



TRAVIS ALLISON & GO CAMP PRO

WHAT WORKS RIGHT NOW

Camp Marketing 2022





Tornado 1979

There Is No "After"...



There Is No
"After"...

(PERMANENT CHANGES)



Questions?

TEXT ME: 1.519.532.7366

(Please include your name)



WE FOCUS ON BASICS



REAL ESTATE HAS IT'S

3 Ls





REAL ESTATE HAS IT'S

3 Ls

(Location, Location, Location)





CAMP HAS THE

3 Ts





CAMP HAS THE

3 Ts

(Trust, Trust, Trust)



A decorative graphic on a yellow background. It features a thick, dark brown curved line that starts from the left and ends with a solid dark brown circle on the right. Along the left side of this curve, there are four smaller, dark brown, pill-shaped dots arranged in a descending arc.

Camp Buying Process



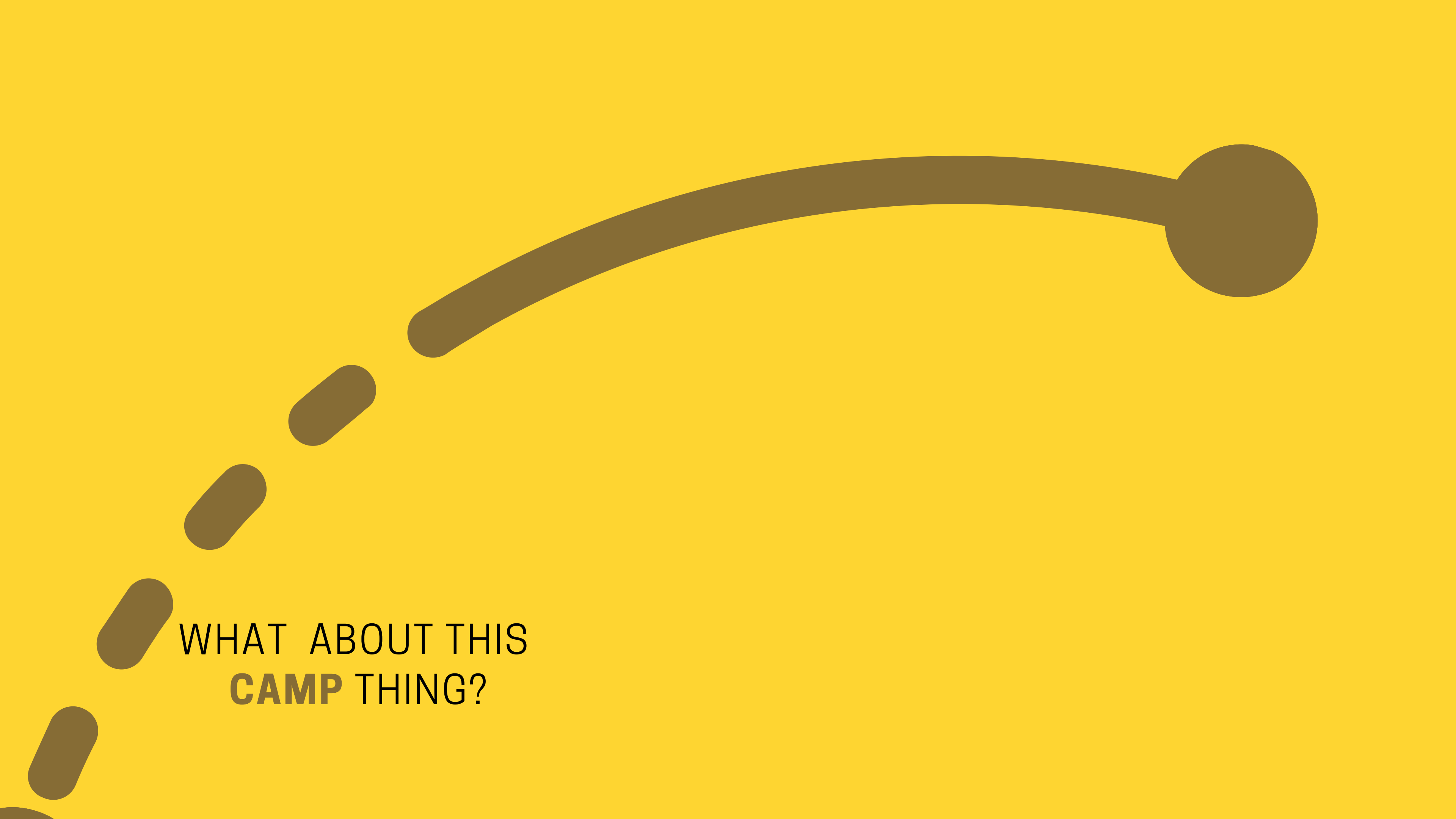


WE NEED SOMETHING
FOR OUR KID TO **DO**

WE'RE GIVING THIS CAMP
OUR MONEY AND OUR **TRUST**



WE NEED SOMETHING
FOR OUR KID TO **DO**



WHAT ABOUT THIS
CAMP THING?



THAT'S STUPID -
THEY'LL **HATE IT**

WHAT ABOUT THIS
CAMP THING?



THESE PEOPLE WE
TRUST SEND THEIR
KIDS...

THAT'S STUPID -
THEY'LL **HATE IT**

WHAT ABOUT THIS
CAMP THING?

THESE PEOPLE WE
TRUST SEND THEIR
KIDS...

LET'S FIND
OUT **MORE**

THAT'S STUPID -
THEY'LL **HATE IT**

WHAT ABOUT THIS
CAMP THING?

I THINK WE
CAN TRUST
THEM WITH
OUR **BABY**

THESE PEOPLE WE
TRUST SEND THEIR
KIDS...

LET'S FIND
OUT **MORE**

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LET'S FIND
OUT **MORE**

I HAVE A
QUESTION
FOR THE
DIRECTOR

THAT'S STUPID -
THEY'LL **HATE IT**

WHAT ABOUT THIS
CAMP THING?

WE'RE GIVING THIS CAMP
OUR MONEY AND OUR **TRUST**

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WHAT ABOUT THIS
CAMP THING?



I HAVE A
QUESTION
FOR THE
DIRECTOR

WE'RE GIVING THIS CAMP
OUR MONEY AND OUR **TRUST**



WHAT ABOUT THIS
CAMP THING?





LET US EARN YOUR **TRUST**

WHAT ABOUT THIS
CAMP THING?





CONSIDER:

TO DO THIS* WELL...
WE NEED TO BE EFFICIENT
WITH OUR TIME AND
ATTENTION

*RUN A GREAT CAMP

WHAT IS



Efficient?



WHAT IS



Efficient?



Effective?



