

IMPROVE CUSTOMER EXPERIENCE
WHILE MAKING MORE MONEY



ONE MILLION DOLLAR UP\$ELL

FROM FUN TO FORTUNE: THE
ENTERTAINMENT CENTER'S PATH TO
AN EXTRA MILLION DOLLARS

— BY —

GREG MORENO

Table of Contents

Forward	2
Letter From The Author	4
Introduction	7
Value Wheel	10
Attraction	13
No Brainer Offer	22
Initial Offer	32
Upsell	35
Cross-sales	40
Bump Sales	53
Return Path	61
Continuity Program.....	67
Referral Path	72
Communication	77
Conclusion	83

Forward

Part One

Let's get something straight right off the bat: I'm no writer. I can almost guarantee this book's has its fair share of spelling errors, grammar blunders, and perhaps even some amusing typos. If you're a stickler for that sort of thing, I'll admit, this might be a slightly bumpy ride. I haven't enlisted the help of an editor or proofreader. Heck, I didn't even rope in a friend or even an employee to give it a once-over.

Why? Because I didn't want anything—especially my not-so-stellar writing skills—to delay getting this vital information to you. I believe in the power of action, in moving forward despite imperfections, because waiting for perfection often means waiting forever.

So, if you stumble upon an error or two (or ten), feel free to point them out. My nonexistent writing assistant will work on smoothing things out for future readers. But for now, if you can look past the blemishes and focus on the heart of the message, there's a wealth of knowledge waiting for you.

Here's to progress over perfection.

Part Two

As you delve into this guide, know that you're not simply turning the pages of a book. Instead, you're embarking on a transformative journey—one that I've been refining and walking for nearly three decades.

With 27 years in the trenches, and a dedicated 8 years specifically within the Entertainment Center industry, I've seen, done, and evolved more than most in my niche and specialty. This guide, is a culmination of invaluable insights that I've gathered, tested, and perfected. It holds the keys to a method that's not just proven by me and my

team but backed by countless industry leaders and marketing wizards. A method potent enough to not only add a million dollars or more in revenue for just about any Entertainment Center but also if correctly implemented a path toward significantly enhancing customer satisfaction.

I've had the privilege of standing on the shoulders of giants, learning from some of the finest minds in business and marketing. People like Jim Collins, Seth Godin, Gary Vaynerchuk, Patrick Flynn, Ryan Deiss, and especially my favorites, Russell Brunson and Alex Hormozi. Their teachings, coupled with my experiences, have given birth to the strategies within these pages.

The insights you'll uncover here are pure gold. It's an essence distilled from the collective wisdom of my "mentors" and my deep understanding of the Entertainment Industry.

Thank you for joining me. I'm eager to set you on a path that promises growth, profound understanding, and unprecedented success in our vibrant industry.

Letter From The Author

There's magic in the air when you step into an Entertainment Center (EC) – the laughter of children, the bright neon flashes of arcade games, and the palpable excitement of families creating memories together. But behind this tapestry of joy lies the robust machinery of business, strategy, and a deep understanding of customer experience that drives success. This book is about unveiling that machinery—about turning the excitement that fills the air into a strategic symphony that not only delights customers but also secures the financial health and growth of Entertainment Centers.

In the heart of every family entertainment center lies the potential for creating lasting memories. That's the essence of my passion and the core of my mission: to empower these havens of joy to flourish. As you turn these pages, you'll embark on a journey that's much more than a blueprint for business growth—it's a pathway to crafting experiences that etch into the fond recollections of families.

There is a profound beauty in the laughter of children, the contentment of parents, and the shared stories that emerge from days spent at a place designed for fun. My work, which I share with you here, is about nurturing these centers so they can continue to be the backdrop for such beautiful moments. It's about fortifying them not just with strategies for financial success, but with the wisdom to foster spaces where moms can steal glances of pure joy on their children's faces—a respite in a world that often demands too much, too quickly. I truly believe that by helping make entertainment centers stronger I'm helping to spread more joy in the world.

But its more than that... its about you. The entrepreneur, the manager, the operator and seeing you succeed as we work together to enhance these customer experiences and your center's revenue.

I want you to imagine for a minute, you and I are working together today. My job is to teach you everything I know and do everything I can to help you get results. Now imagine you and I, a year from now, comfortably sitting in the corner of a warm, bustling bakery. You're cradling a mug of your favorite coffee, the aroma mingling with the scent

of fresh pastries. I'm there with tea in hand, breaking off bite size pieces of a chunky oatmeal raisin cookie. We're not just passing the time; we're reflecting on a year of monumental growth—for you, personally and professionally.

In this moment, as you recount the milestones, what stands out? What would have happened in your life, both personally and professionally, for you to feel happy with your progress? What would make you believe that reading this book was one of the best decisions you ever made? Is it the robust health of your bank account, padded with an extra million dollars of revenue? Would it be all the work successes and career growth you encountered by implementing these strategies and helping your center grow? Or perhaps it's the newfound expertise you wield in driving your entertainment center to dizzying heights of success?

But let's go deeper. Beyond the numbers and the know-how, think about the ripple effects. The stress that's melted away, giving space for joy and presence with your family. The confidence that's bloomed, knowing you've not only secured your future but also created something that lasts.

That's what we're aiming for—a shift so profound that a year from now, as we share a table and a moment of reflection, the question isn't just whether you're happy with your progress. It's recognizing that this journey we embarked on together was the best decision you ever made, setting a new course for your life filled with accomplishment, satisfaction, and yes, substantial financial growth, be it in profit or be it in increases in salary.

In "One Million Dollar Upsell," you'll embark on a journey that transcends traditional sales tactics and delves into the psychology of what makes customers not just buy, but buy in—to the experience, to the brand, and to a long-term relationship with your center. This is a book born out of necessity and crafted with passion. Over my years of working alongside EC operators, I've seen the struggles, the missed opportunities, and the potential just waiting to be unlocked. I've also seen the victories, the growth, and the transformation that strategic sales and marketing can bring about.

As we navigate through each chapter, from the allure of freebies to the sophistication of a well-crafted referral path, I invite you to think beyond transactions and consider the stories your numbers tell—the tale of families choosing where to spend precious time, and how your EC can become a chapter in their lives they'll want to revisit again and again.

But more than just a guide, this book is a call to action—a challenge to rethink, reimagine, and revitalize the way you connect with your customers. The "One Million Dollar Upsell" isn't just a figure; it's a testament to what's possible when you align your business goals with the heartbeat of your customer's desires.

This isn't the definitive tome on EC marketing and sales—it's a living document, an invitation to a dialogue. I encourage you to reach out, share your experiences, and join a community of forward-thinkers who are shaping the future of entertainment. Together, let's turn the excitement we create in our centers into strategies that ensure our businesses are not just surviving but thriving.

Let's begin.

Greg Moreno

Introduction

One Million Dollars... As a kid, the mere thought spun tales of endless toys and adventures in my mind. Now, let's bring that question into the present and ask ourselves: What could an additional million dollars do for your entertainment center, for you, for your team, for your family? How would it reshape the landscape of your professional and personal life? The impact on your career or your business, as you can well imagine, is monumental. Whether you're the heart and soul behind the operations, the strategic mind guiding the growth, the owner, or the hands making the magic happen day in and day out, an infusion of substantial revenue has the power to be a game-changer.

It's not just about the financial breathing room, though that's a significant part. It's about what that room allows you to do.

This is precisely what "One Million Dollar Upsell" is poised to unlock for you. It's not a mere addition to your bookshelf; it's the key to a transformation that melds unforgettable customer experiences with significant profit goals. Treading beyond the well-worn paths of sales and marketing, we introduce the Value Wheel—a dynamic approach that harnesses every visit, every interaction, and every moment of customer delight, turning them into a self-perpetuating cycle of growth and satisfaction.

Imagine, for a moment, a strategy that intertwines every aspect of your entertainment center—from the adrenaline rush of new attractions to the cozy familiarity that keeps regulars coming back. It's a comprehensive, cohesive strategy that threads together every smile, ticket, and arcade victory into a journey that not only keeps giving back to your customers but also enhances your bottom line.

Within these pages, there's no room for fluff. It's a deep dive into actionable strategies that take you from the initial greeting to the strategic nudge that ensures they return. It's about crafting meaningful connections, pinpointing offers that resonate perfectly, and fostering a sense of 'heck, yes!' with each visit.

So, are you ready to embrace a method that transforms the ordinary into extraordinary? Where every center visit isn't merely a transaction, but a chapter in a longer story of engagement and joy? It's about ensuring that your place isn't just another spot to play—it's the ultimate destination.

