

ONE MILLION DOLLAR UP\$ELL

BLUEPRINT

The Entertainment Center's Million-Dollar Blueprint:
Perfecting The Customer Journey For Optimal Profits



— BY —

GREG MORENO

Time For An Extra Cool Million!

Welcome to the One Million Dollar Upsell Blueprint & Workbook! This is your step-by-step guide to unleashing the full potential of your Entertainment Center. You're about to embark on a transformative journey to enrich your customer experience and significantly boost your revenue.

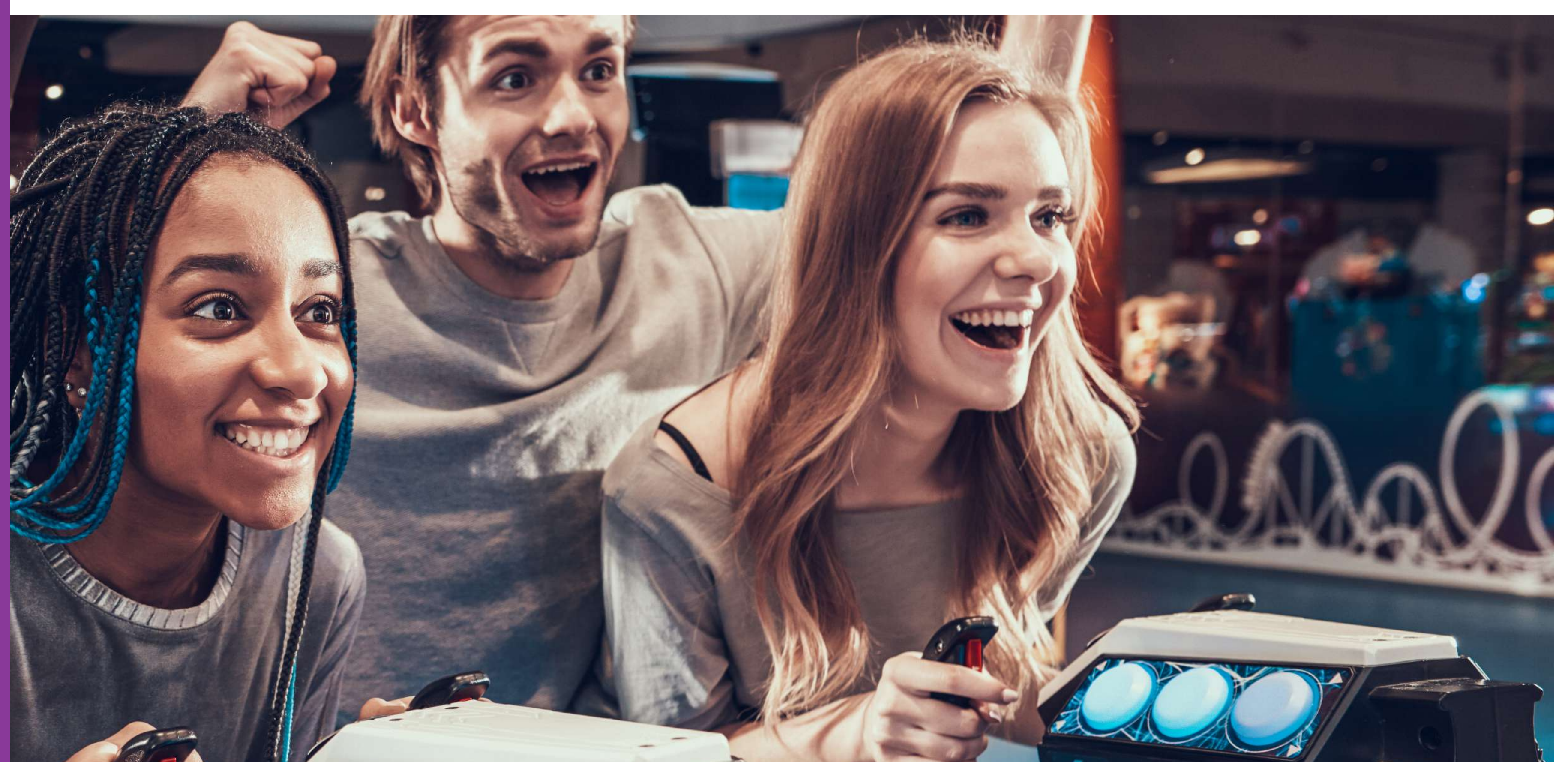
I've structured this workbook to fit seamlessly into your hectic life. With a commitment of small, manageable steps spread out over the course of a week, you'll find the transformation of your business strategy both achievable and rewarding. It's all about dedication—a little each day adds up to significant progress by day 7.

The Book and this blueprint will

serve as your foundational guide to realizing these goals. It's a comprehensive yet flexible roadmap, tailored for the busy schedules of entertainment center owners and operators like you.

But let's be clear: this workbook is merely your starting line, not the finish. It's your playbook for the game-changing moves you'll make. So let's begin!

The Customer Experience And Revenue Optimization Will Help You Increase Customer Satisfaction, Grow Your Sales, Decrease Costs, And Save Time.



Your mission is to spring into action.

The next 7 days are your proving ground to implement these powerful strategies in your center.

Prepare for an intensive, hands-on journey. You'll be diving deep, getting your hands dirty, and discovering the joy of progress!

