visits- How to Book More & Perform Better
4. How to Become an Even More Extraordinary Santa Claus
5. Use Video Chats to Boost Income & Have Fun from Home
6. How to Book & Perform Corporate Visits
7. How to Get on TV for Fun and Profits
8. How to Develop Other Revenue Sources as Santa Claus
9. How to Book & Perform Community Events

Upon completion you'll be eligible for our 'Certificate of Completion'.

You also have instant access to these 17 BONUS SESSIONS...

- 1. Storytelling as Santa Claus w/ Steve Gillham, Glenn Heald & Robert Seutter
2. Being Santa for Children with Special Needs w/ Patrick de Haan, Debra Rickey, Melanie Martin, Kevin Haislip

TSCC REVIEWS:

Ed, I want to thank you again! I took your courses before doing anything else and they helped me tremendously.

I have 2 agents here in DFW and the one who books me the most said that I'm the most prepared Santa she's ever worked with.

My first booking with her was a photoshoot for a lipstick company. I received an email today with a video of it showing on the Jumbotron in Times Square!

I've renewed my Gold membership for this year. Thanks again!"

David Starr

"Looking to go full time and this training is a must in my eyes."

Santa Randy Richardson

"I am blown away at the depth and, more significant, the care and concern Santa Ed shares with us. I am excited about my future."

Gary "Inner Banks Santa" Lico

"I have found all information shared, useful to some degree and most interesting.

The value of information is up to each individual, but I have found myself feeling very

seriousness to which he feels about being Santa and his goals for us that we each be an "Extraordinary Santa".

Thank you Santa Ed!!"

"Santa" Jeff Mason

"In our second year, we tripled my visits and income due to your guidance and education."

Santa Rick Perkins Austin, Texas

"Really a great bundle of information.

Santa Ed's philosophy of Santa and the art of being Santa is spot on in my opinion and matches my own.

I was pleased with the knowledge and expertise that was shared here and was glad to have found this resource. It really helped me avoid some potential mistakes and think about who I am as Santa.

Because of that I was better prepared than I would have been without the course materials.

Thank You Santa Ed!"

Santa Richard

"I have only joined at the Free level so far since I am just beginning to establish myself in

3. **Storytelling as Santa** – Coal Story with Santa Ed Taylor
4. **101 Questions & Answers for Santa** – Santa Joe Pridgen
5. **7 Ways to Add Thousands to Your Income** w/ Santa Ed Taylor
6. **Beard & Hair Bleaching** with Eric Schmitt-Matzen & others
7. **Sign Language for Santa & Mrs. Claus** w/ Mrs. Claus Kat Imhausen
8. **Being Mrs. Claus** w/ Nora-Penny Kovach, Cathy Berry & Lori Taylor
9. **Mistakes Santa's Make Session** with many Santas sharing
10. **Working with Photo Studios** Santa Marty, Santa Patrick Faulds and Santa Claus Cliff Snider
11. **Santa Season 2016 Debrief** with many Santas sharing
12. **Santa Season 2017 Debrief** with many Santas sharing
13. **On-Camera** with Michelle McCarty-Jessica Kringle
14. **12 Ways Santas Have Earned More Money**
15. **18 Common Santa Mistakes**
16. **Being a Mall Santa w/ Kristi Cooper** of WorldWide Photography
17. **18 Common, Costly & Embarrassing Mistakes Made by Pro Santas & Mrs. Claus**

You can watch these sessions whenever you want... 24/7 for the remainder of 2018.

What do you see as your PRIMARY RESPONSIBILITY as Santa Claus?

For me it's:

"Do all I can to exceed the expectations of the client, make sure everyone has fun while staying true to my personal values and the reputation of Santa Claus."

TIP 2 - 3 MOST IMPORTANT personality traits

The 3 MOST IMPORTANT personality traits for an extraordinary Santa Claus portrayal artist to develop.

Being _____,

Being _____ &

Being _____

TIP 3 – The 2 Essential Questions

The 'Secret Q's' to help become even more extraordinary...

What could have _____ ?

How can I create even more fun & make the event _____ ?

MAKE WRITTEN NOTES

satisfied with what information is being shared from not only your years of experience as Santa, but also with what the guest Santa's have shared. I feel the cost is most reasonable.

I also have found new confidence within myself to become the spirit of Christmas!

Thank you Santa Ed!"

Scott

"I have learned so much listening to your words of wisdom.

Keep up the great work. It's been great and very helpful."