WHAT IS



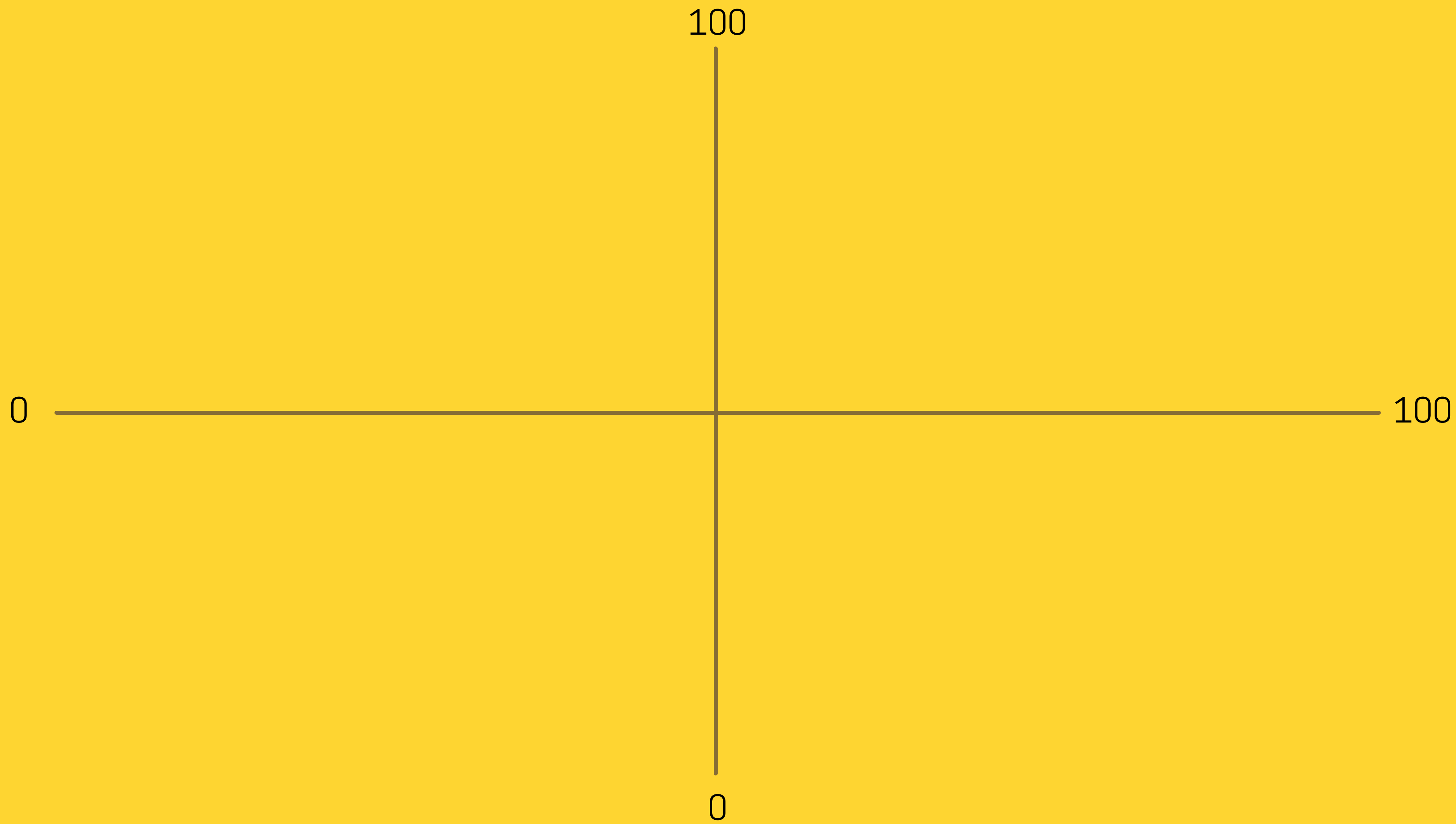
Efficient?



Effective?



Impactful?