Here's a sneak peek at your next 7 days:

Building a robust strategy for your center goes beyond the bells and whistles of a dazzling venue packed with attractions, nice signage, a well-designed website, or widespread advertising across your local market. It involves a deliberate, finely-tuned strategy that attract and make connections with your ideal audience, engages them on a journey with your brand, and strategically optimizes revenue with laser precision.

The Value Wheel framework offers tried-and-true concepts and cutting-edge tactics designed to increase footfall, escalate sales, and streamline how your operation thinks about and implements

customer journey plans.

As you embark on this 7-day journey, keep your eyes on the prize: a comprehensive Value Wheel strategy tailored for your entertainment center. This isn't about overnight success; it's about laying the groundwork for sustainable growth. By the end of this week, with a consistent daily effort, you'll have a blueprint ready to bring to life—a plan that will attract new customers and, more importantly, keep them returning, spending more, and boosting your revenue.

This challenge is **NOT** for everyone.

It's for the go-getters, the early risers, the hard workers willing to put in a bit of effort every day for the next 7 days. If you're ready to commit, to take action, and to see real change in your entertainment center, then accept the **"One Million Dollar Upsell" Challenge**.



Build your strategy, kickstart your momentum, and watch as your center becomes a hub of incredible experiences and increased profits.

Take the leap, and let's turn the next 7 days into a transformative event for your business.

Brace yourself for the hard work ahead. And know that we, at Rocket Effect, are in your corner every step of the way. Together, we'll craft a customer experience and revenue optimization strategy that's both methodical and exhilarating. Are you in?

So, let's roll up our sleeves and dive in!

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What We've Learned

In the One Million Dollar Upsell we learn about the Value Wheel, a strategic approach that enhances customer experiences while naturally increasing revenue in Entertainment Centers (ECs). This journey begins with attraction-crafting offers that resonate deeply with families seeking fun and value, seamlessly leading them into engaging with your brand.

As customers step onto the wheel with a compelling No Brainer Offer, their excitement builds. As that excitement builds the journey continues with an Intro Offer where you build trust and deepen

your centers connection with the customer. This is followed by upsells that smartly amplify their initial choice, delivering more joy without overwhelming them with choices.



When Put In To Action, Lifecycle Marketing Will Help You Grow Sales AND Give You More Time To Focus On The Things You Love.

Cross Sales then smoothly present complementary options, enriching their adventure without straying from their interests. Bump Sales offer those little extras that enhance enjoyment for a minimal cost, turning a great experience into an exceptional one.

Continuity Programs ensure the fun doesn't end, inviting guests to become a part of the center's community with

benefits that make every visit special.

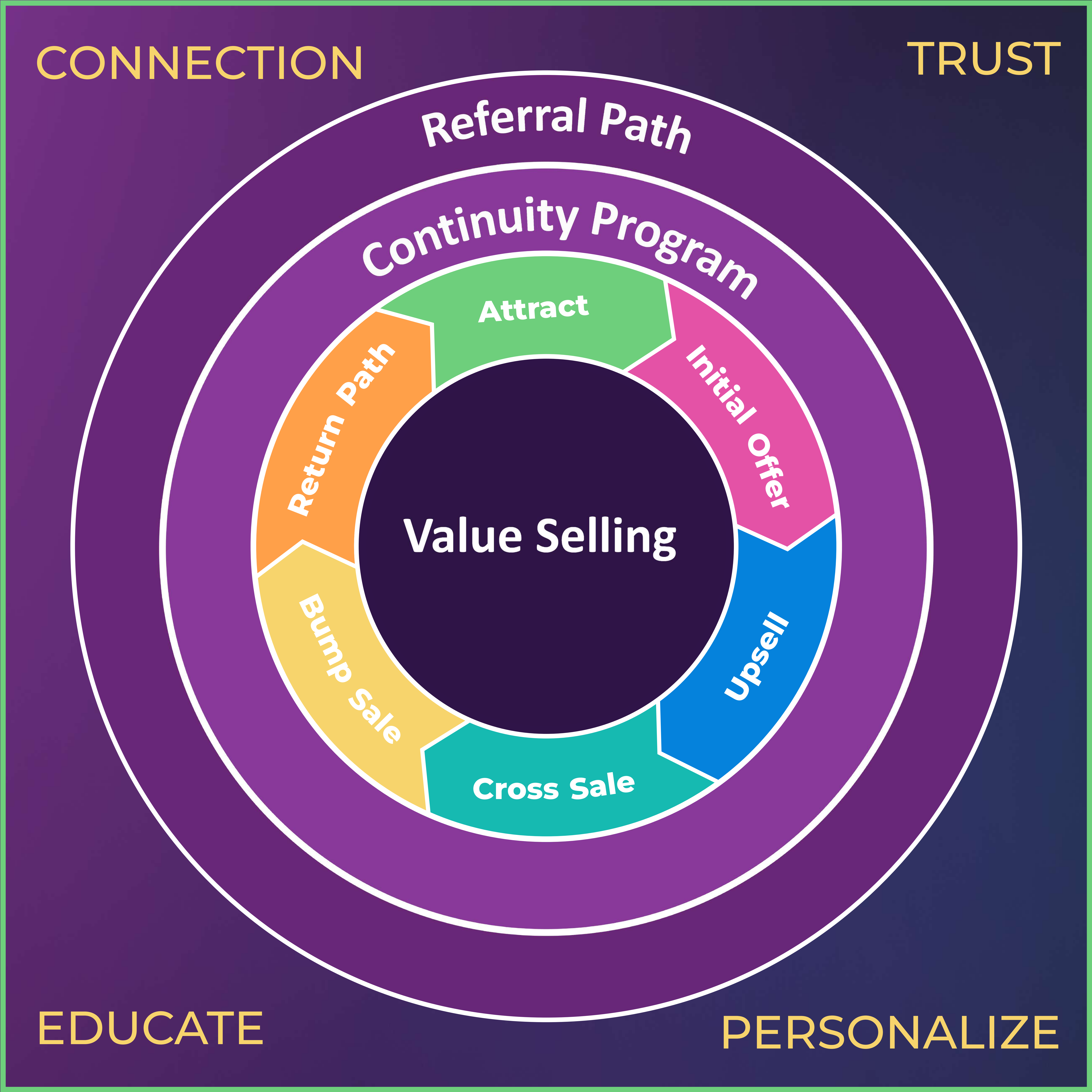
Referral Paths turn satisfied guests into advocates, spreading the joy of the experience to new faces.