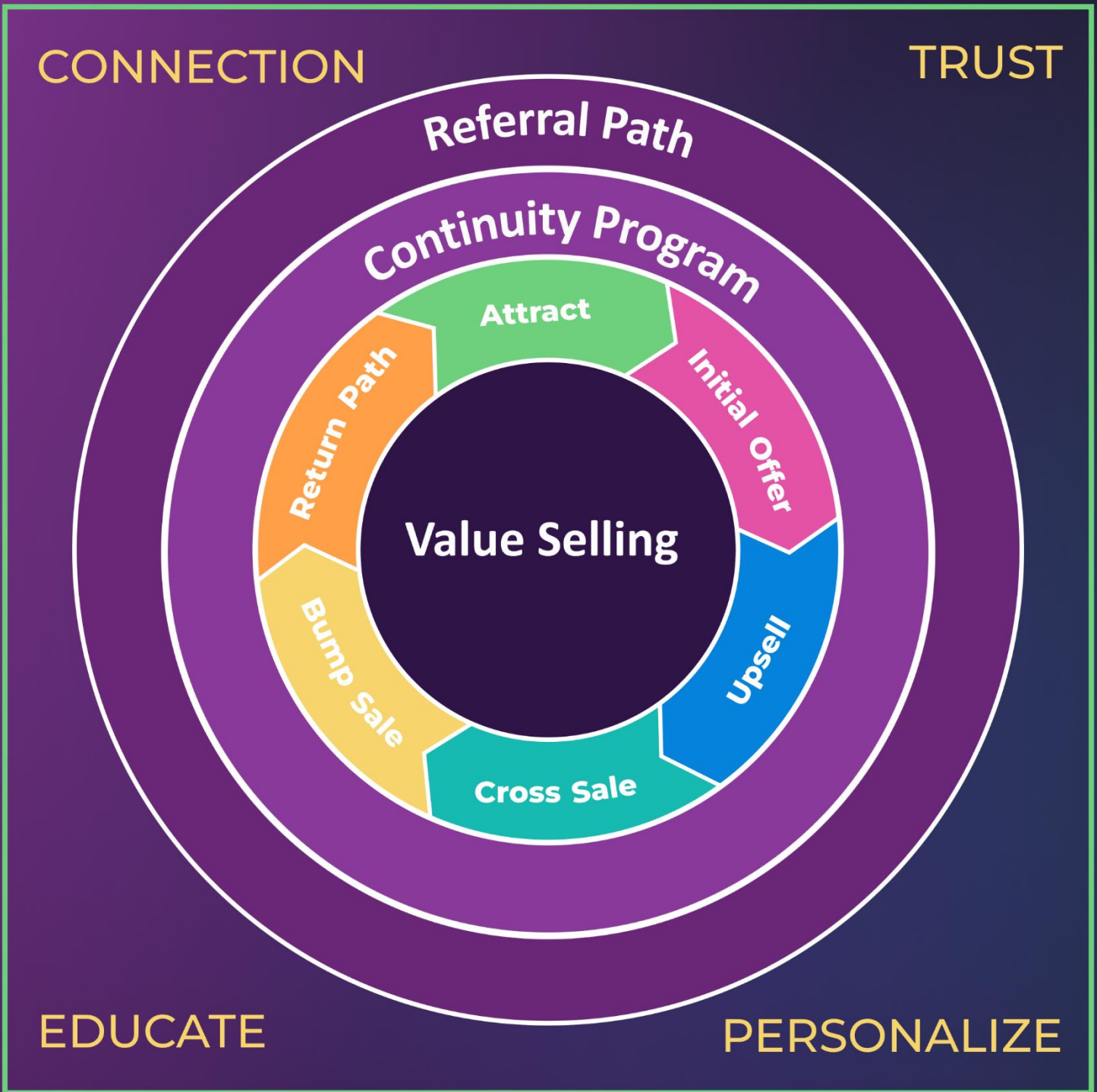
This book isn't about upselling in the traditional sense; it's about seamless, intuitive strategies that align with your team's abilities and your customers' desires—many of which can be automated or implemented with ease. It's a guide crafted for those who may not have a grand budget or a large team but are fueled by the determination to succeed.

Why am I sharing these secrets with you? Because I believe in the power of shared knowledge and collective growth. I'm confident that once you begin to see the profound impact of these strategies, you'll be just as excited as I am about the possibilities they present.

This isn't a journey you'll be taking alone. Every step of the way, the Value Wheel approach and I will be your companion, guiding you through a world where customer satisfaction and revenue optimization are not at odds but are part of a harmonious blend. This is your chance to not only meet but exceed every expectation, to not just chase revenue but to attract it effortlessly.

So, ask yourself, are you merely content with the status quo, or are you ready to take the helm and steer towards prosperity? The One Million Dollar Upsell is more than a promise; it's a blueprint for an exciting new chapter in your center's story. The real question is, are you ready to turn the page and begin?

The Value Wheel



Value Wheel

Let's cut straight to the chase. If you're running a Entertainment Center (EC), you're in the business of selling joy. But not just any joy - a joy that keeps customers coming back and boosts your bottom line. Enter the Value Wheel: the strategic framework that's going to help you do just that. It's not a magic trick or an overnight solution. It's a solid, step-by-step approach to rethinking how you engage with customers.

The Value Wheel is a comprehensive model that brings together the best elements of proven strategies, fine-tuned for the EC industry. It's about creating a cycle of customer interaction that feels natural and, more importantly, leads to increased spending without sacrificing customer satisfaction. We're talking about a methodical approach that starts with capturing attention and culminates in turning your guests into advocates for your brand.

Think of the Value Wheel as the ultimate guide to customer interaction. It starts with 'Attraction' - the art of getting potential customers to notice you among the sea of entertainment options. From there, we move to 'Connection' where we turn that attention into interest and engagement. Then, we introduce the 'No Brainer Offer', an irresistible deal that gets them through the door or clicking 'buy' on your website.

But we don't stop there. The 'Intro Offer' is your chance to show off the full value of what you're selling, followed by the 'Upsell', where you enhance their experience. 'Cross Sale' is about expanding their engagement, offering complementary products or services that enrich their visit. 'Bump Sale' is the cherry on top, the small add-ons that while minor, significantly boost your margins.

Then, we ensure they'll want to come back with a 'Return Path', and keep them coming back with a 'Continuity Program'. Lastly, we turn happy customers into your sales force with the 'Referral Path'. This is the Value Wheel - a cycle that keeps on giving.

So, let's dive into each of these stages. We'll explore concrete strategies, real-life examples, and actionable tips that you can implement in your FEC to start seeing results. It's about understanding the nuances of your business and applying a tailored approach that resonates with your customers. This isn't about changing your business overnight; it's about making strategic tweaks that align with your vision and goals. Let's move forward, starting with the Attraction phase, where we set the stage for the entire customer journey.

Attraction



Attraction

The journey on the Value Wheel begins with the magnetic pull of Attraction. For entertainment centers (ECs), this is the art of captivating potential visitors the moment they encounter your brand. This phase is about crafting a magnetic presence that not only captures attention but also ignites curiosity and desire.

The Attraction phase of the Value Wheel is achieved through a trifecta of strategies: capturing attention, establishing a connection, and presenting a no-brainer offer.

Attention

The Value Wheel journey begins with Attention- the art of standing out in a crowded marketplace. In a world where consumers are bombarded with endless options, your product or service needs to cut through the noise. This requires a deep understanding of your audience, ensuring that your messaging resonates profoundly with them. In the realm of sales and marketing, captivating your audience in the initial stages is crucial. The Attention Phase stands as the cornerstone in transforming potential customers into active customers. Utilizing the most effective marketing channels - be it social media, email, or content marketing - is essential in reaching your audience. The core of your message should be clear, concise, and compelling, focusing on how your product or service can solve a problem or fulfill a need.

This book provides a foundational understanding of the art of capturing attention, offering an introductory overview rather than a deep dive into the subject. Future volumes will expand on this, delving into detailed strategies for drawing attention and steering potential customers towards the Value Wheel. However, it's important to highlight two prevalent errors that entertainment centers (ECs) often make in their marketing approaches.

The first mistake is prioritizing the display of their attractions over addressing the emotional needs of their audience. This approach overlooks the critical aspect of connecting with customers on an emotional level. The second common error is placing too much emphasis on pricing rather than the inherent value of the experiences offered. This can lead to a detrimental focus on cost over quality, undermining the true appeal of the entertainment experience. Lets go over each of these a little bit.

Mistake #1: Focusing on Showcasing Products Over Emotional Needs

As marketers of entertainment centers, we often think our marketing should focus on our facilities or how great our product is. After all we just spent hundreds of thousands of dollars putting in new attractions, renovating, decorating and the place looks amazing. Who wouldn't want to see the great work we did, right? Wrong! Like any other product or service, customers make purchases based on their needs, wants, and desires. It's not just about the product or the facility itself, often it's not about the product or the flashy center at all, but the experience or solution it provides.

Imagine this scenario: you've called Rocket Effect (My company) and asked me to build you a beautiful new website you can be proud of. While we're discussing the new website, I propose creating a visually stunning site with modern technology, a truly immersive one of a kind website. However, there's a catch - this technology would prevent Google from finding and ranking your website effectively, and users might experience slow loading times. Naturally, you'd be hesitant. And if you're smart you tell me to go fly a kite in a thunderstorm. Why? Because what truly matters is not just the aesthetics of the website, but what it can deliver: sales, conversions, increased traffic, and improved performance. These are the real benefits you're after, as they lead to more tangible outcomes like increased revenue, resulting in more time with your family, reduced stress about finances, and potential career advancements.