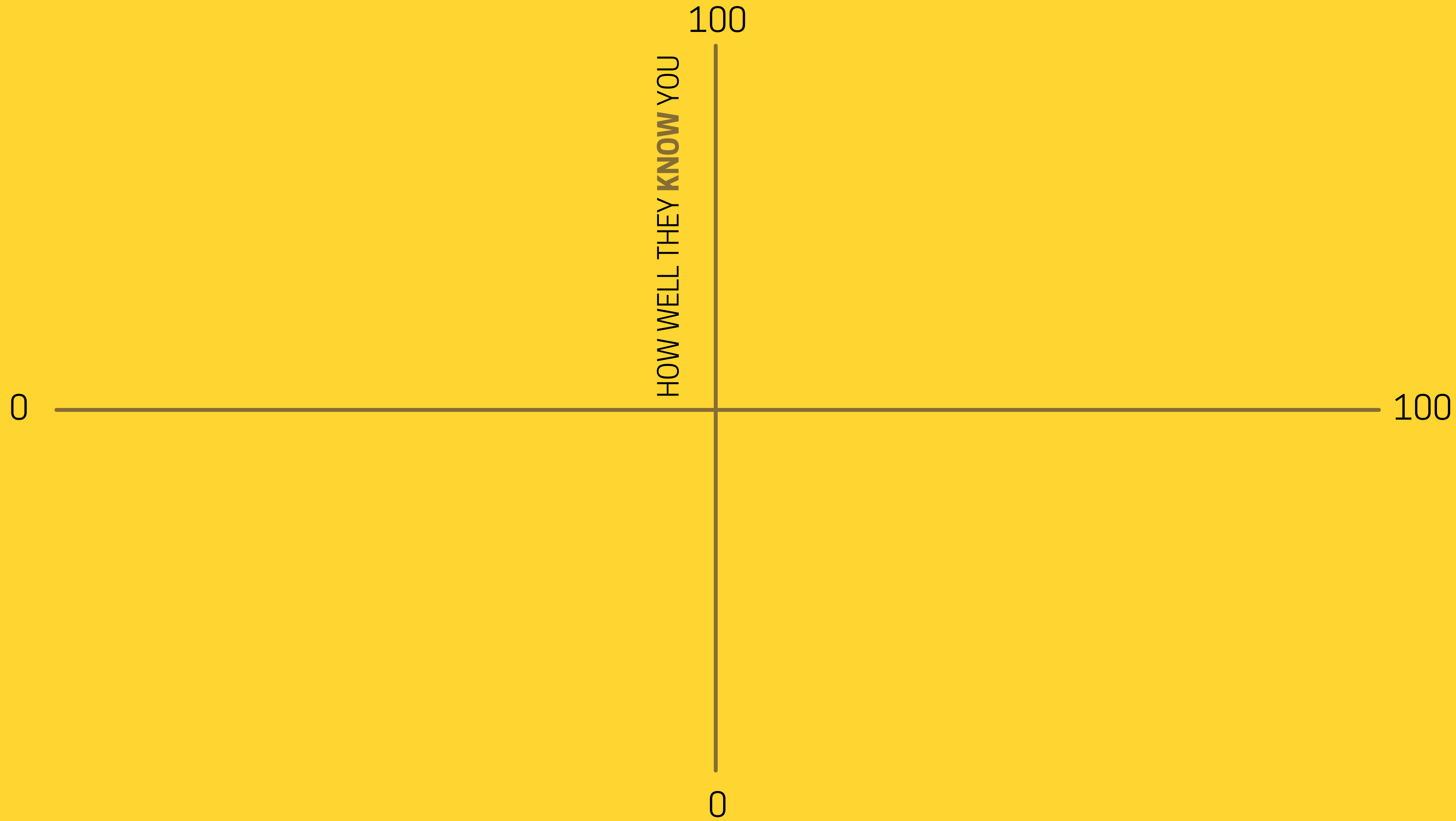
HOW WELL THEY **KNOW** YOU

100

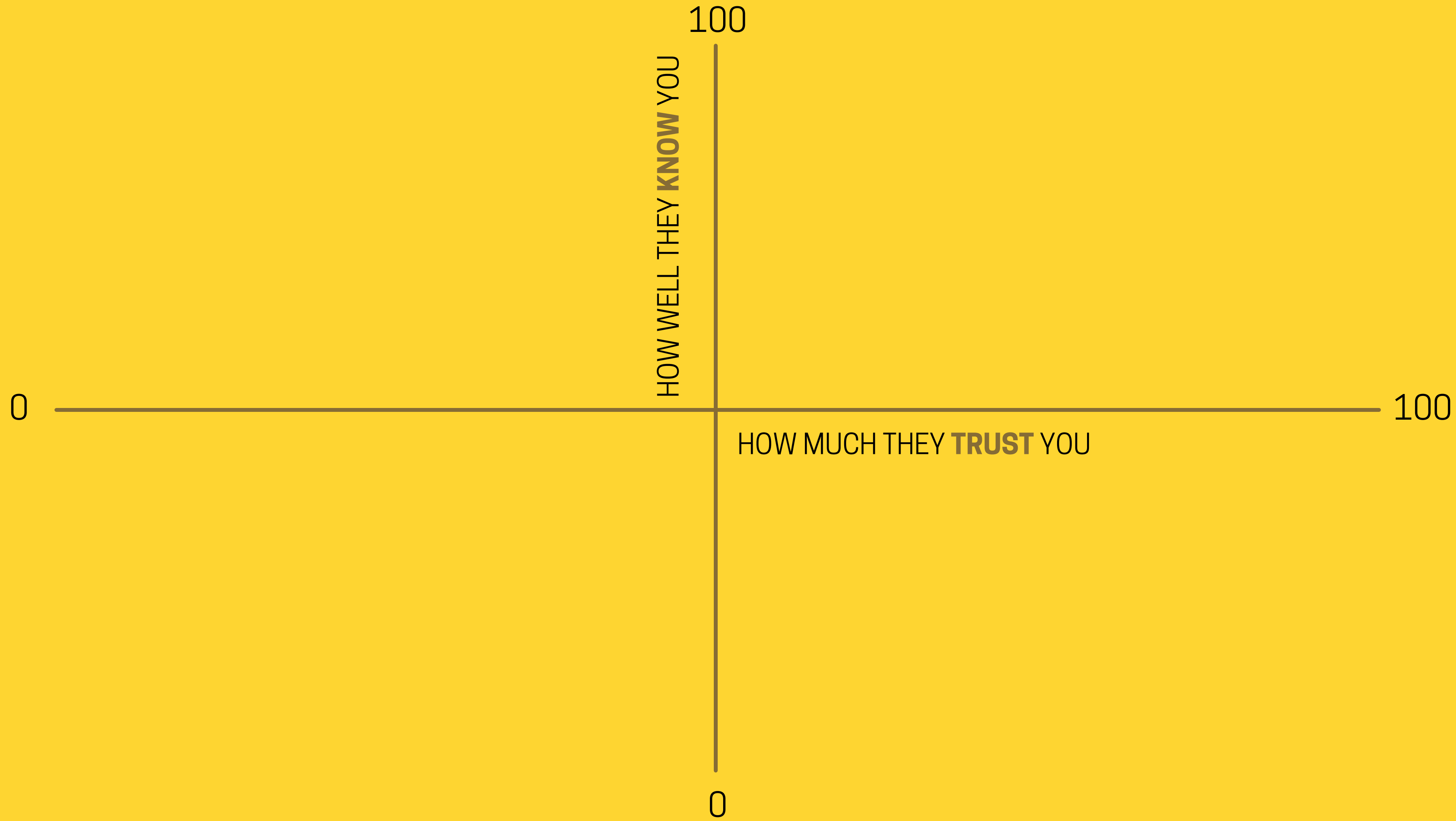
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Previous Campers