Throughout each phase, communication remains the paddle steering the journey—clear, consistent, and customer-centric, ensuring each guest feels heard, valued, and eager to return.



Each stage of the Value Wheel, from the initial draw to the personalized final touch, is a crafted segment of the customer's story with your EC. It's about creating a narrative that extends beyond the visit, ensuring that every touchpoint adds to a tale they'll want to continue. In this sections, we'll recap the Value Wheel and explore how you can weave this potent strategy into the fabric of your center, elevating experiences, solidifying customer loyalty, and increasing revenue.

The Value Wheel





Once you've piqued their interest, you forge a connection that goes beyond transactions, one that's built on trust and the promise of unforgettable memories.

Next, you get them to start saying “Yes” with an irresistible offers that draw them in. Now, ask yourself

Attraction:

(Think how can I grab attention so that I can then make a connection.)

[illegible]

Attraction Criteria Checklist:

- ☐ **Compelling Headlines:** Create eye-catching headlines that speak directly to the interests or pain points of the target audience.
- ☐ **Value Proposition:** Clearly articulate what makes your center unique and how that solves those pain points.
- ☐ **Visual Appeal:** Use high-quality, engaging visuals that stand out and are relevant to your offering.
- ☐ **Emotional Appeal:** Craft visuals that evoke emotions, such as joy, excitement, or curiosity.
- ☐ **Clear Call-to-Action (CTA):** Include a strong CTA that guides the audience on what to do next (e.g., “Book Now”, “Get Free Pass”).

KEY ACTIONS IN THE NEXT 30 DAYS:

[illegible]

Connection

Once you have successfully attracted potential visitors' eyes with your compelling visuals and engaging ads, the next crucial step is to solidify that initial interest into a genuine connection. It's where you reinforce the excitement with a promise of an unforgettable experience, showcasing your understanding of their needs and desires.

How can you tailor your communication to demonstrate that your entertainment center prioritizes fulfilling customers' desires and creating memorable experiences, beyond just showcasing attractions and seeking profit?

(Email series, social media, website, videos.)

Criteria Checklist for Connection:

Select all that apply and then list the three easiest to implement that you're not doing below.

- ☐ Authentic Tone: Does your messaging communicate sincerity and the genuine desire to provide a memorable experience rather than just a transaction?
 - ☐ Value First: Are you offering something of value, such as an enticing introductory offer, upfront without immediate expectation of a high value sale?
 - ☐ Empathy & Emotional Cues: Does your messaging empathize with the customer's situation, such as needing a stress-free family outing, and position your EC as the perfect escape and are you incorporating emotional triggers in your messaging that resonate with the customer's inner desires, like the need for quality family time or a break from routine?
 - ☐ Transparent Motives: Does your communication openly convey your intent to enrich the customer experience, rather than solely focusing on profits?
 - ☐ Solutions-Oriented: Are you positioning your EC as a solution to your customers' needs, such as offering a perfect venue for birthday celebrations or a weekend adventure spot?

KEY ACTIONS IN THE NEXT 30 DAYS:

[illegible]

No Brainer Offer

Build Trust with No Brainer Offers (NBO), NBO's are the hook that turns the curious into the committed, providing a proposition so enticing that it feels almost foolish to pass up. It's an offer steeped in value, often perceived as a 'steal', that serves as the perfect entry point onto your Value Wheel. Think of it as the golden ticket that grants your customers a taste of the joy and excitement your center promises, without asking for much in return.

Reflect on this:

What could be your No Brainer Offer that captures the essence of your EC and makes customers eager to step through your doors?

(Think the reasons someone would be interested in entertainment.)

No Brainer Offer Criteria Checklist:

Select all that apply and then list the three easiest to implement that you're not doing below.

