

Verbatim Transcript Of The Video

Sending a TEXT COUPON to the cell phones of your potential visitors has never been EASIER, **MORE CONTROLLABLE** and **LESS EXPENSIVE**...**IF** you Know What You're Doing! This Short Video Will Help You **KNOW** What You're Doing!

Here's All You'll Need: (Just Like A Betty Crocker Recipe) List Of Ingredients

- #1: Two different domain names.
- #2: Hosting Service Which Allows Sub-Domains
- #3: A crml file template
- #4: 30 minutes to set this all up.

Let's Take Those Steps One At A Time #1: Two different domain names.

You'll need 2 domain names. The first domain name needs to be **short and memorable**. This is the domain name that phone owners will be punching into their phones so don't make them wear out their finger tips! You don't have to worry about the suffix...dotcom, dotnet...any suffix will work. A good example would be
text[YourResortName]dotWhatever (.com .net etc.)

The 2nd domain name will be where the people who received your coupon go to subscribe to your new text coupon service. A good example would be:

[YourResortName]coupons.com

#2: Hosting Service Which Allows Sub-Domains

It doesn't really matter if you don't know what a sub-domain is. You just need to find some web hosting that allows you **UNLIMITED** sub-domains. **THIS IS VITAL!**

There are several suggestions for hosting services that allow unlimited sub-domains in the PDF that accompanies this video.

#3: A crml file template

This one's easy! We've included a crml template in the PDF that accompanies this video.

You are going to need **"NOTEPAD"** or any other simple text editor to be able to customize YOUR crml file. Don't worry it's **FREE!**

#4: 30 minutes to set this all up.

Since you're this far in this video, I'll take for granted that you can find 30 minutes (OR LESS) to get your new text coupons project up and going! **The next part of this video will put it all together for you.**

Here's How Everything Works Together

Let's take an example message that a potential visitor of yours will have to send from THEIR cellphone in order to get a coupon from YOUR BUSINESS.

papa.textYourName That's the message...and they have to send that message to **368266**

I used papa (the keyword) because Papa Johns Pizza is a big text coupon user. I also used textYourName since you haven't chosen your domain name yet.

SO...the message your visitors send will **ALWAYS** be a **KEYWORD**, a **DOT** and **YOUR DOMAIN NAME WITHOUT THE SUFFIX!**

That **KEYWORD** is also the name of your **SUB-DOMAIN** in your **HOSTING ACCOUNT**.

NOW...you can see where the ability to have unlimited sub-domains becomes so important.

room.yourdomainname meals.yourdomainname upgrade.yourdomainname Whatever you want to make YOUR coupon all about. Just imagine a good SHORT name and make it a sub-domain. Then add your CMRL file and you're done!

OH! Your CMRL file! That's next!

This Is An ACTUAL CMRL File Presently In Use

```
<?xml version="1.0" encoding="UTF-8"?>
<cmrl xmlns:dotgo="http://dotgo.com/cmrl/1.0">

  <match pattern="">
    <message>
      <content>VALUABLE COUPON
Papa Johns Pizza Elkins
$2.00 off your next purchase.
Mention code #30109 when ordering.
Go to TextLewis.com/papa for more coupons
</content>
    </message>
  </match>

</cmrl>
```

THAT'S IT! Not Much To It, Is There?

Closeup Look At The CMRL File

```
<?xml version="1.0" encoding="UTF-8"?>
<cmrl xmlns:dotgo="http://dotgo.com/cmrl/1.0">
  <match pattern="">
    <message>
      <content>VALUABLE COUPON
Papa Johns Pizza Elkins
$1.00 off your next purchase.
Mention code #30109 when ordering.
Go to ElkinsLive.com/papa for more coupons
</content>
    </message>
  </match>
```

```
<?xml version="1.0" encoding="UTF-8"?>
<cmrl xmlns:dotgo="http://dotgo.com/cmrl/1.0">
  <match pattern="">
    <message>
```

AND

```
</message>
</match>
</cmrl>
```

Those are just programming language that tells your sub-domain what to do...You don't have to worry about them...EXCEPT to see if they are there.