0

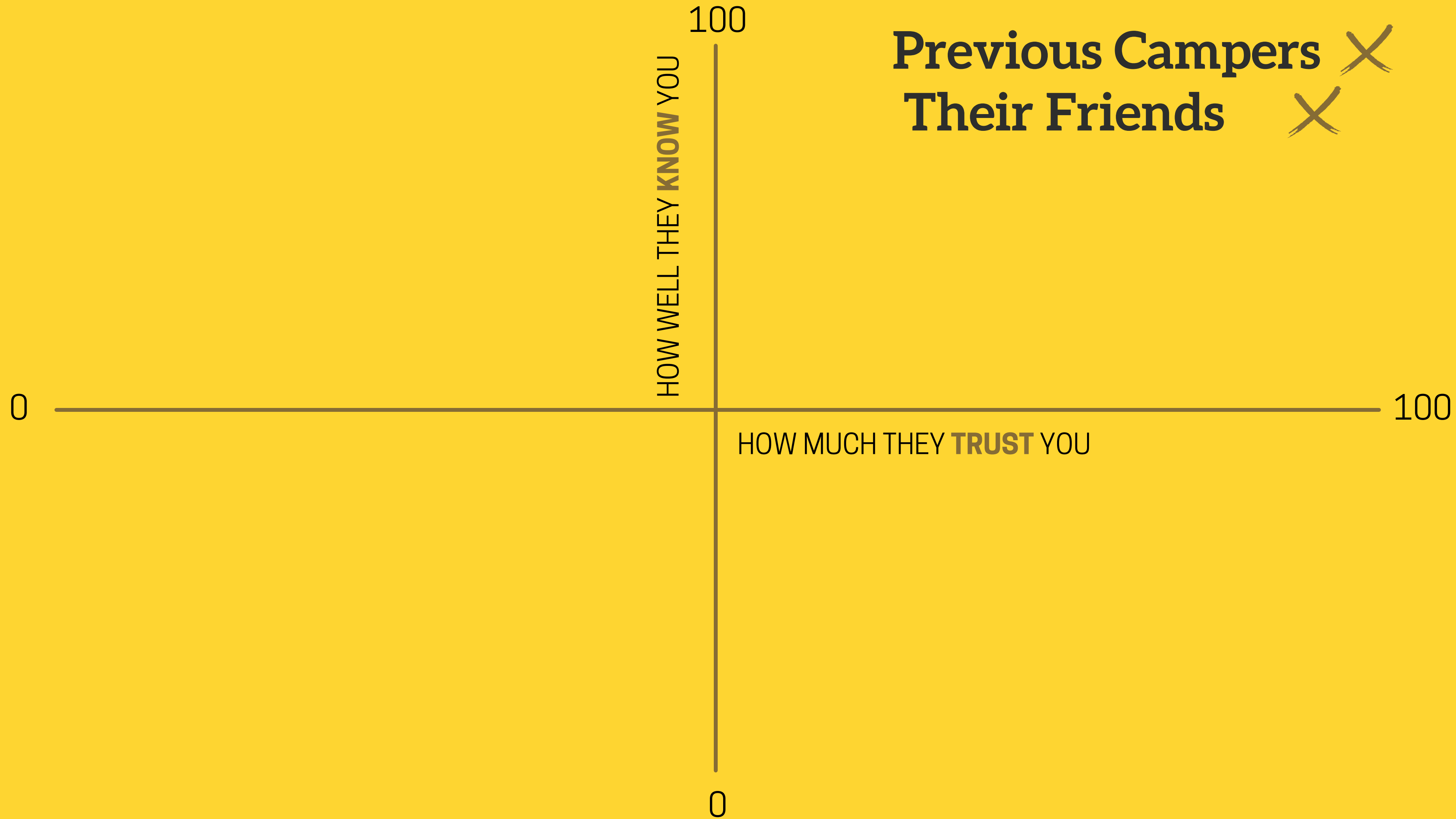
HOW WELL THEY **KNOW** YOU

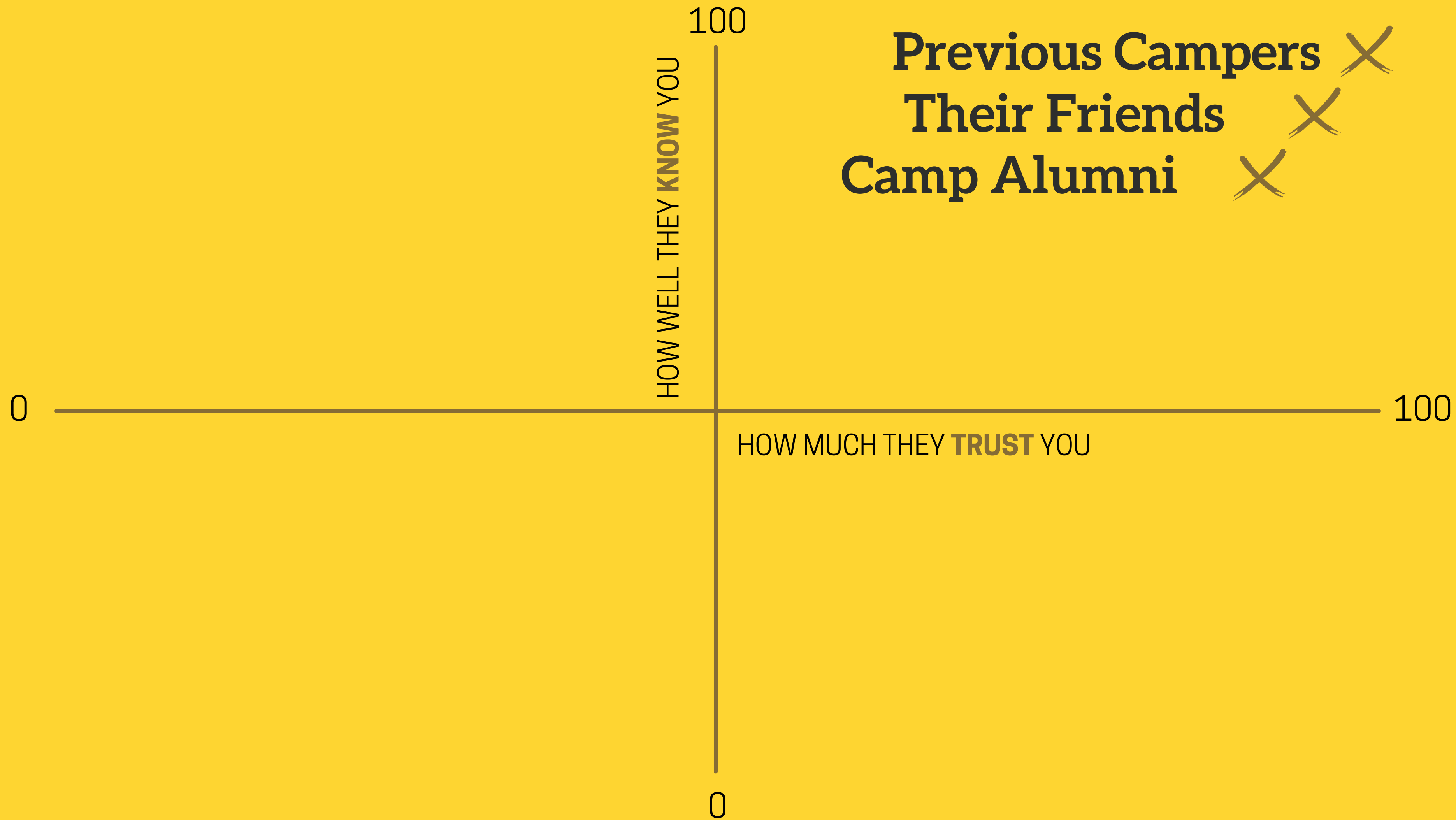
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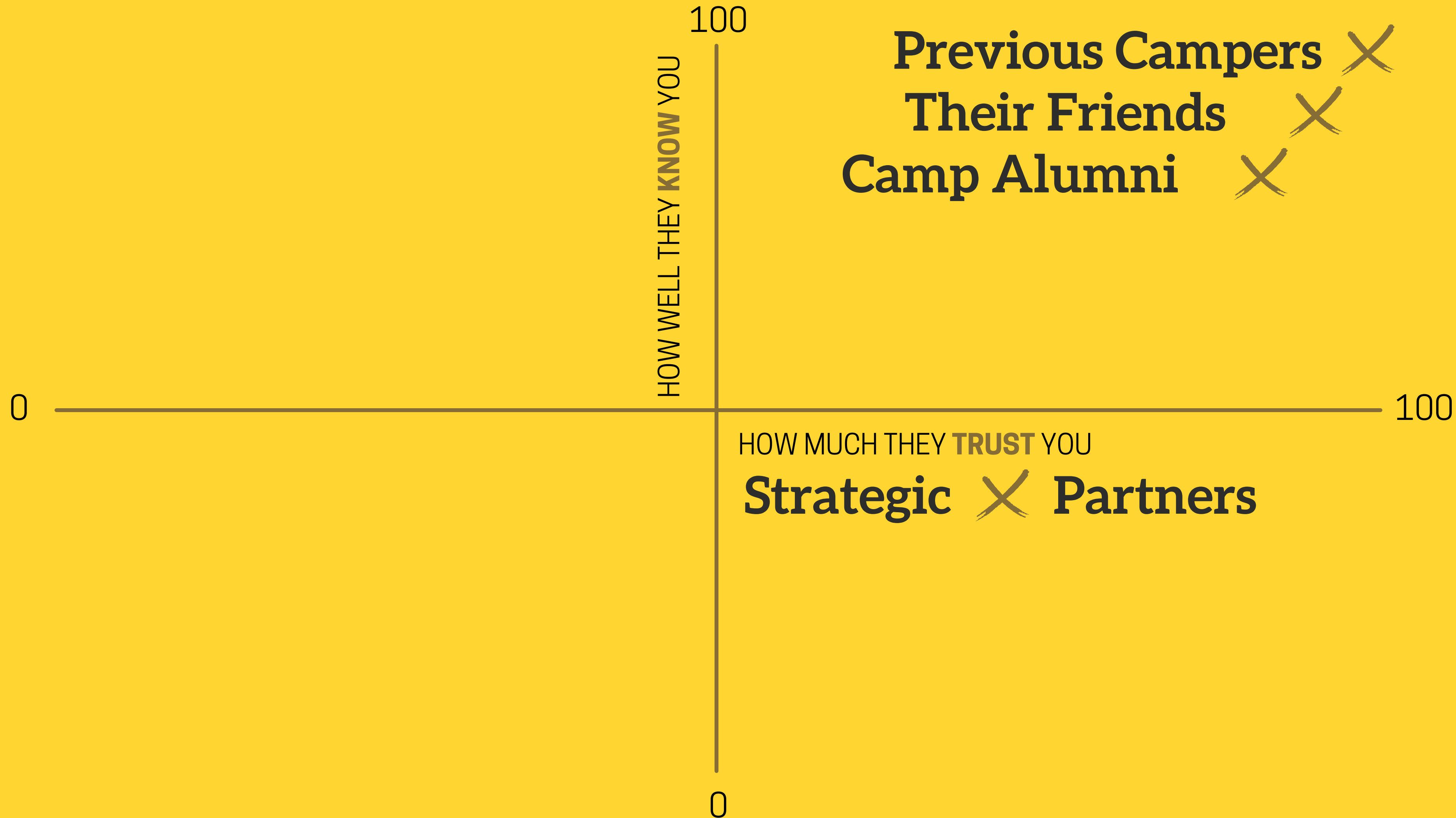
HOW MUCH THEY **TRUST** YOU