- ☐ Irresistible Appeal: The offer must be free or timed to have a strong enough appeal that the customer feels compelled to take immediate action.
- ☐ Exceptional Value: The perceived value should far exceed the cost, making the offer too good to pass up.
- ☐ Minimal Risk: The offer should present little to no risk for the customer, encouraging trial and engagement.
- ☐ Clear Benefit: The advantages of taking the offer should be obvious and easily understood.
- ☐ Contact Information Exchange: Use the transaction to gather customer details for follow-up marketing

KEY ACTIONS IN THE NEXT 30 DAYS:

[illegible]



As you craft your Intro Offer, ensure it is accessible, offers undeniable value, and sets the stage for an upsell. It should be easy for a new visitor to say "yes" without hesitation, feeling they've received an incredible deal.

(Think about Girl Math and how customers justify their purchases)

KEY ACTIONS IN THE NEXT 30 DAYS:

Checkmark each as your message fills the criteria.

- ## ONE MILLION DOLLAR UPSELL - BLUEPRINT



By understanding the art of the upsell, you can create offers that customers feel compelled to take advantage of, as it feels like the natural next step in their journey at your entertainment center.

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☐ **Affordability:** While providing extra value, the upsell should still be priced in a way that customers perceive it as a smart, affordable choice.

[illegible]



Effective cross-selling requires insight into customer preferences and thoughtful integration into the sales process.

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- ☐ Relevance: The offer should complement and enhance the primary product or service.
- ☐ Benefit: Clearly communicates how the customer's experience is improved.
- ☐ Timing: Presented at an opportune moment, when the customer is most engaged.
- ☐ Simplicity: Easy to add to the existing purchase without complications.
- ☐ Encouragement: Crafted to encourage spontaneous, yet considered additional purchases.

[illegible]



Bump sales are the cleverly placed offers you see right before a customer finalizes their purchase. They're typically low-cost, high-value items that customers find hard to resist because they enhance the main product or experience they're already buying. For instance, if a family has decided on a fun day at your entertainment center, a bump sale could be an extra hour of playtime for a nominal fee. These are the spontaneous, last-minute additions that not only increase your per-transaction value but also elevate the customer's overall experience.

What irresistible add-on can you introduce at the point of sale that complements and enhances the primary experience your customers have chosen, that you can sale for \$5 or less?

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Criteria Checklist for Bump Sale Offer:

Checkmark each as your message fills the criteria.

- ☐ Low Price Value: Is the bump sale priced low enough to avoid purchase hesitation?
- ☐ Relevant Enhancement: Does the bump sale directly enhance the primary product or service being purchased?
- ☐ Easy Inclusion: Can the bump sale be easily included in the current transaction without requiring a separate purchase process?
- ☐ Quick Decision: Is the bump sale simple and straightforward, allowing for quick customer decisions at the checkout?
- ☐ Non-Disruptive: Does the bump sale integrate seamlessly with the checkout process, ensuring it doesn't hinder or delay the final purchase?

KEY ACTIONS IN THE NEXT 30 DAYS:

[illegible]



The Return Path is the strategic component of the Value Wheel that ensures your guests are incentivized to revisit your entertainment center. It's about offering them a reason to return that's so enticing it becomes an integral part of their initial experience. Whether it's through exclusive future discounts, membership perks, or special access to upcoming events, the return path solidifies the ongoing relationship between your center and the customer, encouraging repeat visits and sustained engagement.

What compelling incentive can you incorporate or sale as a Return Path to encourage guests to come back to your entertainment center?

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Criteria Checklist for a Quality Return Path:

Checkmark each as your message fills the criteria.

- ☐ Perceived Value: Does the return path offer clear value that resonates with the customer's desires?
- ☐ Easy Redemption: Is it simple for guests to understand and take advantage of the return offer?
- ☐ Alignment with Interests: Does the return path align with the interests and behaviors observed in your customers?
- ☐ Strategic Timing: Is the offer timed to motivate a return visit at a strategic point or in a strategic way?
- ☐ Incremental Benefit: Is there a tiered benefit that increases their current value by accepting a return visit now?

KEY ACTIONS IN THE NEXT 30 DAYS:

[illegible]

Notes

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A Referral Path turns your entertainment center's satisfied guests into active promoters. It's an avenue where customers who've had positive experiences at your venue refer friends and family, expanding your reach organically.

This path not only leverages word-of-mouth advertising but also rewards those who share, creating a reciprocal relationship of value.

How can you integrate a seamless Referral Path into your customer's journey that encourages them to spread the word about your entertainment center?

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Criteria Checklist for a Quality Referral Path:

Checkmark each as your message fills the criteria.

- ☐ Shareworthy Experience: Is your center providing an experience that guests are naturally excited to talk about?
- ☐ Timing of the Ask: Are you asking for referrals at the peak moments of guest enjoyment and satisfaction?
- ☐ Ease of Sharing: Have you made it easy for guests to share their experiences, perhaps through social media or word-of-mouth?
- ☐ Recognition: Do you acknowledge and thank guests for their referrals, showing appreciation for their support?
- ☐ Shared Experiences: Are the referral opportunities focused on group experiences that can be enjoyed together with new visitors they bring in?