Here's The HEART Of The System

```
<content>VALUABLE COUPON
Papa Johns Pizza Elkins
$2.00 off your next purchase.
Mention code #30109 when ordering.
Go to TextLewis.com/papa for more coupons
</content>
```

That's what YOUR potential visitor wants! The coupon!

Notice the coupon text does several things. It identifies who's giving the discount...It tells the receipt how much the discount is...It has a code that the owner (YOU) can use to keep track of how many coupons have been redeemed...AND, it gives the receipt somewhere to go to get MORE COUPONS.

THAT'S where your 2nd domain name comes in!

On the page that the coupon receipt goes to, they'll find a place where they can signup for email coupons from you (along with newsletter style updates) **AND...**

A reminder from you telling them to check back often with their cellphone to see the NEW coupons you'll be offering at that time.

NEXT: Some Strategy For Using The Coupon Correctly Good Strategy For Couponing

You may have noticed that you only have a limited amount of characters you can use in your coupon. YOU HAVE 160 CHARACTERS (that includes spaces, punctuation marks and all letters/numbers. If it takes up space, it's a character!)

Here's the good/bad about that...if you go over 160 characters, the system will send your potential customer a 2nd text message to complete the FIRST ONE! That's good because your customer will receive the entire message...and that's bad because they'll get another text message from you!

Some people have to pay for text messages...more than you'd think! Some people just think a second text message is an intrusion. Either way, you and your text coupon are trying to SAVE them money and NOT hassle them doing it. **So keep a careful eye on how many characters you're using in your coupons!**

Some people want to put pictures and graphics in their coupons. That's a mistake! There are quite a few phones that don't render images the same way others do. You could be setting yourself up to disappoint a potential customer!

DON'T try to sell the potential customer in your coupon! A text message is no place to even TRY to do that! Give them the discount you promised, get them in your business and let your service and products do the selling!

FINAL WORDS

Your whole objective with text coupons should be to get the cellphone user onto your website. Text coupons are only one way to accomplish that.

If you have a mobile site for your business, you can send them to THAT site from your text coupon.

The idea is to connect and communicate with these potential customers in a way that makes THEM comfortable and helps THEM take a step toward trusting you.

Text coupons are only tools. Like a hammer, learn to use it right and you've got a beautiful house...learn to use it wrong and you've got a busted thumb!

**If you enjoyed this video
You'll More Than Likely
Get A Lot Out Of
TourismLearningCenter.com**

We have over 9 GIGABYTES of information on
Tourism Strategies, Techniques and Tools
Waiting For You There!

THANK YOU for your attention,
I hope you got a LOT out of this video.

Your Copy Of The CMRL Template

```
<?xml version="1.0" encoding="UTF-8"?>
<cmrl xmlns:dotgo="http://dotgo.com/cmrl/1.0">

    <match pattern="">
        <message>
            <content>VALUABLE COUPON
                Papa Johns Pizza Elkins
                $1.00 off your next purchase.
                Mention code #30109 when ordering.
                Go to ElkinsLive.com/papa for more coupons
            </content>
        </message>
    </match>

</cmrl>
```

Put YOUR coupon text in the highlighted area (between the <content> and </content> tags.
REMEMBER: not more than 160 characters!

Things You're Gonna Need

Hosting that allows unlimited sub-domains:

If you don't have hosting that allows for unlimited sub-domains, or you don't know if you do or not, you're going to need some to be able to use this texting strategy. I suggest that you go to HostGator.com and pick up the BABY package which gives you every thing you need and only costs \$10 or less per month depending on how you pay for it. (monthly, quarterly, yearly)

2 Domain Names:

Go to Namecheap.com and pick yourself 2 domain names. You'll need a short, easy to remember one for the text messages...something like: textnyhotel.com or textelkins.com or textlewis.com Your 1st domain name doesn't have to end in .com! It can end in .net, .org, or any of the other suffixes available.

Your 2nd domain name needs to be something like StonewallJacksonResortCoupons.com or SnowshoeResortCoupons.com This domain name needs to be self-descriptive like the examples.

Namecheap has a pretty cool name search that will allow you to try a bunch of different names...make use of it.

NotePad: Go to NotePad.org and download the FREE NotePad program. Easy to use!

Finally, take a look at TourismLearningCenter I think you'll be impressed. I'd love to see you as a member!