100

0

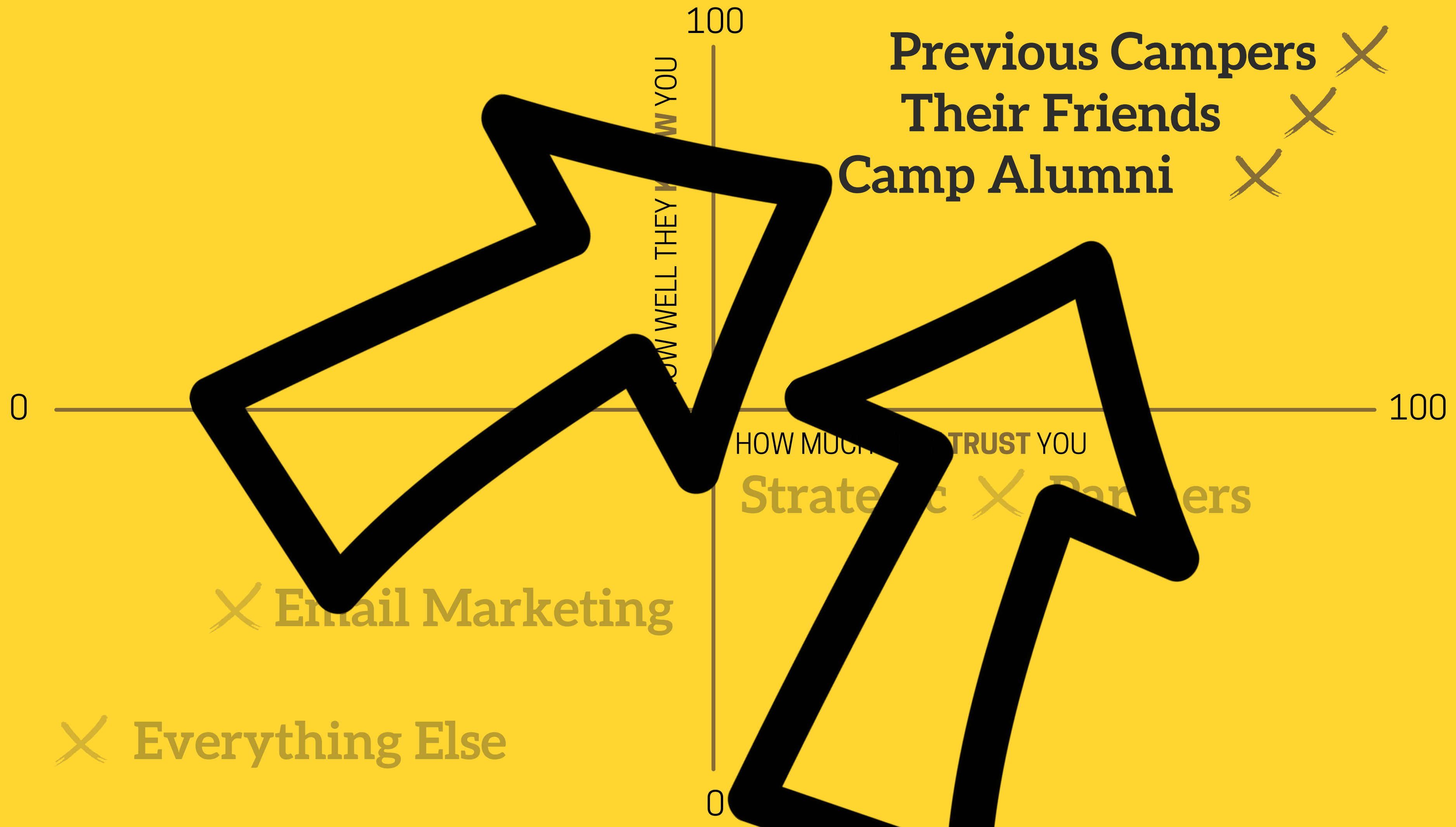


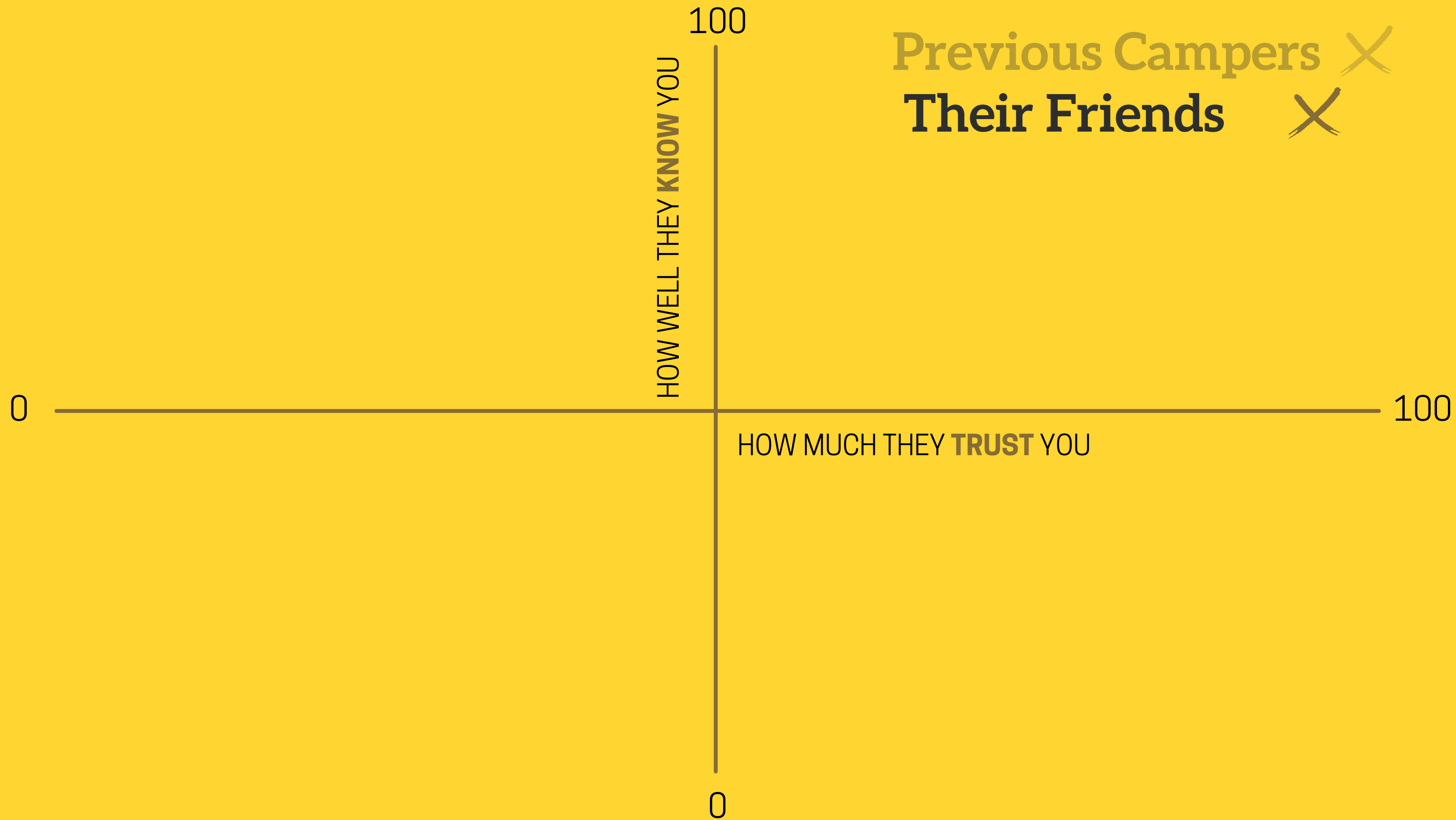












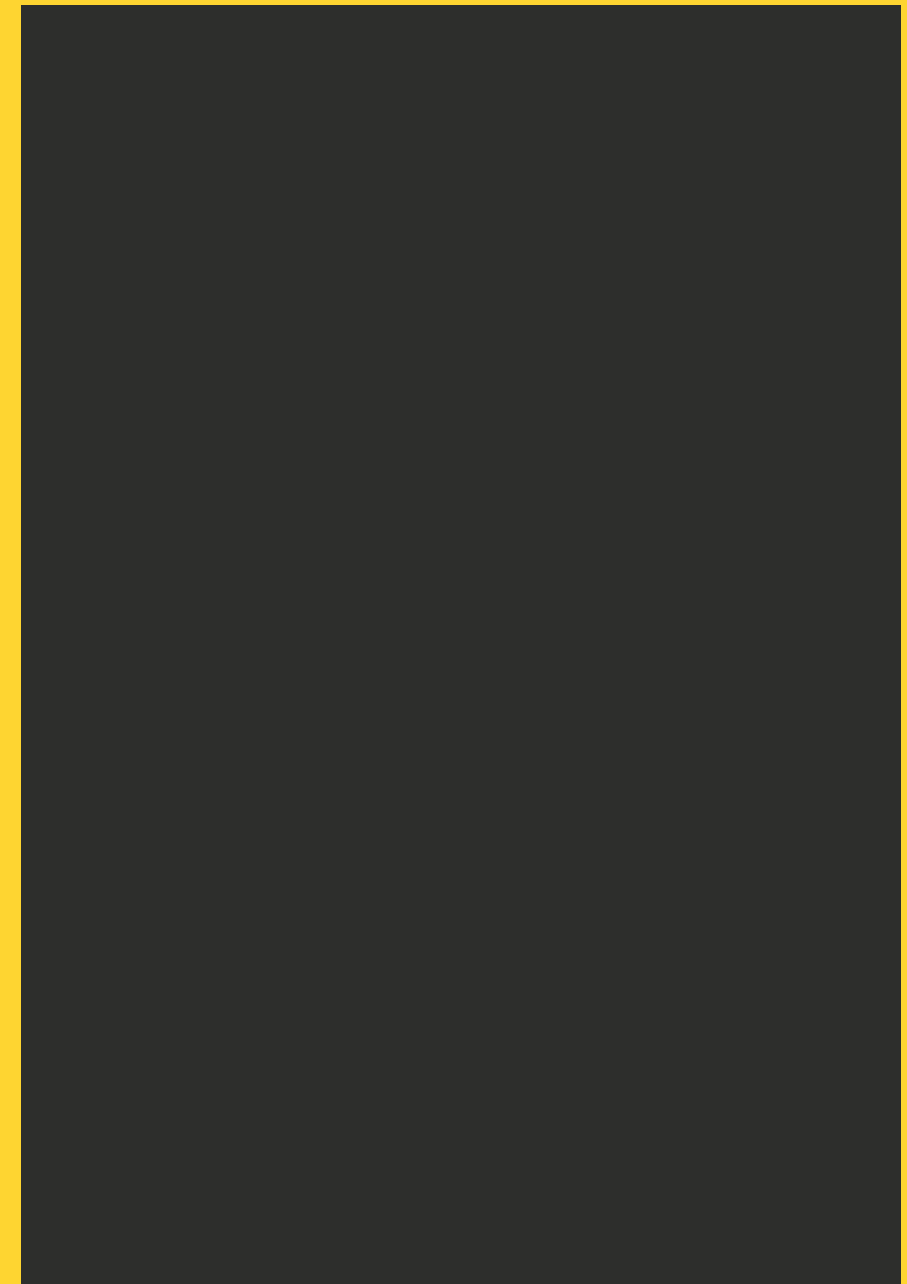
TEACH THEM HOW TO TALK ABOUT CAMP



TEACH THEM HOW TO TALK ABOUT CAMP



GIVE THEM