KEY ACTIONS IN THE NEXT 30 DAYS:

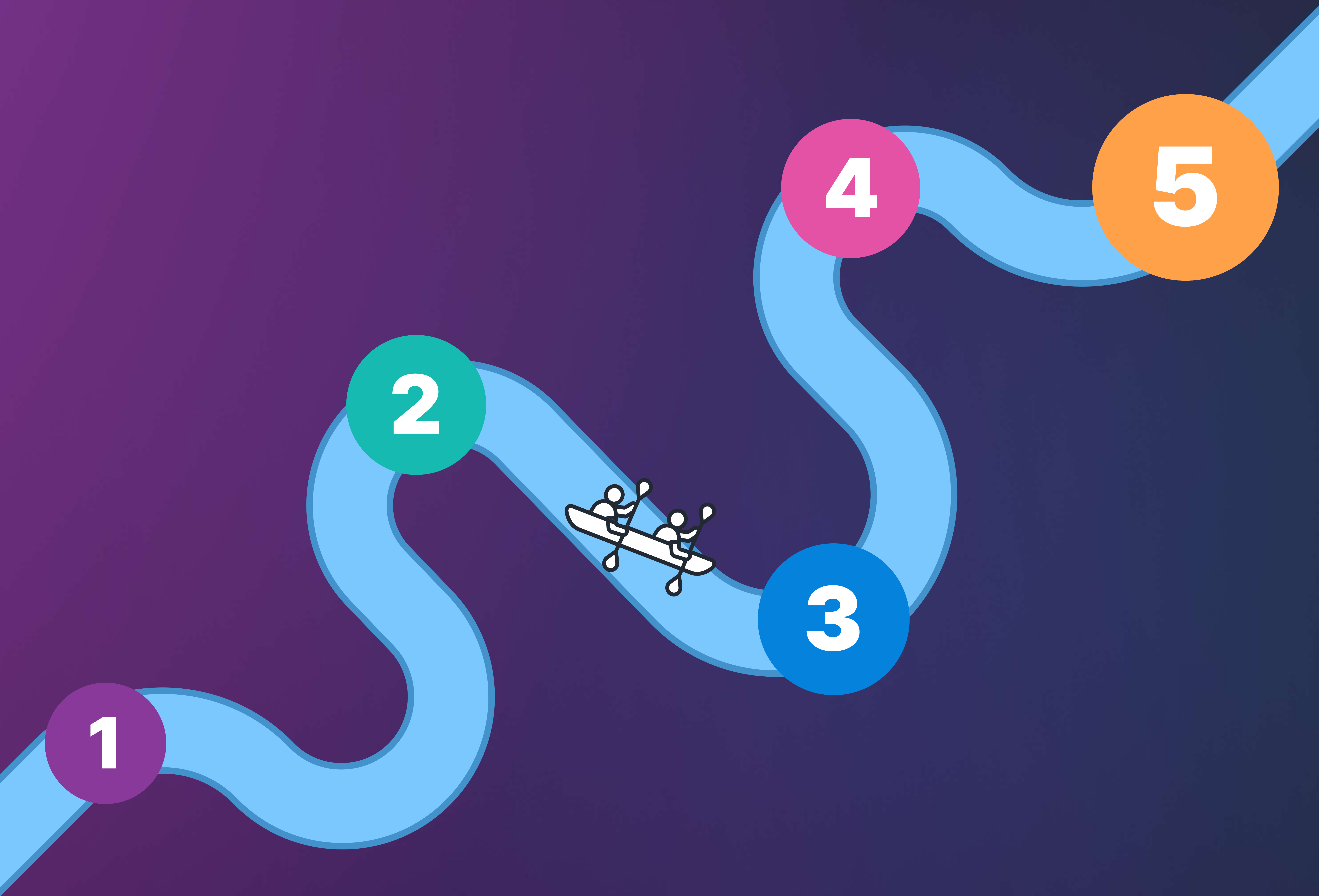
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Bring It All Together

Customer Journey



Mastering Communication In The Value Wheel

Effective communication serves as the lifeblood of the Value Wheel, ensuring each phase from attraction to referral is executed with precision and empathy.

It begins by casting a wide net through Attraction—engaging visuals and compelling stories that resonate with potential visitors. As customers take notice, Connection takes the helm, fostering a relationship through meaningful interactions and trust-building gestures.

As the wheel turns, Education becomes crucial, providing customers with insights

that enhance their understanding and appreciation of your offerings. Upsells and cross-sells are presented not just as transactions, but as valuable additions to their experience. And finally, Personalization ensures that every step feels uniquely tailored to them, from the initial attraction to the post-visit follow-up, nurturing loyalty and encouraging referrals.

Connection

What are the key messages that will differentiate your entertainment center in the marketplace?

How can your messaging capture the imagination of your audience?

Build Trust

How can you tailor the experience to meet the individual preferences of each visitor?

What steps will you take to make every customer feel special and valued throughout their journey?

Education

What information can you share that will enrich the customer's experience and decision-making?

How will you communicate the added value of upsells and cross-sells effectively?

KEY ACTIONS IN THE NEXT 30 DAYS:

[illegible]

Personalization

What strategies will you use to demonstrate understanding and address the needs of your visitors?

[illegible]

How can you show that you value their patronage beyond just the financial transaction?

[illegible]

By mastering these communication 'paddles,' you create a cohesive narrative that not only elevates the customer experience but also solidifies the perception of your brand as one that truly understands and values its patrons. This strategic orchestration of communication is not just about guiding customers through a single visit but about inviting them into a story where they play the leading role—a story that they will want to revisit and share with others.

KEY ACTIONS IN THE NEXT 30 DAYS:

[illegible]

Navigating The Customer Journey: Paddling With Purpose

Imagine your customer's journey as a serene river trip in a canoe. The river is the path of the Value Wheel, and your customers are seated, paddles in hand, ready to navigate through the experience you've crafted.

