

KAREN THORNE

Hopton House B&B

SHROPSHIREBREAKFAST.CO.UK

Bed & Breakfast Academy

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DO YOU REALLY KNOW YOUR
CUSTOMER?

WE HAVE MORE WAYS TO
REACH OUR CUSTOMERS
THAN EVER BEFORE



MailChimp



Google
AdWords



tumblr.

BUT WHAT DO WE SAY TO
THEM?



WHO ARE YOUR CUSTOMERS?



- Give them a name and age?
- Are they married, single, living together?
- Do they have children?
- Do they have pets?
- What sort of area do they live in?
- What do they read?
- Where do they shop?
- What are their hobbies?
- What do they watch on TV?

BUT WHAT ABOUT YOU?

People buy from people
they like, trust, respect,
have something in
common with





WHAT MAKES YOU HAPPY?

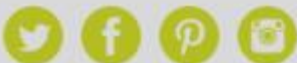


Hopton House

a perfect place to stay

- HOME
- ABOUT HOPTON HOUSE
- OUR B&B ROOMS
- GUEST INFORMATION
- DOG FRIENDLY B&B
- B&B COURSES
- KAREN'S BLOG
- BOOK NOW
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Relaxed and friendly Shropshire Bed and Breakfast with a touch of luxury. In the beautiful Shropshire countryside near Ludlow. Somewhere to take a deep breath and unwind following a day out exploring the Shropshire Hills



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KNITTING

KNITTING IN THE SHROPSHIRE HILLS

🕒 OCTOBER 21, 2015 🏠 HOPTON_HOUSE 💬 LEAVE A COMMENT

MY SECRET KNITTING OBSESSION

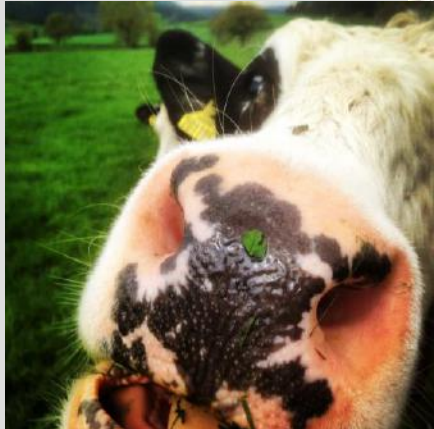
I was a bit of a swot at school and all of my teachers loved me, with 2 exceptions. I was always hopeless at PE. By age 14 the teachers had given up on me and games lessons were spent "doing cross country". OK that meant walking round the field chatting with the other PE no hopers.

The other teacher who spoiled my otherwise shiny report card was the domestic science teacher. This may come as some surprise to those of you that know how important food is to me and how much I enjoy cooking.

The problem with cooking classes at school was that, whilst everyone else was perfecting fairy cakes, I was already cooking quite complicated curries and other dishes at home.

The other thing I really disliked about DS, as we affectionately called domestic science, was that I couldn't sew or knit for toffee. I made and embroidered a pencil case once but that was it.

Something strange happened when I was 17 and I had a little burst of knitting activity. I knitted my Dad a Doctor Who scarf and knitted myself a mohair cardigan. But then I went to university and that was knitting finished with.



WHAT ARE YOUR BUSINESS STRENGTHS AND HOW DO THEY MEET YOUR CUSTOMERS NEEDS



THANK YOU FOR
PARTICIPATING AND GOOD
LUCK!

Shropshirebreakfast.com

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