Similarly, for entertainment centers, the focus shouldn't just be on showcasing attractive facilities or attractions like high-speed go-karts tracks or beautifully lite bowling lanes. What customers genuinely care about are the experiences and benefits these facilities offer - fun, laughter, stress relief, strengthened bonds, and quality time with

friends and family. These are the core desires your marketing messages should highlight. It's about conveying the real value and experiences that your entertainment center can provide, which are far more impactful than just the physical attributes of the facilities. And PLEASE PLEASE stop letting web designers build you websites that showcase empty facilities, bowling alleys well light with no one bowling, Axe throwing lanes with a picture of beer and no one having fun, we get it. You've built a nice facility, we just don't care about the facility, we care about the fun we can have at.

Mistake #2: Focusing on Price over Value

Another common misstep many centers make is over-relying on discount-driven strategies. This approach, characterized by an emphasis on lower prices and special offers, often appears attractive due to its potential for quick customer attraction. However, the pitfalls of such a strategy lead to the devaluation of experiences and a focus on attracting short-term, deal-seeking customers rather than building long-term customer relationships.

Discount marketing can be a double-edged sword for entertainment centers. While it might bring immediate traffic, it often results in long-term harm to the brand's perceived value. Customers may start to associate the entertainment center with discounts, leading to a diminished view of its worth at regular prices. More critically, this approach tends to attract customers who are less likely to become loyal patrons willing to pay full prices in the future.

This discount-focused approach also neglects the crucial aspect of emotional connection. Entertainment is fundamentally about the experiences, memories, and emotions it evokes. By overemphasizing price or the physical attributes of the attractions, marketing efforts miss out on showcasing the deeper, emotional benefits of the experience. This oversight fails to resonate with potential customers seeking meaningful and memorable experiences.

We advocate for a shift towards value-based marketing, emphasizing the unique experiences and emotional satisfaction that customers can gain. This involves crafting

narratives that highlight these experiences, leveraging customer testimonials that speak to emotional satisfaction, and utilizing social media and content marketing to articulate a compelling, value-driven story. By focusing on the intrinsic value of the experiences offered, entertainment centers can attract a clientele more interested in the quality and uniqueness of the experiences, paving the way for sustainable success and deeper customer engagement.

While this book generally advises against using discounting as a core strategy in marketing, it's important to recognize that discounting does have its uses and appropriate contexts. Primarily, discounts can be effective tools in building trust and lowering barriers of risk for potential customers. They can serve as an introductory offer to encourage first-time visitors to experience what an entertainment center has to offer, mitigating their apprehension about spending money on a new experience. This approach can help convert skeptics into regular patrons by giving them a taste of the value and enjoyment your center provides. We will explore these concepts more thoroughly later in this chapter.

Next, we turn our focus to the vital aspect of 'Connection'. This section delves into how entertainment centers can forge deep, lasting connections with their audience. It's not just about drawing people's attention to your message; it's about creating a bond that transforms interested potential customers into paying customers.

Connection

Once you have their attention, the focus shifts to Connection. Here your job is first to ensure attention isn't lost when a customer drives by your location, looks in the window, or land on your website - connection is where you begin the journey of conversion and is essential in moving your audience down the path towards a purchase.

Furthermore, this stage is where potential customers start feeling a kinship with your brand. Engagement is key here. It involves interacting with your audience, being active in presenting the discussion about how you solve their pain points, how you give them what they desire. Providing value-driven content that educates, entertains, or

informs is crucial in showcasing your center, that you can deliver, and in building trust. Moreover, when possible, personalization plays a significant role in this stage. Tailoring interactions and content to individual preferences and behaviors can create deeper, more meaningful connections.

Simply put connection is the initial spark in the Value Wheel, "Connection," revolves around converting the attention of potential customers, kindling their interest in what you have to offer so that you can convert them into active participants with your brand. For entertainment center owners and operators, this means showcasing the fun, excitement, and memories that await within their establishment. But more than just showcasing your attractions you must define how that fun, excitement, and memories fulfill the needs of the customer. Be it a break from kids, a connection to family, a relief from stress, or a desired moment of joy. At this stage, it's all about magnetizing potential visitors by giving them a taste of the experiences in store and letting them know how those experiences will affect them.

Consider the difference in these two messages:

Here is an example of how most Entertainment Centers write their content.

High Speed Kart Racing. 2022 BEST OF GO KARTING WINNER! Our high-speed race karts carve up the corners and fly down the straightaways up to 45 MPH on a challenging road course. Our 1/3 mile track is the only full time Indoor/Outdoor track in the entire United States!

Here is an example of how writing connection focused content is different.

Escape the Daily Grind with Thrilling Go-Kart Racing! Feel the exhilaration as you zoom up to 45 MPH, leaving your stress behind with every twist and turn on our unique Indoor/Outdoor track. Whether you're seeking quality family time or a fun break from the kids, our award-winning go-karting experience promises unforgettable moments and laughter for everyone.

As you can see the original content focuses on the features of the go-karting experience: this is left to the user to understand or decide how that product would solve their needs. It focused on the speed of the karts, the design of the track, and its uniqueness in the United States. It's informative and highlights the technical aspects, which could appeal to enthusiasts who are already interested in go-karting.

The rewritten content, on the other hand, speaks directly to the potential customer's desires and emotional needs. It frames the go-karting experience as an escape from everyday stress and a source of excitement and fun. This version taps into common desires: the need for a break, quality family time, and an enjoyable way to relieve stress. By focusing on these emotional benefits, the content creates a more personal and relatable connection with the reader.

Learn from the leaders.

A lesson from Disney: There is a reason Disneyland, is often referred to as "The Happiest Place on Earth," its because that's what they strategically wanted you to think, it's their brand messaging. Disney is a key example and excels at using emotional messaging to connect with its audience. Here's an example of how Disneyland might use this technique in their messaging:

"Create Unforgettable Memories at Disneyland - Where Magic Comes to Life!
Experience the joy and wonder as your child's eyes light up meeting their favorite characters. Relive your own childhood with nostalgic rides and shows. Whether it's a family adventure or a special day just for you, Disneyland is where dreams come true and cherished memories are made with every visit."

This message doesn't just talk about the rides or attractions at Disneyland. In fact it didn't even mention them once. Instead, it focuses on the emotional experiences and memories that visitors can expect. It taps into deep desires such as family bonding, reliving childhood memories, and experiencing joy and wonder. This type of messaging is effective because it connects emotionally with potential visitors, promising them not

just a day at a theme park, but a meaningful, memorable experience that resonates with their personal desires and emotions.

A lesson from Dave and Busters. The line from Dave and Buster's website, "A 748-step process designed to help you un-learn adulthood and focus on what really matters: hanging with your friends. Eat, watch, and play your way to enlightenment," brilliantly encapsulates their use of emotional and experiential messaging to connect with their audience. Further followed up by great visuals of adults having fun and escaping into the magical realm of Dave and Busters. Let's take a look at how this relates to the concept of addressing customer desires and emotions:

1. **Emphasis on Unlearning Adulthood:** This phrase immediately taps into the emotional desire for escapism. Many adults are bogged down by the responsibilities and routines of adult life. By inviting customers to "un-learn adulthood," Dave and Buster's positions itself as a place where adults can break free from these stresses, even if just for a few hours. This directly speaks to the inner desire for relaxation and stress relief.
2. **Focus on Social Connections:** Mentioning "hanging with your friends" addresses the human need for social interaction and connection. It emphasizes the experience of visiting Dave and Buster's as a social activity, ideal for bonding with friends and enjoying shared experiences. This resonates with people's desire for quality social time in a fun environment.
3. **Integrated Experience - Eat, Watch, and Play:** By highlighting these activities, Dave and Buster's isn't just selling food, entertainment, or games individually; they are selling a comprehensive, multi-faceted experience. This appeals to those looking for a one-stop destination for dining, entertainment, and socializing, addressing the convenience factor alongside the fun aspect.
4. **Playful Tone and Humor:** The use of a seemingly exaggerated number (748-step process) adds a touch of humor and light-heartedness to their messaging. This playful tone aligns with the overall experience they offer - fun, carefree, and a departure from the seriousness of daily life.

In summary, this line from Dave and Buster's encapsulates their brand's message of fun, escapism, social connection, and integrated entertainment experience. It speaks to the emotional desires of their target audience, making it an effective sales and marketing strategy

A lesson from Main Event. The main banner on Main Event's website, "Do Something Awesome Together," is a succinct yet powerful example of emotionally resonant messaging designed to appeal to their target audience. This phrase effectively encapsulates several key aspects:

1. **Emphasis on Togetherness:** The phrase "together" immediately places a focus on shared experiences. It taps into the universal desire for social connection and belonging. By using this word, Main Event is positioning itself as a venue where friends, families, or colleagues can come and enjoy time with one another. This is particularly appealing in a world where people often seek meaningful ways to connect with others in their busy lives.
2. **Encouragement of Active Participation:** The phrase "Do Something" is a call to action. It's inviting people to be active participants in their entertainment, rather than passive consumers. This is appealing because it suggests a more engaging and fulfilling experience.
3. **Promise of a Memorable Experience:** The word "Awesome" suggests that the experience will be not just ordinary, but extraordinary and memorable. It sets high expectations for the fun and enjoyment that visitors can anticipate, which can be a strong draw for people looking for exceptional leisure activities.
4. **Broad Appeal:** The phrase is deliberately vague about what the "something" is, which allows it to appeal to a wide range of interests and ages. Whether visitors are interested in bowling, laser tag, arcade games, or dining, the message implies that all these activities will be part of an awesome experience. This broad appeal is strategic in attracting diverse groups of people.