Communication paddles are what keep the journey moving smoothly. With each phase of the Value Wheel, you and your customers synchronize, much like paddlers syncing their strokes to move forward with ease and grace.

Attraction is the first stroke, a powerful thrust that pushes off from the riverbank and captures attention. Connection

follows, a steady stroke that draws the canoe alongside you, building rapport and trust. Education then takes a stroke, guiding the canoe with valuable insights that steer the journey. Personalization is the final stroke before the return, a gentle but effective maneuver that adjusts the course, ensuring every twist and turn of the river feels like it's flowing just for them.



—→

This rhythmic sequence of "stroke, stroke, stroke," is the tempo of your engagement, the cadence at which your customers' experiences unfold. Each communication paddle works in harmony, setting a pace that aligns with the customer's expectations and your business goals. It's a partnership, where the mutual effort of paddling leads to progress, satisfaction, and the desire to embark on the journey again.

Through this analogy, remember that the journey is collaborative. The timing of your communication—the right message at the right time—is as crucial as the paddlers' coordination. When executed well, this journey not only leads to increased customer satisfaction and sales but also to a beautiful voyage that your customers will want to relive and share with others, inviting more paddlers to join the journey down the river of your entertainment center's experience.



Orchestrating The Seamless Journey

Bringing all the elements of the Value Wheel together isn't just about lining up the parts; it's about orchestrating a seamless and harmonious journey that flows effortlessly from one phase to the next. It's the sum of all parts, working in concert, that creates an enchanting symphony of customer experience.

Let's begin by ensuring that Attraction isn't a momentary spark but the ignition of a continuous flame that lights the path ahead. It should dovetail into Connection, which isn't just a single handshake but an ongoing dialogue that makes your guests feel heard and valued. The transition should be so natural that guests hardly notice they've moved from being curious onlookers to engaged participants.

Next, the No Brainer Offer and the Intro Offer are not stand-alone propositions but the first few steps in a dance that leads your guests further into your world. These offers should not only present incredible value but also anticipate the next steps of

Upsell and Cross-Sell, preparing the customer to embrace these subsequent offers with excitement.

The Upsell and Cross-Sell phases should build upon the established trust, offering more of what the customer already desires, while introducing them to complementary experiences that enhance their visit. These steps are not detours but extensions of the journey, widening the river and allowing for a richer exploration of your offerings. Bump Sales are the delightful surprises that sprinkle extra joy along the way, the unexpected but deeply appreciated gestures that turn a smile into a story worth telling. They're the small yet

significant highlights that punctuate the journey with moments of delight.

The Return Path isn't an afterthought but a planned continuation of the journey, an invitation to return to the waters for another voyage. It's a strategic placement of a beacon that guides customers back to you, ensuring the journey never truly ends but loops back, promising more adventure.

Finally, the Continuity Program and the Referral Path are the currents that underpin the entire journey. They're what keep the river flowing, encouraging repeat visits and bringing new paddlers to join the expedition. They ensure that the experience doesn't just end with satisfaction but multiplies through shared stories and communal enjoyment.

stories and communal enjoyment.

To achieve this seamless flow, you'll need to:

- ✓ Understand the natural progression of customer desires and expectations.
- ✓ Ensure each phase of the Value Wheel is not only well-defined but also well-connected to the next.
- ✓ Use data and feedback to refine the transitions, making sure each is as smooth as possible.
- ✓ Train your team to recognize and foster the progression of the journey, guiding customers along the way.
- ✓ Implement systems that track and support the flow, using technology to remember past preferences and predict future desires.

The artistry of constructing a customer journey lies in the finesse of transitions, ensuring that each stroke of the paddle moves the canoe forward with purpose and grace. As you prepare to map out your strategy, remember that the strength of the current is in your hands. Set the course, maintain the rhythm, and let the flow of the Value Wheel guide your customers toward an unforgettable voyage. Now, let's embark on charting the seamless passage from one phase to the next, ensuring that every element of your customer's experience is a stroke towards satisfaction and loyalty.

