



SPOTTER TIPS

VIDEO 3: BUILDING A FAN BASE

SPOTTER TIP: 1:38 Autograph sessions are a great way to build loyalty.

- ⇒ One of the best ways to make a fan feel special is to learn his name & use it the next time you see him.
- ⇒ Giving away your hat or some other memorabilia can earn you a lifetime fan.

SPOTTER TIP: 3:12 Personalize the autograph when signing.

- ⇒ Always make sure your autograph is legible and include your car number.

SPOTTER TIP: 3:42 Engage with the fans.

- ⇒ If the situation allows, pick up a small fan and put him in your race car.
- ⇒ Graciously take pictures with your fans.
- ⇒ Interact with them in a way that makes them want to come back next week to see you race.
- ⇒ Tell them how they can connect with you on social media.
- ⇒ You will often be seen as a hero. Act like one.

SPOTTER TIP: 4:57 One child can equal several fans.

- ⇒ Whether at the track or a meet and greet, if the child becomes your fan, so will his parents, grandparents, etc.
- ⇒ Your influence with just one fan can have a powerful impact in building your fan base.

SPOTTER TIP: 5:18 Building a fan base is FREE.

- ⇒ Parents can be a big part of building your fan base.
- ⇒ You don't have to be winning all the races or even be participating in one of the higher racing series to build an enormous fan base.
- ⇒ Gimmicks (like Clarky's hat) can draw a huge amount of positive attention.

SPOTTER TIP: 7:38 Take the time to engage with track personnel.

- ⇒ Be sure to shake hands and thank them for their time.
- ⇒ Be treating EVERYONE like they are SOMEONE special, you build good will that is worth a fortune. This will set you apart from many of your competitors.

SPOTTER TIP: 8:50 A large fan base will attract sponsorship.

- ⇒ This is a KEY principle to remember and a huge reason for focusing your efforts in building your fan base.

SPOTTER TIP: 10:00 Off track meet and greets are a great way to promote yourself and your sponsor.

- ⇒ If you don't have a lot of sponsors offering this for you, go where the people are: parades, social events, farmers markets, big box stores like Walmart.
 - For example: Ask Walmart if you can bring your car and sign autographs in their parking lot. If you are promoting this on social media, it's a win-win for you and the store: you may get new fans out of people coming to shop at Walmart and Walmart has more people coming into their store because of your fans.
- ⇒ Schools are a great place to go.
 - Offer to read to first graders or do a presentation.
 - Gives you a chance to connect, hand out hero cards and build your fan base.
 - It also builds your reputation as one who cares.

SPOTTER TIP: 11:25 Capture meet and greets with photos and videos.

- ⇒ Post these on social media to increase your exposure.
- ⇒ These are evidence to potential sponsors that you are doing the things necessary to make you a well-rounded driver.
- ⇒ Be sure to get involved in local community events & post them on social media.
 - You can find many events on meetup.com.
 - Get involved with charitable events.
 - This raises your profile with potential fans and also makes you more appealing to the businessmen who support these events

SPOTTER TIP: 12:50 Use social media to expand your fan base.

- ⇒ This allows you to build a fan base outside of your local market.
- ⇒ It gives potential fans an opportunity to connect with you even if they've never seen you in person.

SPOTTER TIP: 13:55 Join Facebook groups.

- ⇒ There is power in this method. Ways to make this work for you:
 - Search for Facebook groups that match up with what you are doing (for example, if you race late models, put that in the search bar) or for pages for tracks where you race. Then join and become a part of the conversation.
 - Start your own Facebook fan page. To build likes, invite everyone from your personal Facebook page
 - Create an event: if you are racing somewhere, create an event & invite everyone to attend.
- ⇒ Two reasons why joining Facebook groups is such a good idea:
 - It's FREE advertising.
 - It helps you to connect and engage with many more people than you can face to face.
- ⇒ The more time you put into building these, the better you will get at it.

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