In essence, "Do Something Awesome Together" is a concise yet impactful message that encapsulates the essence of Main Event's brand: providing a space for shared, engaging, and memorable experiences. It directly appeals to the emotional desires for connection, enjoyment, and unique experiences, making it an effective tool in their marketing strategy.

Speaking to the inner desires and pain points of customers is more effective in sales because it connects on an emotional level. People make many of their purchasing decisions based on how a product or service makes them feel or the emotional benefits they anticipate. When you address these internal desires, you're not just selling a product or service; you're offering a solution or an experience that resonates with their personal life and needs. You call out what the user is really looking for, how you understand that, and how you solve it. This approach is more compelling and motivating, leading to a stronger interest in the product and a higher likelihood of making a purchase.

In the dance of customer engagement, the "Connection" phase is all about this first delicate steps to captivate and draw potential customers closer, making sure they understand that you understand them. For EC owners and operators, it's akin to coaxing someone to the edge of the water, giving them an enticing glimpse of the fun and excitement that awaits, letting them know what's in store for them. Maybe it's a tantalizing video of families enjoying themselves with the headline "Isn't it time you got out and enjoyed some time together", an ad of a sneak peek of a new attraction with a voice over saying "Guaranteed to be that needed break you've been looking for". It's the messaging that makes someone whose stopped, looked, and is contemplate dipping their toes in understand what's in store, what benefits, and fun await them. At this juncture, you're not asking for a plunge, just a moment to consider the possibility of the adventure that awaits and how that adventure will enhance their lives.

No Brainer Offer

The climax of the Attraction Phase is the No-Brainer Offer - an offer so enticing that it becomes almost impossible for the potential customer to refuse. A "No Brainer" offer is an irresistible, low-risk proposition designed to attract new customers by providing exceptional value, often with little to no cost for them. It's called a "No Brainer" because the value is so apparent that the decision to take up the offer requires minimal thought. For an Entertainment Center, such offers are crucial in enticing first-time visitors to experience what they have to offer, potentially turning them into regular customers.

Examples of No Brainer Offers for an Entertainment Center:

- **First-Time Freebie Game Card:** Provide new visitors with a free game card loaded with a few credits to use on arcade games or other pay-to-play attractions.
- **Complimentary Activity Pass:** Provide a one-time free pass for an activity of choice, such as laser tag, mini-golf, or a VR experience. This allows new customers to try out a premium activity firsthand.
- **Meal Voucher:** Offer a free meal or snack from the entertainment center's restaurant or café. This enhances the overall experience by combining entertainment with dining.
- **Bring a Friend Promotion:** Allow first-time visitors to bring a friend for free. This could be a pass for a specific activity or a general admission pass. It's a great way to double your reach, as each new visitor potentially brings another new visitor with them.
- **30 Minutes of Free Bowling:** Offer first-time visitors 30 minutes of complimentary bowling. Since a typical bowling game for a group takes longer than 30 minutes, this offer is likely to encourage them to purchase additional time, especially once they're enjoying the experience and atmosphere.

- **Free Youth Race:** Provide a free go-kart race for kids on their first visit. This is particularly effective as it's unlikely that parents will bring their children just for a single short race. While the kids are engaged with their free race, parents are more inclined to explore other offerings of the center or even join in with additional paid races or activities.

These offers are strategic in nature. They provide just enough of a taste of experience to draw customers in, but not enough to completely satisfy, thereby increasing the likelihood of additional purchases. This approach works well in scenarios where the initial free offering is part of a larger, more time-consuming, or group-oriented activity, making it more likely that customers will extend their stay and explore additional paid options.

Learn from the Leaders" presents a valuable lesson in strategic marketing and customer attraction, particularly in the context of entertainment centers like Main Event and Chuck E. Cheese. Let's break down their strategies:

Main Event: 30 Minutes of Free Game Play for New Members

Strategy Breakdown:

1. **Membership Incentive:** By offering this benefit exclusively to new members, Main Event encourages customers to sign up for their membership program. This not only drives immediate engagement but also helps in building a database for future marketing and promotions.
2. **Time-Limited Offer:** 30 minutes is a calculated duration. It's long enough to give customers a taste of the fun but short enough that they're likely to purchase additional game time. This duration often sees customers getting invested in the games, making them more inclined to stay longer and spend more.

3. **Broad Appeal:** Free game play has a wide appeal, attracting various age groups and interests. This inclusivity helps in attracting diverse customer groups.
4. **Initial Engagement:** The free offer acts as an introduction to the variety and quality of games available, setting the stage for future visits and purchases.

Chuck E. Cheese: 500 Free E-Tickets as a Welcome Gift to New Members

Strategy Breakdown:

1. **Reward System Introduction:** E-Tickets at Chuck E. Cheese are part of a reward system where customers collect tickets to redeem for prizes. By offering free E-Tickets, they introduce new members to this system, encouraging them to engage in games to earn more.
2. **Incentive to Play:** With 500 free E-Tickets, customers are motivated to play games to accumulate more tickets, leading to increased spending on games.
3. **Membership Sign-Up Encouragement:** Like Main Event, this offer is tied to membership sign-up, helping to build a customer database for future marketing endeavors.
4. **Immediate Gratification and Longer Engagement:** The immediate reward of E-Tickets gives a sense of gratification. Customers are likely to spend more time in the venue playing games to add to their ticket count, increasing their overall spend.

Common Elements in Both Strategies

- **Membership Drive:** Both offers are tied to membership, encouraging customers to join their programs, which is crucial for collecting user information so that they can engage in long-term customer relationship management and communication.
- **Teaser Experience:** Both offers give a taste of the experience but are designed to leave the customer wanting more, thereby increasing the likelihood of additional spending.
- **Introduction to Key Features:** Each offer introduces the customer to a key aspect of the business (game variety at Main Event and the reward system at Chuck E. Cheese), which is central to the customer experience.

These two strategies are cleverly designed to not just bring in new customers, but also increased conversion and there by spending based on the limited offering that is valuable enough to be a No Brainer Offer but limited enough to that most customers will be left wanting more.

The Main Event's offer stands out as an exemplary 'No Brainer' offer, epitomizing sheer perfection in its execution and value proposition. This offer doesn't just whisper value; it shouts it from the rooftops.

The allure of "Free" lies in its potent ability to mitigate risk at this crucial attraction stage. By granting a complimentary sample of your center's offerings, you effectively dismantle any perceived risk, rendering the proposition even more enticing.

The Core of a 'No Brainer' Offer: At its heart, a 'No Brainer' Offer is ingeniously crafted to be irresistibly appealing. It's a strategy that minimizes risk for the customer while maximizing perceived value. Such an offer not only serves as an introduction to what you provide but also sets the stage for a deeper, more engaged relationship with your service or product. Whether it's a free arcade pass or free 20 minutes of jump time, the offer must feel like a golden ticket entryway to family fun—a ticket so golden enough that the fear of missing out dwarfs any hesitation, or at least good enough that the customer has no hesitation to say yes.

Designing Your Offer

The artistry in creating a No Brainer Offer lies in understanding your audience deeply. What do families seek when they come to your EC? What are the memories they hope to create? Align your offer with these aspirations. Perhaps it's the thrill of go karting, and an offer of a free go-kart ride, or a complimentary meal for the kids with adult entry—whatever it is, it should feel like a reward, an invitation to your EC house party promising to be fun and action packed.

The Psychology Behind “Yes”

The power of a No Brainer Offer is also rooted in psychology. It leverages the principles of reciprocity and commitment. When customers perceive that they're getting more than they're giving, they're psychologically primed to reciprocate—in this case, with their continued patronage. Moreover, by accepting the offer, they're making a small commitment to your EC, which sets the stage for deeper engagement.

The psychology behind getting a customer to say "yes" or agree to things before attempting to sell them something is rooted in the principle of **commitment and consistency**, as identified by Robert Cialdini in his book "Influence: The Psychology of Persuasion."

When customers say 'yes' to a minor offer, they engage in a subtle psychological commitment. It's the first step in a dance of reciprocity. This commitment, even if it's just accepting a free play card or a highly discounted appetizer, makes it more likely they'll say 'yes' to subsequent, higher-value offers. Why? Because they've begun an experience, started a journey, and now there's a natural inclination to see where it leads.

Technique and Its Importance:

1. **Foot-in-the-Door Technique:** This is the primary technique associated with the principle of commitment and consistency. Initially, you make a small request that the customer is likely to agree to. Once they've agreed to this small request,

they're more likely to agree to a subsequent, larger request.

2. **Self-Perception:** People often determine their attitudes and beliefs from observing their own behavior. If they've already agreed to something minor (even if it didn't mean much at the time), they are more likely to view themselves as someone who is agreeable to such requests or offers.

3. **Desire for Consistency:** Humans have an intrinsic need to appear consistent in their behavior and decisions. This need for consistency can sometimes override current desires or feelings because inconsistent behavior can be viewed as a sign of weakness or indecisiveness.