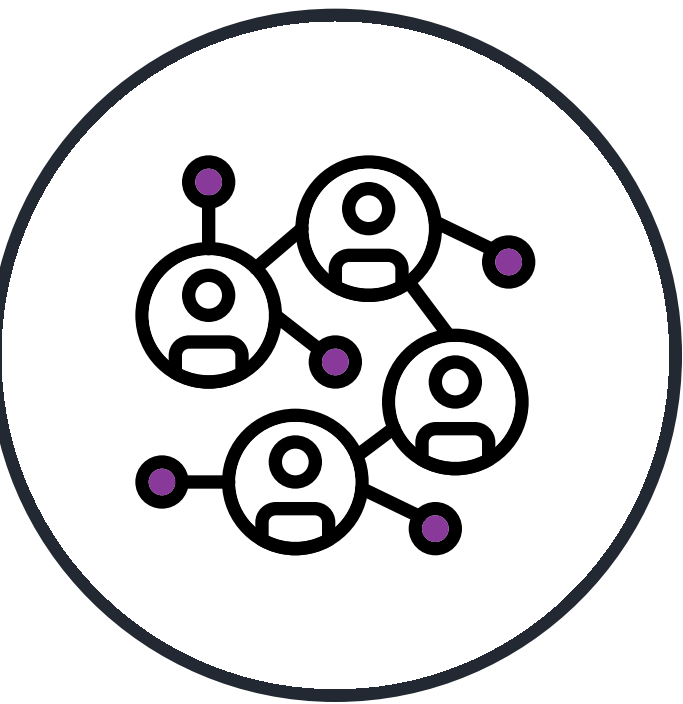
Map Your Customer Value Wheel Journey

In this crucial section, your task is to outline a master plan for guiding customers through each phase of the Value Wheel with graceful precision. Your focus should be on ensuring that every transition—from sparking initial interest to fostering ongoing loyalty—is smooth and natural, leading your guests effortlessly from one engaging experience to the next. Consider how each stage can flow into the next, creating a seamless journey that leaves your customers eager to return and ready to refer.

Use the space below to outline your strategy for making sure each phase feels like a natural flow from one to the next.



ATTRACT INTEREST



MAKE A CONNECTION



COLLECT LEADS:



