

North Pole
Santa Claus
Guide

*Helping you become a
GREAT Santa*

John M. Chilson

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1st Printing

ISBN-13: 978-1544663050
ISBN-10: 1544663056

Dedicated

This book is dedicated to the members,
past, present and future, of the Society of Santa
(www.SocietyofSanta.org).

It was this group of wonderful men and women who accepted
me as a very inexperienced new Santa Claus, mentored me,
taught me and guided me as I developed
into the Santa Claus I am today.

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Introduction

The goal of this guide is to help you become a ***GREAT*** Santa who knows how to create a fun, memorable experience for children and their families. You may not agree with me 100% on everything and that is okay. We each have to find our own way of portraying Santa Claus. But this guide will explain what I have found that works best for me.

Many people think that all it takes to be santa claus (with a small “s” and a small “c”) is to put on a red suit and a fake beard and say “ho ho ho”.

They are wrong.

I can put on a green operating room outfit, complete with hair cover and shoe covers but that doesn’t make me a doctor and you sure don’t want me taking out your appendix.

Becoming a great Santa Claus (large “S” and “C”) takes time to build up experience and training. Then there is the Performance Liability Insurance, annual back ground checks, good looking suits and more.

The information you will find in this book is only the beginning of your journey.

So why should you become a ***GREAT*** Santa Claus?

Because it will become the most fun and rewarding and sometimes difficult job you will ever have.

Because you will quickly find that the love and adoration you receive from children and the warm “Thank you’s” from adults is unlike anything you will experience almost anywhere else.

Will it always be easy and fun? Absolutely NOT!

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When you are in the middle of a snow storm trying to find your next event, it is not easy.

When you tell stories about the reindeer and no one cracks a smile or wants to listen, it is not fun.

When someone pays you with a check that bounces, it is not fun.

But then you go to your next event and find that all the children and adults are eagerly waiting for your arrival and it is all worth it.

So, welcome to the journey. I will be your mentor, guide and friend during this part of your trip. I hope we travel a long way together.

John M. Chilson
April, 2017

PS: Simply reading this book will, hopefully, help you become a better Santa Claus. However, this book was written to be the handout and course material for my North Pole Santa School which I hope you will sometime attend. If I am still teaching, you will find information online at www.northpolemarketing.com/school.html