4. **Building Trust:** Agreeing to smaller requests can also help in building trust. When a person sees that they've taken one step without any negative consequences, they're more likely to take another. Also, when a customer sees that you're trying to build a relationship based on the value you can provide and not the monetary value they can provide it helps build trust. It says "I'm confident in what I'm selling. Try this, I know you'll love it, and when you do, you can buy more if you want."

In the context of sales and marketing, this could manifest as offering a free trial or sample, knowing that if customers commit to trying it out, they're more likely to purchase more or additional products.

Grasping the commitment and consistency principle and its various techniques is crucial for anyone in sales and marketing. This concept hinges on the idea that once a small commitment is secured, it becomes a stepping stone to larger commitments and subsequent sales. Think of the 'No Brainer' offer as a gateway to future transactions.

Now, let's transition into exploring the core principles of the 'No Brainer' Offer.

- **Low Barrier to Entry** - The No Brainer offer has a no price point or very low price point and high perceived value. This makes it easy for prospects to say yes and opt-in to stepping on to the Value Wheel.
- **To Gain Trust** - By delivering a high-value intro offer, you begin to establishing credibility and trust with prospects.
- **Collect Information** - The transaction of the No Brainer Offer allows you to collect contact info like emails from prospects opting in. This is crucial for continued marketing.
- **Provide Value** - The No Brainer offer must have a perceived value high enough that the customer feels stupid saying no. Don't try to minimize value just because it's free or low priced. Over-deliver. This doesn't mean you need to give away the farm, it just means the offer must have a high enough perceived value that it's a "No Brainer" and the customer doesn't even have to think about whether its worth it or not.
- **Smooth Path Forward** - Design an excellent user experience leading prospects from intro offer to the next step on the Value Wheel. Make continuing the journey frictionless.
- **Automate Follow Up** - Use the contact info collected to automatically follow up and continue the customer on their journey with your brand.

Conclusion: The Compelling Next Step

Let's revisit our analogy of teaching a child to swim. Consider this No Brainer Offer an invitation to merely dip their toes into the vast ocean of experiences you provide, crafting a scenario where everyone wins. The goal is to transition them from being a shoreline observer, who merely gazes at the waters, to an enthusiastic participant, eager to take the plunge. Your task is to coax them into dipping their toes into the water, to discover for themselves that the waters are warm and the swimming experience enjoyable. This tactic is designed to dissolve any mental barriers they might have, such as fears of cold, unwelcoming waters.

The No Brainer Offer is the first true test of the relationship you're building with your audience. Done right, it becomes more than just an offer; it becomes an initiation

into the joyous world that your EC promises. In the next chapter, we'll see how to take the commitment sparked by this offer and deepen it further with an equally compelling Intro Offer.

The Attraction Phase stands as a crucial element in capturing and maintaining consumer interest. This phase is not just about drawing attention; it's a multifaceted process that involves engaging potential customers, establishing a deep connection, and presenting irresistible offers that are hard to ignore. To close out this chapter lets delve into the Core Principles of the Attraction Phase and explore strategic methods for not only grabbing attention but also for fostering meaningful connections and presenting offers that compellingly convey value and trustworthiness. These principles are designed to guide businesses in creating a magnetic appeal that not only attracts but also retains a loyal and engaged customer base.

Attention-Grabbing Principles:

- **Relevance and Relatability:** Content should resonate with the target audience's interests, needs, and desires.
- **Visual and Emotional Appeal:** Utilize impactful visuals and emotional storytelling to create a memorable impression.
- **Novelty and Uniqueness:** Stand out by offering something new or presenting common things in uncommon ways.

Connection-Building Principles:

- **Authentic Engagement:** Build genuine relationships through interactive and meaningful communication.
- **Value-Oriented Messaging:** Focus on the value and benefits your service or product offers to the customer.

- **Consistency in Brand Voice:** Maintain a consistent tone and personality across all platforms to strengthen brand identity and trust.

No-Brainer Offer Principles:

- **Clear and Compelling Value Proposition:** Present an offer that clearly demonstrates exceptional value and benefits.
- **Ease and Accessibility:** Ensure the offer is easy to understand and accessible, removing barriers to entry.
- **Trust and Credibility Building:** Establish trust through transparent, honest communication and customer testimonials.

Initial Offer



Initial Offer

Once you have the attention of your potential visitors, and have made that vital connection, the next step is to reel them in with an "Initial Offer." Like the No Brainer Offer this offer needs to provide a high perception of value yet requires low risk or commitment from the customer. Think of it as offering to walk into the water together, not to run off the bridge and jump in simply walk in hand in hand together. Going from toe dipping to wading in the water. For ECs, this could translate to a limited-time discounted rate or a special package tailor-made for newcomers. The initial offer is crucial as it continues to build upon the connection you've forged and strengthens the trust factor, leading customers further down the engagement journey.

Having caught their attention and given them a sense of what's possible, the "Initial Offer" is the gentle nudge encouraging them to wade into the shallow end. It's an invitation to experience firsthand the joy and thrill, but without the depth or commitment of the deep end. By framing it as a low-risk, high-reward scenario, ECs can build upon the initial connection, enticing customers to take that next step. Much like teaching a child to swim, it's about gradually deepening trust, one splash at a time.

The introductory offer is the first low-priced offer on the value wheel. the key there is Priced, up until now you "may" not have charged anything, or may have charged but only a small amount provided immense value. Now with the Intro Offer is time to charge, but again it's a step not a leap. Its core principles very similar to the No Brainer Offer but slightly different, they are:

- **Low Barrier to Entry** - The intro offer has a low price point and high perceived value. This makes it easy and appealing for prospects to continue to say yes, and to take the next step on the Value Wheel.
- **Continue To Gain Trust** - By delivering a high-value intro offer, you continue establishing credibility and trust with prospects. This sets you up for offering more expensive deals later.
- **Collect Additional Information** - The transaction of the no brainer offer to intro offer allows you to collect additional information beyond contact info, because you're now

selling something you can easily collect additional information like date of birth, address, and maybe even gender. Going from not personalized information to the starting point of building a profile around your customer. This is crucial for more personalized marketing later.

- **Provide Value** - The intro offer must be highly useful and helpful on its own merits. Don't try to minimize value just because it's discounted or low priced. Again, over-deliver and show your commitment to building trust with your customers.
- **Smooth Path Forward** - Design an excellent user experience leading prospects from intro offer to the next step in the ladder. Make continuing the journey frictionless.
- **Customize Follow Up** - Use the new more personalized information you have collected from the intro offer to automatically follow up and pitch the next offer in the ladder via email, ads, etc. in a more personal way.

In summary, the intro offer generates initial trust and momentum to push prospects up the ladder over time by delivering an irresistible gateway into a sales sequence designed to ascend value.

To encapsulate, the introductory offer isn't just about selling a product or service at a low price. It's a strategic move, a dance of sorts, where you're leading your prospect with a promise of value, setting the rhythm for a long and fruitful relationship. It's about igniting that initial spark, fueling trust, and continuing the trajectory for a value-packed journey ahead.

Upsell



Upsell

Upsell: The "More of What You Want" Stage

Upselling is a vital strategy in any business, not only as a means to increase revenue but also to enhance customer satisfaction. It involves offering customers an upgrade to their initial purchase. The effectiveness of upselling hinges on understanding the customer's needs and preferences, ensuring that the additional offerings align with what they value and require.

Knowing the right moment to introduce an upsell is crucial. Ideally, this is when the customer feels positive about their initial decision, perhaps just after making a purchase or while enjoying a service. Understanding the psychology behind customer decisions is key; customers are more likely to be receptive to an upsell if they perceive it as significantly enhancing their experience or is adding value.

Effective communication is essential in presenting the upsell. The language used should highlight the benefits to the customer, with clarity and positivity. In the digital realm, upselling can be integrated into online platforms, suggesting additional play time or a more inclusive package offer or premium services in a way that feels intuitive to the customer's purchasing journey.

The art of the upsell is a critical component in the Value Wheel, one that plays a crucial role in maximizing both the customer experience and your center's revenue. As we said before, timing is critical for an upsell and a cross sale attempt. While not a hard rule, often it's best to make sure you've already secured your initial purchase. The last thing you want is an Upsell or Cross sale decision to be the reason you lose a sale or have cart abandonment. Presenting an upsell effectively requires strategic timing and a keen understanding of customer psychology. It may seem more logical at first to offer a cross-sale, introducing the customer to a different product or service. However, upselling - offering more of what the customer has already decided they want - is

generally more effective at this stage. People are often more inclined to enhance their existing choice rather than exploring something entirely new.

The ideal moments to introduce an upsell are:

1. Immediately after the customer has accepted the Intro Offer and during the checkout process.
2. Between the time they accept your Intro Offer and their actual visit to your facility, which can be effectively done through email or text message marketing for online sales or pre-bookings.
3. Once a solid relationship has been established and the customer has experienced the fun and value of your center. This approach might be more challenging as it often requires well-trained customer service representatives skilled in sales.

An upsell is essentially an enhancement of the initial purchase that not only increases the customer's satisfaction but also boosts your average transaction value. It's a symbiotic relationship where the customer gains more enjoyment, and your business sees a rise in revenue.

