**CREATING MEMORABLE EXPERIENCES FOR YOUR CUSTOMERS**

**Understanding and Developing Your Memorable Experience**

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| **Most suitable audience:** | |
| **How you would describe your memorable experience:** | |
|  | **Memorable visitor experiences – your story** |
| **The Story:** interesting story of people and place |  |
| **The Product:** the experience should be really immersive – a real insight |  |
| **Telling the Story:** Use words that inform and motivate your potential audience to tell your story |  |
| **Service:** meeting passionate and hospitable people |  |

**Name of your memorable experience:**

|  |  |
| --- | --- |
| **Who is this experience suitable for?** |  |
| **What are they looking for?** |  |
| **What is your memorable experience about?** |  |
| **What has your experience got that you can’t get elsewhere?** |  |
| **What does this mean for your target audience?** |  |

**My Five Step Action Plan:**

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| --- | --- |
| **Action 1** |  |
| **Action 2** |  |
| **Action 3** |  |
| **Action 4** |  |
| **Action 5** |  |
| **Who do I need to talk to to make this memorable experience happen?** |  |
| **How can I present this memorable experience?**   1. **To my potential client** 2. **For my business** |  |
| **How can this memorable experience be promoted to potential clients?** |  |