GREAT
PHOTOS AND
VIDEOS TO
SHARE



TEACH THEM HOW TO TALK ABOUT CAMP



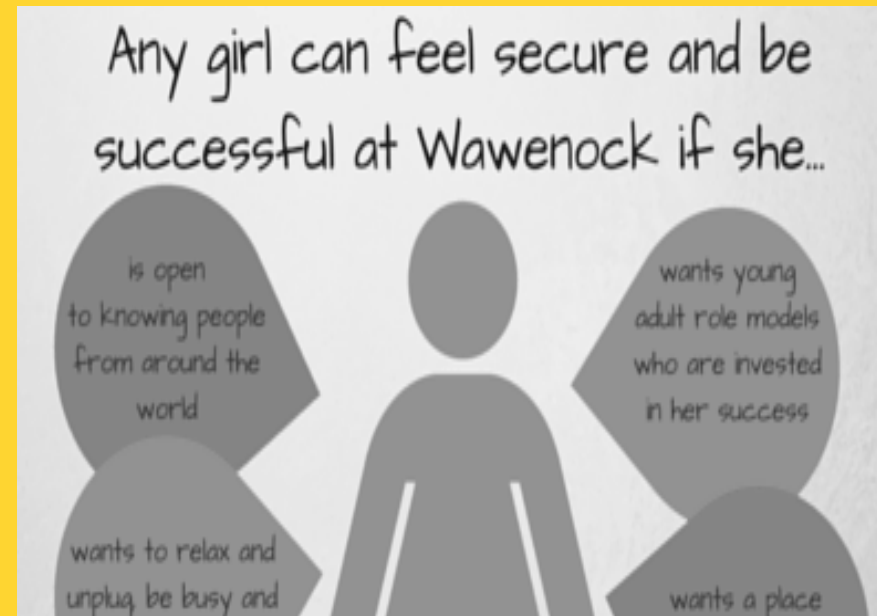
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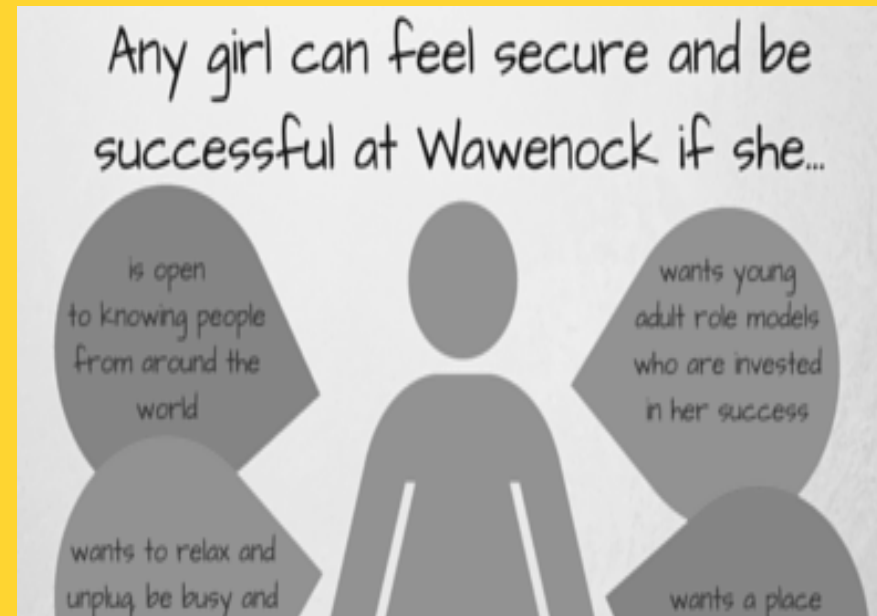
MAKE IT EASY
TO EXPLAIN