Key principles for a successful upsell involve:

- **Relevance:** The upsell should be directly related to and enhance the customer's original purchase.
- **Opportune Timing:** Present the upsell when the customer is locked in on their initial decision.
- **Balanced Pricing:** The upsell's price should reflect the additional value it offers, being neither exorbitantly high to cause shock nor too low to understate its worth.
- **Simplicity:** The process for opting into the upsell should be clear and uncomplicated, encouraging the customer to accept it without hesitation.

In essence, an upsell leverages the customer's existing preference for more enjoyment and better experiences. By adopting these core principles, you ensure that the upsell not only enriches the customer's experience but also contributes to the financial well-being and expansion of your facility.

For entertainment centers, there are a myriad of creative ways to do this. Here are some prime examples of upselling that not only cater to the varied interests of customers but also enrich their initial purchase. Each of these upsells is designed to deepen the customer's experience with the center, ensuring their experience is memorable and building upon their initial interests.

Here are a few examples of upsells for an entertainment center with a brief elaboration on each:

1. **Extended Play Time Upgrade:** This upsell involves offering additional time for activities already purchased. For instance, if a customer buys a credit-based arcade card, they could be offered an extra 30 minutes at a discounted rate. It's a straightforward way to let the customer enjoy more of what they came for, for a guaranteed and known duration.
2. **Priority Access Upgrade:** This upgrade provides customers with a more premium experience, like faster access to attractions or priority seating. It's a great way to enhance the customer's experience by reducing wait times and adding a sense of exclusivity.
3. **Activity Intensity Level Upgrade:** Here, the entertainment center can offer a more advanced level of the same activity. For example, a more challenging escape room, or a faster go-karts. It caters to those who seek a heightened level of excitement or challenge in the activities they enjoy.

4. **Interactive Upgrade & Behind the Scenes:** Offering customers the chance to interact with characters or animals, or providing a behind-the-scenes look at how attractions operate, can greatly enhance their experience. It adds a layer of exclusivity and engagement that standard tickets don't offer.

5. **Additional Show Times:** For facilities with shows or themed experiences like VR games or 3D theaters, offering additional show or games as an upsell can be attractive. Customers who enjoyed a particular type of entertainment might be interested in experiencing different themes or variations.

6. **Repeat Visit (Return Path):** Encouraging customers to plan their next visit by offering a discounted return ticket can increase value and ensure repeat business. It's a strategic move that not only enhances customer value but also secures future revenue for the center. Not this particular upsell should often be reserved for existing customers and not presented as an offer to new customers unless bundled or packaged in with other items of immediate value.

Each of these upsells focuses on deepening the customer's existing interest and commitment, rather than shifting their focus to entirely different products or services. This approach is often more effective as it builds on the customer's initial decision to visit the entertainment center, enhancing their experience in ways that are directly relevant to their current interests and activities.

In summary, the upsell is an opportunity to provide customers with more of something they've already indicated they want—more fun, more play, more memories. By understanding and implementing these core principles, you can ensure that the upsell not only contributes to a fantastic day out for your customers but also to the financial health and growth of your FEC.

Next, we'll delve into Cross-Sales, examining how they complement upsells to further enhance both the customer experience and the revenue potential of your facility.

Cross-sales



Cross-sales

In the evolving landscape of business, particularly in the realm of entertainment centers, cross-selling emerges as a vital strategy for enhancing customer experience and increasing revenue.

Imagine the scenario in an entertainment arena, where the varied attractions each hold their unique appeal. Amidst this vibrant setting, the concept of cross-selling plays a crucial role.

Consider a customer who selects a 1-hour jump pass for the trampolines, an activity brimming with excitement. An effective upsell might extend this experience, offering a longer duration of enjoyment. However, it's the cross-sell that truly expands the customer's horizon. This strategy gently nudges the customer towards other attractions, such as arcade games. By bundling 'Free Jump Socks' with the purchase of an arcade card, not only is added value provided, but an alternative avenue of entertainment is also opened up.

The essence of cross-selling lies in the synergy of complementary products. It's important to recognize that not all attractions naturally complement each other. For instance, someone enthusiastic about arcade games may not necessarily be drawn to trampolines or bowling in this book we call this "Cross Selling Pairing". The key is not to make assumptions about customer preferences but to understand them. This understanding can be gleaned from examining transaction histories and purchase patterns, as our Blueprint workbook elucidates. This data-driven approach helps in identifying which experiences are frequently enjoyed together, thereby guiding effective cross-sell strategies.

In instances where choosing the right cross-sell option seems challenging, it's often safe to lean towards the arcade. Its universal appeal, cutting across age groups and interests, makes it a versatile choice. From children seeking fun to adults reliving their childhood, the arcade has something for everyone.

Cross-selling, therefore, is not merely about selling more products; it's about enriching the customer's overall experience. It involves introducing them to joys they might have otherwise overlooked, thereby maximizing their experience. When customers are presented with a variety of engaging options, they're likely to spend more time and money, benefiting the business. More importantly, they leave with a richer set of memories, spanning multiple attractions.

Venturing deeper into the nuances of cross-sales, it's clear that this strategy thrives on connections and complementarity. It's akin to the art of pairing independent experiences to craft a more fulfilling and cohesive leisure adventure. For example, a customer engaging in a quick, adrenaline-fueled go-kart session might find the offer of a 1-hour arcade pass appealing. This not only extends their overall experience but also adds value, creating a sense of a complete and more satisfying visit.

Pairing, in the realm of cross-selling, is a strategic approach that involves combining complementary products or services to enhance the customer experience and boost sales. This tactic is particularly crucial in environments like entertainment centers, where a wide array of activities is offered. However, the effectiveness of pairing extends beyond just matching similar activities; it also involves aligning these combinations with customer personas and understanding which attractions are commonly purchased together by particular customer segments.

The importance of proper Cross Selling Pairing - Complementary Pairing

As we said earlier proper pairing considers the preferences and behaviors of different customer personas. For instance, a family-oriented persona might prefer a combination of activities that are enjoyable for both adults and children, like pairing a movie theater experience with a nearby dining option. This not only caters to the family's need for entertainment but also considers their likely desire for a convenient meal option. On the other hand, a group of young adults might be more attracted to high-energy activities paired together, such as go-karting followed by laser tag, aligning with their preference for excitement and adventure.

Understanding the attractions often purchased together by these personas can significantly improve the success of cross-selling efforts. It allows businesses to create cross sales that are tailored recommendations that resonate more deeply with customers' personas' interests and wants. For example, if data shows that customers who enjoy bowling also frequently engage in billiards, then promoting these activities as a package deal or as a cross sale to each other can be an effective cross-selling strategy.

Incorporating customer personas into pairing strategies ensures that cross-selling is not just a transactional effort but a customer-centric approach. This alignment helps in creating more meaningful and enjoyable experiences for customers, which is vital for building loyalty and encouraging repeat visits. Neglecting this aspect can lead to mismatched pairings that don't resonate with the customers' preferences, resulting in lower conversions and potentially impacting the overall perception of the brand understanding of the users wants and desires.

Lets take a look at some common Complementary Pairings that often work well together in the world of Entertainment Centers.

Laser Tag to Virtual Reality: Pairing laser tag with a virtual reality experience leverages the common interest in immersive, high-energy activities. Both are tech-driven and offer an escape from reality, appealing to those seeking an adrenaline rush. This pairing works well because it caters to a similar demographic, typically younger audiences or tech enthusiast, ensuring a seamless transition from physical activity to a digital adventure.

Bowling to Billiards: Offering billiards as a follow-up to bowling taps into the social, laid-back aspect of both activities. These games are often enjoyed in a relaxed atmosphere, making them ideal for groups or individuals looking to unwind. The smooth transition from the interactive, team-based nature of bowling to the strategic, yet casual, game of billiards can keep guests engaged for longer periods.

Go-Karting to Axe Throwing: This combination targets thrill-seekers and those who enjoy physically engaging activities. Both go-karting and axe throwing provide a sense of excitement and competition. By pairing them, the center can appeal to the adventurous spirit of the customers, offering them varied yet equally exhilarating experiences.

Trampoline Area to Ninja Course: Both these attractions are physically engaging and challenge agility and fitness. After enjoying the free-form fun of the trampoline, guests, especially kids and teenagers, might be enticed to test their skills on a more structured and challenging ninja course. This progression from play to challenge can be particularly appealing to families and young groups.

Movie Theater to Dining Experiences: Pairing a movie with a dining experience addresses a complete leisure outing. After the immersive experience of a movie, guests are often ready to relax and discuss the film over a meal. This pairing is natural and caters to a broad demographic, making it a versatile and often successful cross-sell.

Escape Room to Virtual Reality: Both escape rooms and virtual reality experiences are built on the concept of immersive storytelling and puzzle-solving. Customers who enjoy the mental challenge and teamwork of an escape room are likely to be drawn to the innovative, immersive world of VR. This pairing targets those interested in a cognitive and immersive leisure experience, offering them a blend of real-life interaction and digital adventure.

These pairings are important as they ensure a seamless, enjoyable experience for customers, enhancing their overall satisfaction. By understanding the complementary nature of different activities, an entertainment center can effectively increase customer engagement and spending, while providing a memorable experience that encourages repeat visits.