Big Al

"I belong to a local Santa group and attend their annual workshops. These gatherings have been extremely helpful and I've made many good friends, but the info I've gleaned from The Santa Claus Conservatory has allowed me to kick my Santa role into a higher gear. Great ideas, wonderful advice and encouragement for all Santas!!!"

Thank you Ed!

Feel free to use any or all of these comments."

Sincerely, Santa Chris

"Santa Ed, through your classes I have

my area, but, I have found the articles and the public sessions to be of great help.

They have been very informative in helping me along with how to market and present myself for the best experience possible.

Thank you for having this resource available for all in the Red Suit."

*Merry Christmas,
Santa Frank*

"I've learned so much listening to Ed's webinars.

They are informative, never boring and fun a lot of the time.

I can never seem to come up with a suggestion when taking a survey at the end of a session but darn if Ed doesn't keep coming up with excellent ideas to cover the various aspects of being Claus.

It doesn't matter if you're a new Santa or one with years under your belt, with Ed and his frequent guests, you're sure to learn something new."

I'd have to give TSCC 5 stars.

RocketMan

You do a fantastic job and give a lot of good pointers.

*Thank you,
Connie Widmann*

TIP 4 - Make ALL Events Better

- A. Arrival/ _____
- B. Arrival _____
- C. Your _____
- D. Your _____

TIP 5 - Sequence of Events

Events with children

- Grand _____
- Greet _____
- Arrange "_____" for great photos
_____ story/sing/read/magic
- Distribute _____
- Everyone _____ at once
- Group _____
- Santa _____
- Exit

TIP 6 - Events with no-children

Santa Ed's experiences with:

1. What do you do?
 1. Swiss Chamber
 2. British Business Council
2. Company Parties
 1. FB/Pinterest/Law Firms/Production
3. Dinner Parties
4. Family Photos

TIP 7 - Photo Studios

Experiences with:

1. Getting Booked
2. Doing Shoots
3. Pay

TIP 8 - Make it so people will happily pay the top end rates

Experiences with:

_____ you're worth the top end of pay scale

Charge amounts you feel _____ about

_____ - _____ - _____ will love you even more

TIP - 9 Contract/PayPal/CC

gained a level of confidence that would have taken years to obtain.

I have found not only a GREAT value, but also in the Conservatory, wisdom that only a true friend would share.

Having been Santa for the last 6 years I have searched for something to help me be the an "Extraordinary Ambassador for the Christmas Spirit". Through your Santa Claus Conservatory I now have the skills, and the confidence, to start sharing the joy of Santa to a greater audience this season, and for all seasons to come."

Santa Bruce

"I was Very Fortunate to have a seminar with Santa Ed and Kat Imhausen for the Deaf Lessons for Santa Style Words and Phrases.

I used my knowledge at a Christmas Party for a Child who did not speak - but could sign!"

*Merry Christmas,
Santa Mike*

"This was my first year & I can't thank you enough for the information you provide.

I had what I think was a very successful first season. I was booked pretty solid until 10pm Christmas eve, in a very busy market here in Dallas.

"You have given me a plethora of advice on movement of hands and body to which I have found very informative and helpful.

The Website at the Conservatory is absolutely amazing.

Thank you for your insight to the business of being a Santa."

Rick Santa Klemenz

"Ed, I have said this before. This platform for your classes is amazing, thank you so much for sharing your wealth of experience.

It's like being able to go to the Library every time that I have a question about working as Santa.

I often ask myself WWET do LOL."

*Santa Jim
Thibodeau*

"The information I've gathered from your shared offerings of experience/advice has put myself into a level of confidence that had myself with multiple booking days and **3 times as much than I have previously had.**

I attribute this to my new-found confidence I received from TSCC.



**"Santa" Ed Taylor
Engagement Agreement**

Date/Time: Dec. 6th 2018 THURSDAY Approximately 8:00 PM to 9:00 PM SANTA
Location: Beverly Hills Hotel 9641 Sunset Boulevard
Activities: Santa meet & greet, sit for photos, etc.
Company/Organization/Contact: Linda [redacted]
FEE: \$350.00

If the program is professionally photographed and/or video recorded "Santa" Ed will be provided a digital copy of the photos and/or videos of the event. Any and all photos taken of Santa Ed and/or Mrs. Claus, whether by individuals or professional photographers, are assumed to be for private or personal use of the clients and their guests only and may not be used for commercial or promotion use without written permission of Santa Ed Taylor. Santa Ed may also bring his personal photographer. If he does the photographer will be discreet.
Comfort: Santa's suit is very warm. A little cool water and a fan are always welcome.