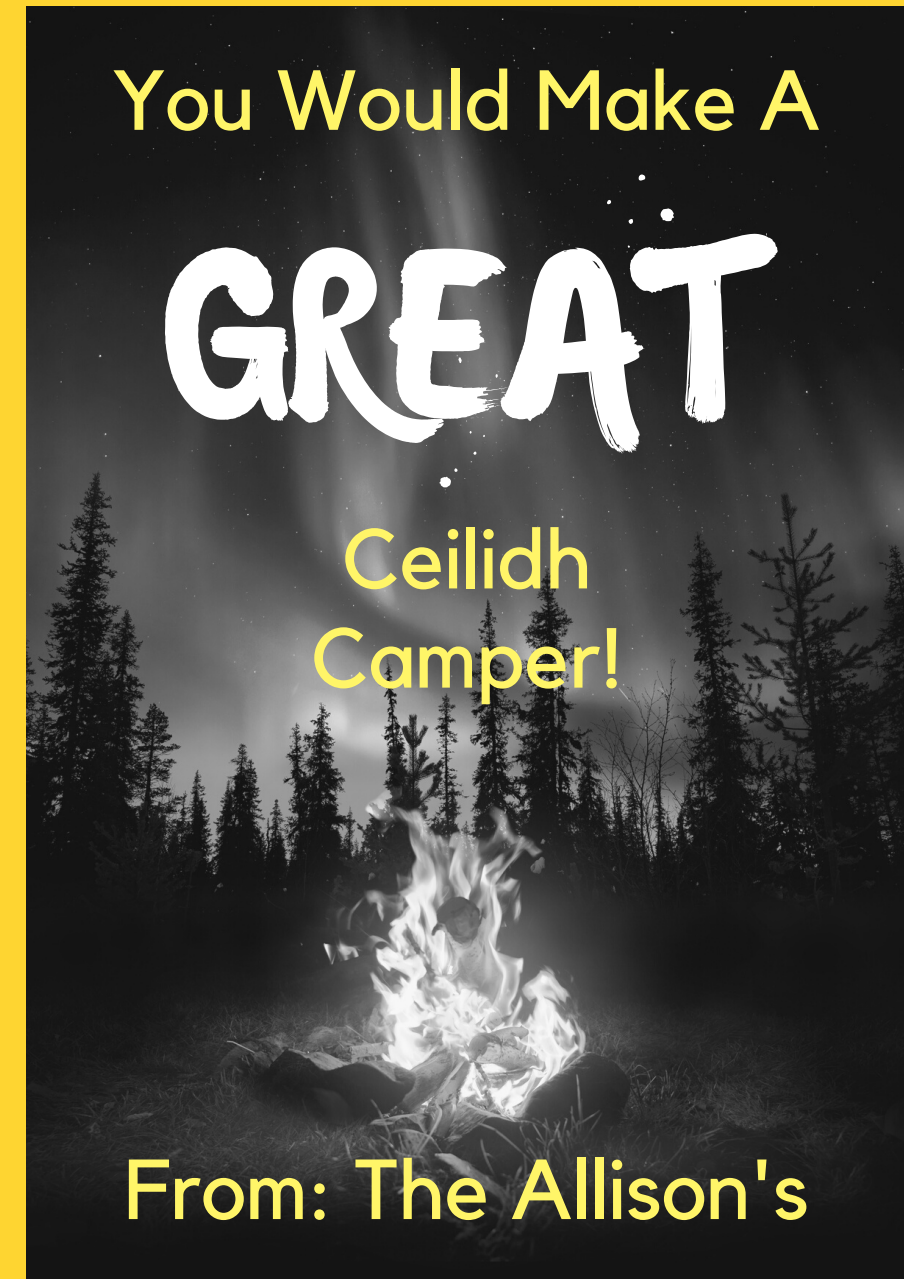
TEACH THEM HOW TO TALK ABOUT CAMP



GIVE THEM
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PHOTOS AND
VIDEOS TO
SHARE



MAKE IT EASY
TO EXPLAIN



You Would Make A

GREAT

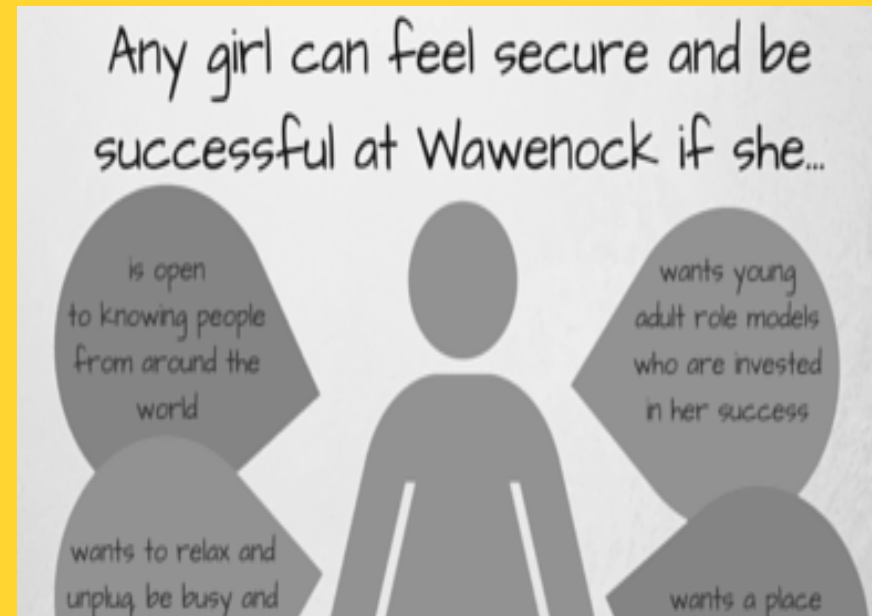
Ceilidh
Camper!

From: The Allison's

TEACH THEM HOW TO TALK ABOUT CAMP



GIVE THEM
GREAT
PHOTOS AND
VIDEOS TO
SHARE



MAKE IT EASY
TO EXPLAIN



MAKE **THEM**
LOOK GOOD!



Be USEFUL

TO THEM.

UNUSUAL

UNDERSTAND AN IDEA SUCCESSFULLY

UNDERSTAND AN IDEA
SPECIFIC SKILL
EFFECTFUL

UNDERSTAND AN IDEA
SPECIFIC SKILL
EMOTIONAL CONNECTION
F
U
L

UNDERSTAND AN IDEA
SPECIFIC SKILL
EMOTIONAL CONNECTION
FEED THEIR NEED
U
L

UNDERSTAND AN IDEA
SPECIFIC SKILL
EMOTIONAL CONNECTION
FEED THEIR NEED
UNIQUE TO THEM
L

UNDERSTAND AN IDEA
SPECIFIC SKILL
EMOTIONAL CONNECTION
FEED THEIR NEED
UNIQUE TO THEM
LEAD TO THE SALE



We Have To Go
TO THEM.