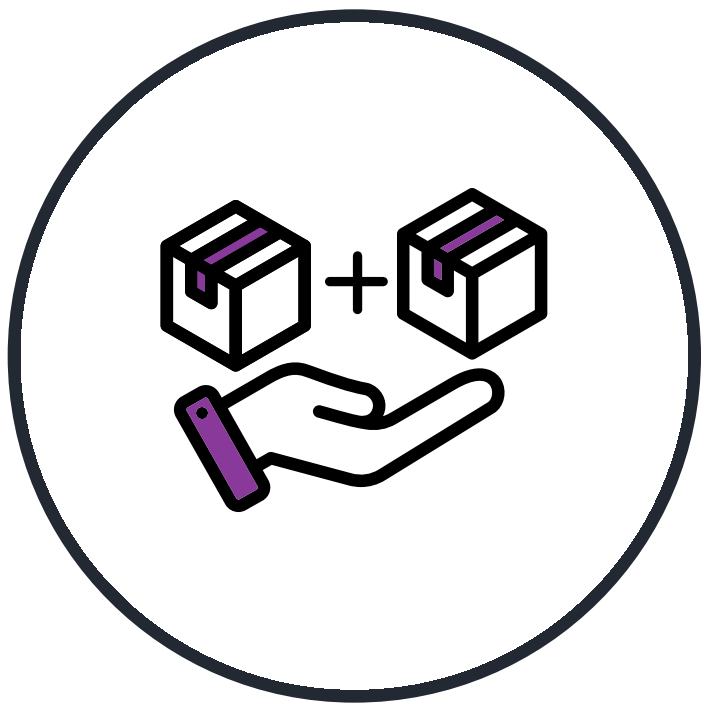
NO BRAINER OFFER



INITIAL OFFER



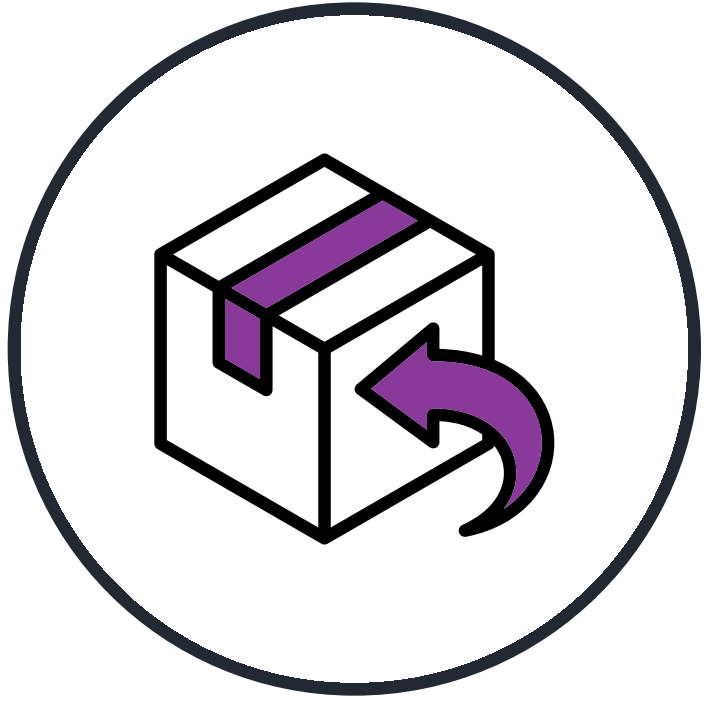
UPSELL



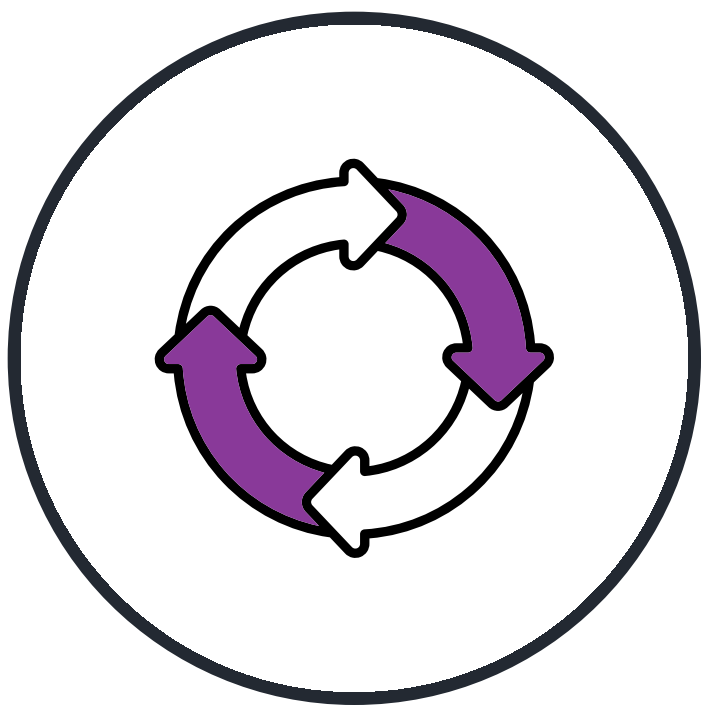
CROSS SALE



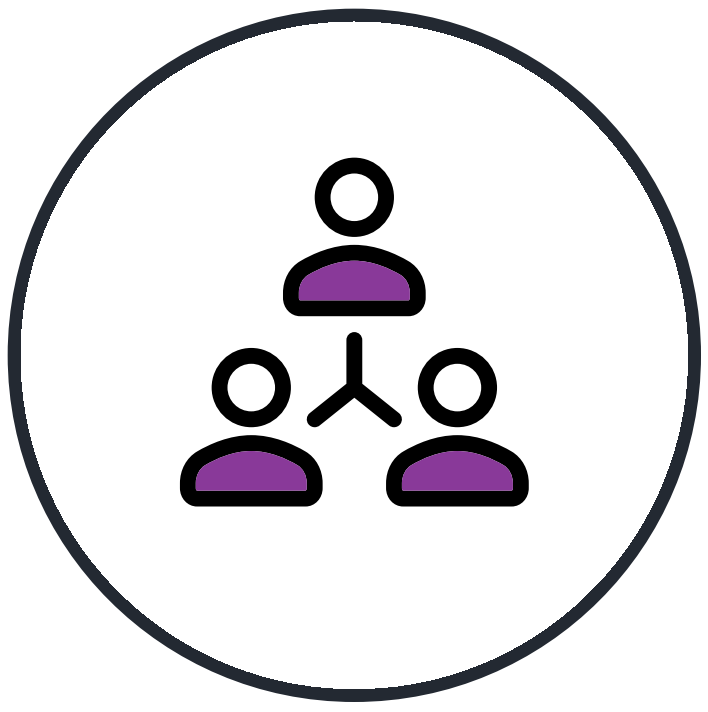
BUMP SALE:



RETURN PATH



CONTINUITY PROGRAM

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REFERRAL PATH

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Notes

Jot down your thoughts, ideas, and tasks.

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Action Items

KEY ACTIONS IN THE NEXT 30 DAYS:

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Unlock the power of Rocket Effect—the comprehensive software designed exclusively for Entertainment Centers.

Skyrocket Your Guest Experience

With Rocket Effect, you dive deep into the world of sophisticated yet simplified marketing and revenue optimization. Our platform is the fuel you need for explosive growth, empowering you to boost profitability effortlessly.

Innovative Features at Your Fingertips:

- Customer Data Platform: Unify and centralize your data.
- Unified Commerce: Streamline your operations with a single, powerful interface that seamlessly brings together sales, marketing, and guest management.
- Marketing Automation: Automate your outreach to keep guests coming back, converting one-time visitors into lifelong fans.
- Intelligent Customer Retention: Predict trends, understand behaviors, and engage guests with irresistible offers that amplify loyalty.
- Hassle-Free Integrations: Connect effortlessly with leading POS, booking, and play card systems to create a cohesive ecosystem.
- Business Intelligence: Gain crystal-clear insights with analytics that help you make informed decisions to outmaneuver the competition.

The Result? A Memorable Experience for Every Guest

From the thrill of the first visit to the delight of the hundredth, Rocket Effect ensures that every interaction is part of an unforgettable journey. We're not just a platform; we're your partner in creating moments that matter, memories that last, and profits that soar.

Ready for Liftoff?

Visit rocketeffect.com or call us at

+1 248-534-1385

Connect With Us

A Personal Note From Greg Moreno.

Dear fellow adventurers in fun,

As we close this workbook, I want you to know that the conversation between us doesn't end here. Consider me your partner in this exciting venture of enriching experiences at your Entertainment Center.

We're on this path together, and our team at Rocket Effect is committed to supporting you as you apply the strategies from this workbook to your own Center. My teams and my contact details are on the next page. Feel free to reach out.

Your Stories Matter

I'm eager to hear how the Value Wheel is spinning new successes in your world. Your triumphs, challenges, and insights offer invaluable lessons and I welcome them all. Share your workbook journey, the strategies you've embraced, and the tales of transformation.

Questions? Ideas? Eureka Moments?

This book is just the beginning. Should you find yourself pondering over a new concept, wrestling with a challenge, or struck by inspiration, reach out. My team and I are ready to assist, encourage, and celebrate with you.

Together, let's keep the fun going, the experiences glowing, and the success growing.

With warm regards and a high five for your future wins,

Greg Moreno

Author and Founder



Congratulations, You've Done It.

Go Make It Happen!

Reach Out Anytime

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