50% Retainer

Accept Credit Cards

Pre-Authorization to charge balance

TIP - 10 "Long Tail" or "Refined" Searches...

- * One-word queries fell from 21.06% to 20.37%
- * Two-word queries fell from 24.27% to 22.95%
- * Three-word queries fell from 21.65% to 21.84%
- * Four-word queries **increased** from 14.57% to 15.04%.
- * Five-word queries **increased** from 8.42% to 8.78%.
- * Six-word queries **increased** from 4.52% to 4.76%.

TIP - 11 Website Conversions

Remember, viewers eyes will be drawn to _____. By placing important text near images, you can increase the likelihood of it being seen & read.



I had one commercial photoshoot for a billboard and worked with a local studio on their sessions with Santa.

Thank you for what you do!!!"

*Santa Dave
Plano Santa*

My take away from taking all of the classes was a feeling of confidence. I really felt that I had learn a lot. I enjoy how everything was presented, down to earth and joyful.

Santa Rich

"I recently attended a Santa school which was very good, BUT **I have come to view the Santa Conservatory a significantly more valuable resource** and a place that I would like to contribute more to as a seasoned Santa.

The Santa Conservatory does a much better job at addressing relevant topics we Santas face, such as public personas, working with special needs and bringing forums where more Santas can participate.

I have seen Santa Ed pay attention and bring topics forward that are relevant to us which makes him more timely. Schools typically have a set curriculum with minimal time for discussion."

Santa Vin

Sincere thanks to you Santa Ed"

Santa Scott

"Having Ed relay his experiences and other Santas with what they have done, **gave me new ideas for what I can try to do.** I hope to be back for the next sessions with reports on what worked and what didn't."

Santa Edson

"We got so much information it made our mind spin. We plan on doing some review and watching the bonus sessions."

Santa Murph

"Ed - You've changed my life! In turn, I hope to positively impact on others, like you."

Santa Gary - The Inner Banks Santa

Great information that you would probably not find anywhere else in this kind of format. Santa Ed hit a homerun again.

Kat Imhausen

4-10-18 Absolutely fantastic! This is my first year of being a paid Santa and the information I learned from the class on SEO for web pages has proven to be invaluable. Thanks, Santa Ed, for all your hard work and for your dedication.

Santa Matt Hollis

TIP 12 - Understand Online Ads

1. Google
2. Facebook
3. Neighborhood Groups

TIP - 13 Network & Get to Know Local Santas

Local Santas can help you better serve your customer and be an excellent _____.

TIP 14 - Extraordinary Photos

The poses

Get as _____ poses as possible

3 pictures of Santa smiling while trying to get the child to smile is not a choice. Be active in the chair.

TIP 15 – Understand Mall Management

Contracts with the _____

The mall plays a huge part in the hours, _____, etc.

TIP 16 - Get featured in local papers...

One of our members was featured in 3 local newspapers. This helped him book more _____ in a RURAL area.

Another Santa I know told me he was "a bit _____" when he read the article after what he thought was a good interview

TIP 17 - PREPARE for the media!

Take time to _____ your stories and _____ your language. This will give you a huge advantage during the actual interview.

TIP 18 - International Santas- Learning from the experience of others

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As Anthony Greenbank said in The Book of Survival:

"To live through an impossible situation, you don't need the reflexes of a Grand Prix driver, the muscles of Hercules or the mind of Einstein. You simply need to know what to do."

"Fantastic information and tutelage from Ed. I personally most benefited from the information on SEO and GigSalad. My "Google Ranking" is much higher now! Thanks, Ed and Lori. I'll continue to review all of the back years and renew next year. Keep up the great work!"

Santa Michael Wilson

Santa Ed Taylor was a nationally known motivational speaker for many years before becoming a Santa Claus and it shows in his program.

He urges you to be extraordinary not only in your Claus portrayal but in your everyday life as well. When you are a member of The Santa Claus Conservatory Santa Ed is just a phone call or email message away, giving advice, answering questions or in my case calming first year jitters.

Joining The Santa Claus Conservatory has been, hands down, the best decision I've made in my Claus Career.

Jacki Chamberlain

"In our second year, we tripled my visits and income due to your guidance and education."

Santa Rick Perkins Austin, Texas