The Kids



The Parents



The Community

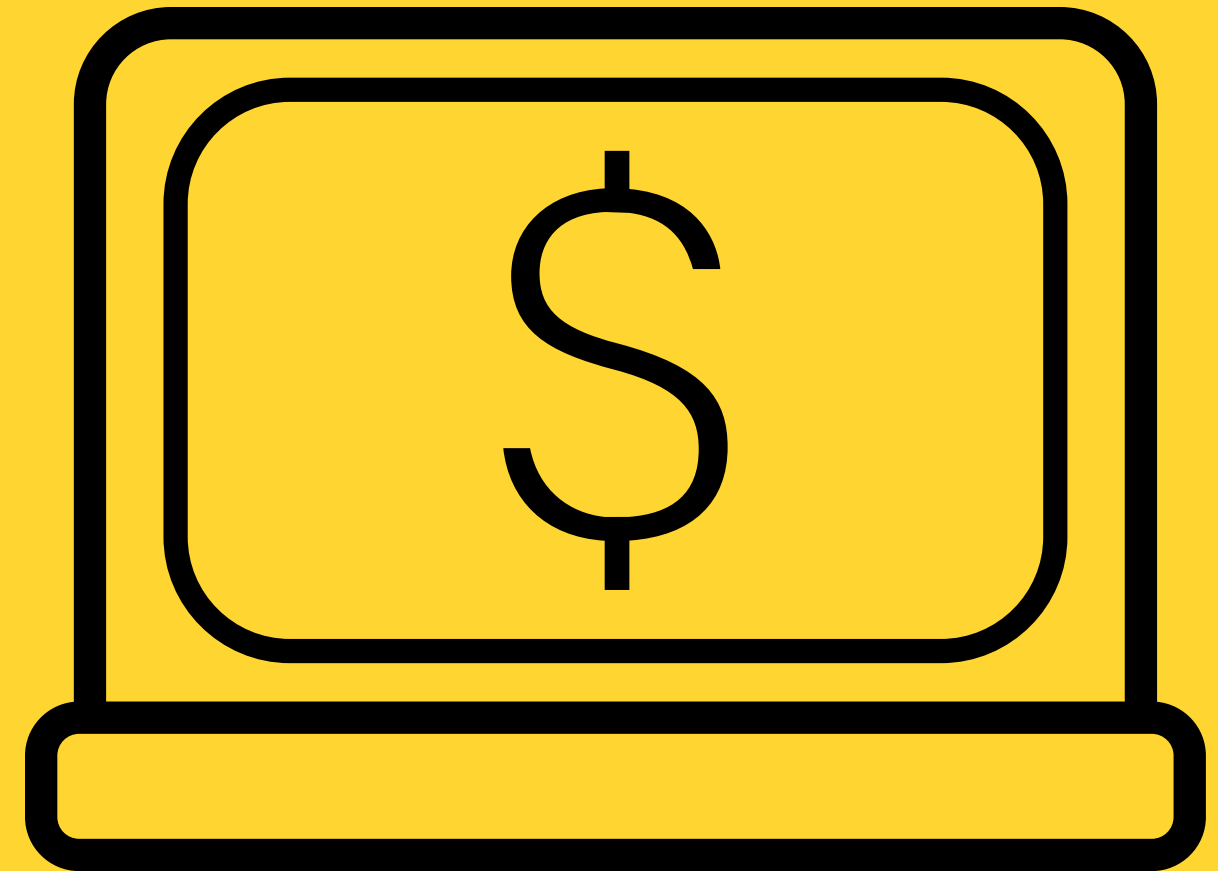


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Marketing Plan

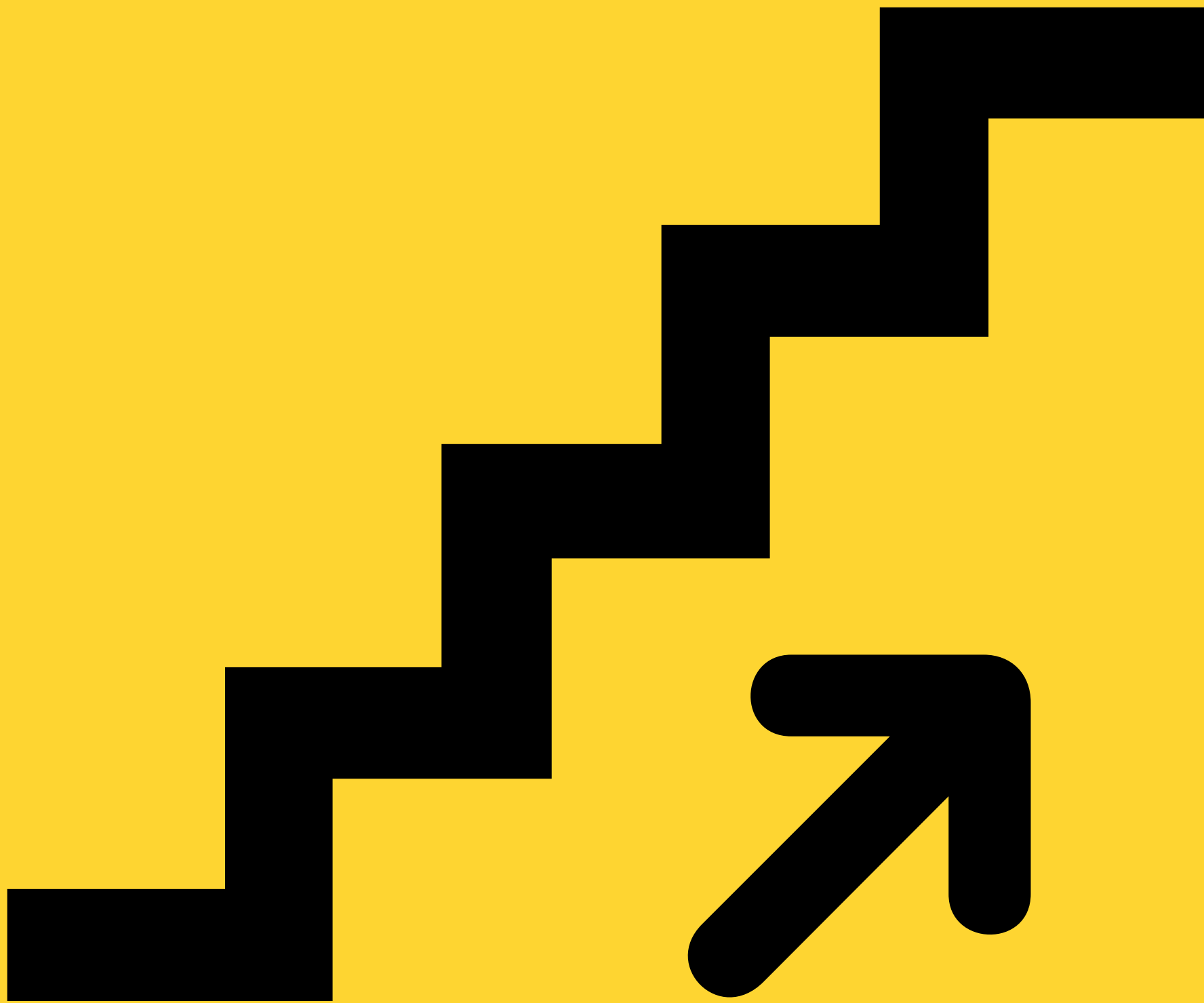


TRUST

Building Plan

BUILDING





Be Good (at what you do)

Be Passionate
(and share that with others)

Be Credible

Be Caring

Be Interested in Others

Be a Builder of People

Be Observant

Be Intentional

Be Gracious

Be Focussed On Just One Family

Be Useful



Be Understanding

Thank you!



TRAVIS ALLISON
@gocamp.pro

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