When in Doubt The Arcade or Bowling Is Usually A Safe Bet

When in doubt about what to cross-sell in an entertainment center, turning to the arcade room is often a wise choice. This is because arcades, with their wide-ranging appeal, provide a safe and versatile option for enhancing the customer experience. They serve as a catch-all solution, effectively bridging the gap between various primary activities and catering to diverse customer preferences. Whether visitors are winding down from high-energy activities like trampolining or looking for a light-hearted follow-up to more structured experiences like escape rooms, arcades offer an easy and enjoyable transition.

The arcade's ability to complement almost any other activity within the entertainment center makes it a dependable cross-selling option. It adds value to the overall experience without the risk of overwhelming or underwhelming guests, a key consideration when unsure of their specific interests or energy levels. By integrating arcade games into cross-selling strategies, entertainment centers can confidently offer a universally appealing option that enhances guest satisfaction and encourages extended engagement.

Bowling also stands out as a versatile cross-selling choice in entertainment centers, appealing to a broad spectrum of visitors. Its unique blend of casual gameplay and a hint of competition makes it an ideal pairing with various activities, from high-energy options like go-karting to more cerebral pursuits such as escape rooms. This balance enables bowling to seamlessly integrate into the guest experience, providing a relaxing yet engaging environment that encourages social interaction. By cross-selling bowling, entertainment centers can enhance guest satisfaction, extend visit durations, and cater to diverse preferences, making it a reliable and effective option in any cross-selling strategy.

Adjacent Pairing

Adjacent pairing in the context of cross-selling is a strategy where a business identifies products or services that are not the most obvious or primary complementary pair but are still frequently purchased together. This approach often uncovers less apparent but potentially lucrative connections between offerings. In the example of an

entertainment center with attractions like trampolines, ninja courses, and laser tag, adjacent pairing can be an insightful strategy.

Typically, a complementary pair, such as trampolines and ninja courses, is a natural fit because these activities share similar appeal to the same customer segment. However, adjacent pairing looks beyond these obvious combinations and explores connections that might not be as immediately evident. For instance, trampolines (a high-energy, physical activity) and laser tag (a strategic, interactive game) might not seem like a conventional pairing. But upon closer inspection or through customer behavior analysis, it might be revealed that a significant segment of customers enjoys both these activities.

The key to adjacent pairing is the potential for cross-promotional opportunities that may not have been initially obvious. In the given example, promoting laser tag to customers participating in trampolining might result in a notable increase in laser tag participation. This can be particularly effective if laser tag is a less frequented attraction. The increased traffic to laser tag can have a ripple effect, as these customers might also be naturally inclined to try out the ninja course on their own accord, as it's a more naturally complementary activity to trampolining.

This strategy relies heavily on data analysis and customer behavior insights. By examining purchasing patterns and testing different pairing combinations, an entertainment center can identify which adjacent pairings result in increased overall engagement and sales. It's a method of tapping into less obvious customer interests, broadening the appeal of certain attractions, and ultimately enhancing the variety of experiences offered to customers.

In essence, adjacent pairing is about finding hidden connections between different offerings and leveraging them for cross-selling. It's a testament to the complexity of customer preferences and the importance of continually testing and adapting sales strategies to align with these diverse interests. This approach not only maximizes revenue potential by boosting participation in more attractions but also enriches the customer experience by offering a wider range of enjoyable activities.

Bad Pairings

Bad pairings in an entertainment center can detract from the customer experience during the purchase flow. From a cross-selling perspective, the impact of poor activity pairings in an entertainment center's cross selling efforts will adversely affect the conversion ratio of cross sales significantly. Inadequate pairing not only diminishes the immediate customer interest in cross sale but can also lead to a perception of disconnect, suggesting that the business does not fully understand or cater to its customers' preferences.

A key aspect of identifying poor pairings is mismatching energy levels, interests, or demographics of the activities involved. Here are some general guiding principles of things to watch for and avoid:

1. **High-Energy Activity with a Relaxing Activity:** Pairing a high-energy activity like trampolining with a relaxation-focused activity such as a meditation session is an example of a mismatch. People who are in an adrenaline-fueled mode from trampolining may find it challenging to immediately switch to a calm, meditative state. This jarring transition can be disorienting and lessen the enjoyment of both activities.
2. **Age-Inappropriate Pairings:** Offering a bundle that includes an activity like a sophisticated wine tasting alongside a youth-centric activity like an arcade can be ineffective. The demographics for these activities are distinctly different, and such a pairing fails to recognize and cater to the specific interests and age groups of each audience. Similarly pairing an adult only activity with a child only activity is likely going to be challenging as who watches the child while the adults are doing their activity.
3. **Contradictory Themes:** Pairing activities with opposing themes can create a disjointed experience. For example, combining a horror-themed escape room with a light-hearted, family-friendly activity like mini-golf may not appeal broadly.

The stark contrast in themes can be off-putting for those who prefer consistency in their entertainment experience.

4. **Physically Demanding Followed by Mentally Demanding:** Following a physically demanding activity like go-kart racing with a mentally taxing activity such as a complex puzzle room can be overwhelming. After expending physical energy, guests might not have the mental stamina or focus required for a challenging mental activity, leading to a less enjoyable experience.
5. **Indoor and Outdoor Mismatch:** Pairing an indoor activity like a movie theater experience with an outdoor activity bumper boats or water rides can be impractical, especially considering the different attire and preparation needed for each. Guests might find it inconvenient to transition between these vastly different environments, especially if they are not prepared for both.

These examples highlight the importance of understanding the customer's journey through the lens of activity pairing. It's essential to consider the compatibility in terms of energy levels, themes, demographics, and physical demands to create pairings that enhance, rather than detract from, the overall entertainment experience.

When considering cross-selling in a family entertainment center, it's important to understand how certain activity pairings might not be conducive to an optimal customer experience. Here are some examples of potential bad pairings and the reasons why they might be ineffective:

1. **Escape Room and Trampoline Area:** This pairing combines a mentally intensive activity with a physically demanding one. Customers who spend time solving puzzles in an escape room might find it challenging to immediately switch to the high-energy, physical activity of trampolining. This could lead to fatigue and a less enjoyable experience overall.

2. **Movie Theater and Go-Karting:** Watching a movie is typically a passive, relaxing activity, while go-karting is an adrenaline-pumping, active experience. This mismatch in energy levels can disrupt the flow of the customer experience, making it less likely for guests to enjoy both activities to the fullest.
3. **Ropes Course and Bowling:** A ropes course is a physically demanding, outdoor activity, whereas bowling and billiards are more relaxed, indoor games. This pairing could create logistical challenges and a disconnect in the type of experience customers are seeking.
4. **Escape Room to Movie Theater:** While both are indoor activities, this pairing might limit the appeal for guests looking for variety in their entertainment choices. Too much time spent in enclosed rooms might appeal to the target audience.
5. **Bowling to Bouncy House / Soft Play:** This pairing juxtaposes an activity commonly enjoyed by all ages, including adults, with one typically designed for young children. The different target age groups and activity styles could make this a challenging sell for families or groups with varied age ranges that are trying to enjoy entertainment together.
6. **Billiards to Laser Tag:** Billiards often attracts an older demographic interested in a more relaxed, skill-based game, whereas laser tag is generally more appealing to a younger, energy-driven crowd. This demographic mismatch could make it difficult to cross-sell these activities effectively to the same group.
7. **Dining Experiences to Trampoline Area:** Timing is crucial here. If the trampoline activity is scheduled immediately after dining, it could be uncomfortable or impractical for guests who have just eaten. This pairing might be more appealing if there's a significant time gap allowing for digestion and rest.
8. **Axe Throwing to Ropes Course:** These activities attract different types of enthusiasts - axe throwing often appeals to adults looking for a unique, skill-based experience, whereas ropes courses are typically favored by those seeking adventurous, physically engaging activities. The differing appeals might make this combination less effective for cross-selling.

9. **Escape Room to Movie Theater:** This pairing, as you pointed out, might be too much indoor activity. While both are engaging and immersive, the lack of outdoor or physical elements might not cater to those looking for a more varied or active experience.

Each of these pairings highlights the importance of understanding and aligning with customer preferences and demographics in cross-selling. While there's always room for exceptions based on individual tastes, generally, more effective cross-selling in family entertainment centers is achieved through thoughtful pairing of activities that complement each other in terms of physical demand, demographic appeal, and overall experience theme. Bad pairings can limit the success of cross-selling efforts by not fully engaging the customer or meeting their expectations for a cohesive, enjoyable experience.

In the context of enhancing the customer experience and revenue in entertainment centers through effective cross-selling, here are some key strategies to consider:

1. **Understand Your Audience Demographics:** This involves deep insights into who your customers are. By understanding the preferences and behaviors of different demographic groups, such as families, teenagers, or corporate teams, you can tailor your cross-selling strategies to appeal directly to their interests. This demographic understanding is crucial for creating appealing activity combinations.
2. **Create Complementary Pairings:** Focus on combining activities that naturally go well together, enhancing the overall experience. For instance, pairing a high-energy activity like go-karting with an additional active activity like bowling can provide a complementary experience for customers.
3. **Avoid Bad Pairings:** Equally important is recognizing and avoiding combinations that don't work well. This could be due to a mismatch in energy levels, themes, or demographic appeal. For example, pairing a more adult oriented activity like axe

throwing with a more kid targeted activity like soft play could lead to a loss in conversions for your cross sell offer.

