

## Lodge-ical News – November 2008

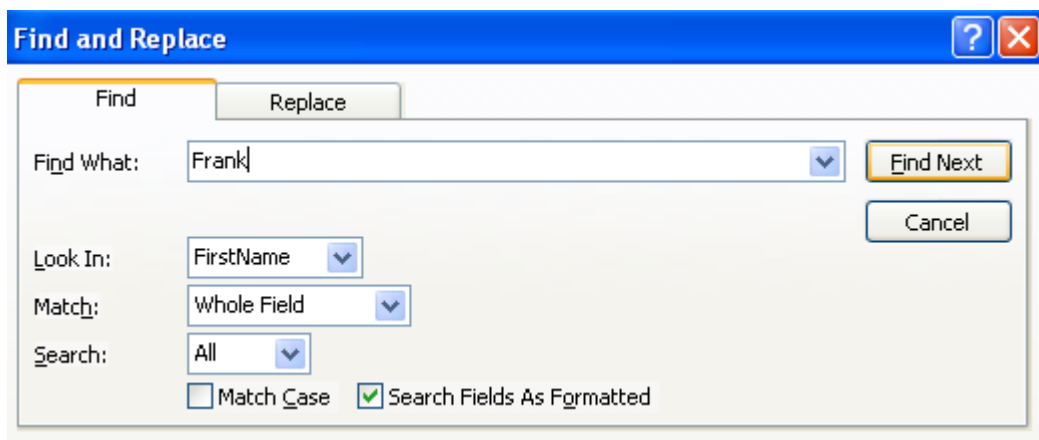
November is here and Thanksgiving is around the corner. Thanksgiving Day is a time where you can forget about business and think about the things that are really important in life. We hope you and your families have a happy Thanksgiving.

We received favorable feedback from our last newsletter. As a follow-up, I am continuing to write about how you can use Lodge-ical to help book reservations for next year.

### **Data Entry Tips and Tricks: Finding Random Data (Ctrl F)**

You remember a guest, his name was Frank. You need to contact him, but you can't remember his last name. Follow these steps to find your client:

1. Open up the Client Entry form and press the ALL button. Now you have the entire client database at your fingertips.
2. Single-click your cursor in the first name field.
3. Press Ctrl F and you will see a window titled Find and Replace.



4. Enter the word or phrase in the field titled Find What:
5. Make sure the field titled Look In: is pointing to the correct field
6. If you leave the field titled Match: as Whole Field then Lodge-ical will look for an exact match. Otherwise, you can change the option to Any Part of Field.
7. Press the button titled Find Next and continue pressing this button until you locate your client.

You can use this same concept (Ctrl F) anywhere in Lodge-ical.

### **User Tip: Using Lodge-ical to book repeat business**

Every one of you has a valuable money-making asset at your fingertips. You have guests that leave your operation telling you how much fun they had on their trip and they can't wait to come back. But do they? What do you do to help them make the decision to return? It is simple to reach your previous guests.

- Send a thank you letter to each of your guests (use the standard Thank You letter template so that you can create and store the letter).

- Use the Find-A-Client form (Clients/Find-A-Client) to “slice and dice” your database. Enter a Visit From and Visit To date range to reach your guests. Blast an email advertising a special price discount for those people who reply to the email.
- Do you have a funny story from a particular week last year that your guests would appreciate? Send an email selecting only those guests from the week and relive the moment.
- Generate mailing labels from the Find-A-Client form and send out a Christmas card.
- Look at the Visit Report (Reporting/Managerial Reports/Visit Report). This report sorts your guest list showing those people who visit the most at the top of the report. Each of these people should receive something special to thank them for their continued business.
- Look at the Income by Client Referral report (Reporting/Income Reports/Income by Client Referral) and consider rewarding those people who refer business to you.