4. **Test Adjacent Pairings:** Explore pairing activities that might not be immediately obvious but could complement each other. This involves experimenting with less common combinations to find hidden synergies, like pairing a virtual reality experience with a laser tag session.
5. **Ensure Smooth Transition and Ease of Purchase in the Purchase Flow:** Make the process of selecting and purchasing cross sell offers is as seamless as possible. This could involve streamlined booking systems or package deals that make it easy and attractive for customers to opt for additional activities.
6. **Express the Added Value of the Cross-Sell Offer:** Clearly communicate the benefits of the cross-sell offer to the customer. This might include emphasizing the enhanced experience, cost savings, or exclusive opportunities provided by the combination of activities.
7. **Utilize Data-Driven Insights for Continuous Improvement:** Collect and analyze sales data, and engagement metrics to understand the effectiveness of your pairings. This data-driven approach helps in refining your strategies and continually improving the cross-selling experience.

By implementing these strategies, entertainment centers can create a more cohesive and enjoyable experience for their customers, leading to increased satisfaction, longer stays, and, ultimately, higher revenue through effective cross-selling.

Misaligned pairings not only reduce the likelihood of additional purchases but can also give the impression that the center does not fully understand or cater to the nuanced needs of the target segment groups. Careful consideration of these factors is

essential in crafting appealing cross-sale offers that enhance the family experience and encourage repeat visits.

In summary, effective pairing in cross-selling is not just about combining products or services; it's about understanding and aligning these combinations with the specific preferences and behaviors of different customer personas. By recognizing which attractions are often purchased together by these personas, businesses can create more impactful and satisfying experiences, ultimately enhancing customer satisfaction, and driving sales.

Cross-selling is a nuanced art that requires understanding the customer's preferences, leveraging data to make informed decisions, and presenting options that enhance the overall experience. It's about creating a tapestry of experiences that are both diverse and harmonious, ensuring that customers leave with a sense of fulfillment and a desire to return. This approach not only boosts revenue but also builds a loyal customer base that appreciates the variety and richness of the experiences offered.

Bump Sales



Bump Sales

As we journey deeper into revenue optimization, let's talk about a tactic as intriguing as its name: Bump Sales. It's the art of 'bumping up' the value of a customer's transaction subtly and effectively.

A **bump sale** is a sales tactic traditionally used primarily in online shopping environments where, during the checkout process, customers are presented with an opportunity to add an additional item or upgrade to their purchase, often at a special price or under certain beneficial terms. The offer is usually made in a way that allows the customer to quickly and easily "bump up" their order, hence the term "bump sale."

The item or service being offered in a bump sale is typically closely related to the original product being purchased and is designed to provide added value to the customer. It's a form of upselling, but it's usually more immediate and streamlined, requiring just one click, or quick decision of yes to add the bump offer to the customer's order.

In the restaurant industry, small upgrades like switching to a specialty drink (example going from lemonade to strawberry lemondade) or adding a premium topping to a dish (example adding bacon to a burger) are familiar practices that enhance the customer's experience for a slight increase in price. These bump sales are effective because they offer a perceived value that feels worth the extra cost, and they're presented at the moment when the customer is already in a buying mindset.

So why aren't we seeing similar strategies being adopted in entertainment centers? It's not a matter of if they could work – they absolutely could – but rather, it seems to be an overlooked opportunity. The same principles that make bump sales successful in restaurants could be applied more to attraction sales. The key is in the presentation and timing, ensuring that these offers are introduced when the customer is already engaged and in the buying mindset.

Entertainment centers could greatly benefit from incorporating this nuanced upselling technique, which can not only increase per-customer revenue but also elevate the overall experience. It's a win-win strategy that encourages guests to make the most of their visit while boosting the center's profitability. It's time for entertainment centers to take a page from the restaurant playbook and start implementing their version of bump sales, tailored to the unique experiences they provide.

In the bustling environment of an entertainment center, each interaction with a guest is an opportunity to enhance their experience. Bump sales should be integrated into these touchpoints, ideally during a transaction, where the customer is already in the mindset of making a purchase. Instead of waiting for a lull between activities, why not offer a memorable add-on right at the point of sale?

For example, as families pay for their go-karting experience, this is the perfect time to propose a digital photo package. It's a tangible memory they can take home, and because it's offered alongside the initial transaction, the decision to add it feels like part of the natural flow of their day. Similarly, as guests register for laser tag, suggesting glow-in-the-dark accessories as they're gearing up can instantly amplify their excitement and anticipation.

By positioning these bump sales during a purchasing process, you're not interrupting the fun; you're enhancing it. This approach not only streamlines the buying process but also taps into the impulse buying behavior that is more likely to occur when customers are already in a spending mode. It's a strategic move to increase revenue without disrupting the seamless flow of a guest's experience at your center.

The art of pricing your bump sale offer is a delicate balance. It should feel like a easy decision to make – and preferably an obvious "yes" and something that won't make the customer think twice. Typically, this means pricing the offer at about 10-15% of the primary product purchase price. So, if the main attraction costs \$50, your bump sale could range from \$5 to \$7.50. This price range is small enough not to deter the customer from their initial purchase decision, making them think that the price is insignificant enough as to not be a hinderance to their their overall experience.

Lets take a look at an example Bump Sale Suggestion:

"For just \$5 more, get a Family Photo Voucher! Capture your Jolly Rogers adventure with a professional photo at our themed booth! A lasting memory of your family's fun day out."

This bump sale does several things:

1. **Adds Immediate Value:** For a minimal extra cost, the family gets a tangible memory of their visit.
2. **Serves as a Reminder of the Visit:** A souvenir that serves as a reminder of the fun times had at your center. Constantly beckoning a return visit.
3. **Minimal Cost Implication for EC:** The actual cost for a digital photo is negligible, making this a high margin add-on.
4. **Personal Touch:** Photos are personal and give the family something to look back on, enhancing their overall positive sentiment about the visit.

Here are 25 examples of possible Bump Sales Offers you could implement at your Entertainment Center.

1. **Family Photo Voucher:** As previously mentioned, offer a professional photo at a themed booth to capture memories.
2. **Special Tokens:** A set of limited-edition game tokens or arcade credits. "Add \$5 to get 10 bonus tokens!"
3. **Novelty Souvenirs:** Small souvenirs branded items such as keychains, stickers, or magnets. "Add a collectible keychain for just \$3 more!"
4. **Drink Upgrade:** "Upgrade your drink to a large for just \$1 more!" or "Add a flavored syrup to your drink for just \$1 cents!"

5. **Activity Booklet:** A booklet with fun games, puzzles, and facts related to Jolly Rogers. "Keep the fun going at home! Add our Jolly Rogers Activity Book for just \$5."
6. **Food Add-On:** "Make your meal complete! Add curly fries for just \$2 more!"
7. **Glow Accessories:** If there's a section of the EC that's dark or uses black lights. "Light up the night! Get a glow-in-the-dark wristband or accessories for only \$5!"
8. **Bonus Time:** If renting a facility or equipment by the hour. "Enjoy more fun! Extend your playtime by 15 minutes for just \$5!"
9. **Personalized Scorecard:** For activities like mini-golf or go-karting. "Keep track of your wins! Add a personalized scorecard for just \$2. Pin your wins on the winner board and enter to win."
10. **Early Access Pass:** "Get a head start! Access our attractions 15 minutes before general entry for just \$4 extra."
11. **Exclusive Stickers:** "Collect them all! Add a Jolly Rogers sticker pack for just \$2."
12. **Limited-Edition Wristbands:** "Remember your visit with our limited-edition wristband, only \$3 more."
13. **Popcorn Bucket:** "Snack while you play! Add a popcorn bucket for just \$2.50."
14. **Mystery Toy Bag:** "What's inside? Add a mystery toy bag for your kid for just \$4."
15. **Theme Socks:** Especially for trampoline areas. "Jump in style! Upgrade from regular grip socks to themed socks for just \$5."
16. **Refillable Drink Cup:** "Stay refreshed! Add a refillable souvenir cup for just \$6."
17. **Interactive Map:** "Navigate like a pro! Get our interactive map with fun challenges for \$5."
18. **Commemorative Pin:** "Collect our limited edition pins! This month's pin available for \$4 more."
19. **Face Painting Voucher:** "Add some color! Get a face painting session for just \$5."

- 20. **VR Experience:** "Dive into another world! Upgrade your arcade card to include one VR experience for \$6."
- 21. **Balloon Animals:** "Fun for kids! Get a balloon animal crafted for just \$3."
- 22. **Mini Puzzle:** Themed around the FEC. "Brain fun! Add a mini puzzle for only \$4."
- 23. **Themed Masks:** Especially relevant if masks are required. "Stay safe with style! Add a themed mask for \$5."
- 24. **Reusable Tote Bag:** "Carry your prizes in our Jolly Roger tote! Just \$3 more."
- 25. **Special Edition Postcards:** "Share the fun! Get a set of postcards for only \$2."

These bump sales are designed to be perceived as medium to high value for a minimal additional cost, enticing the customer to add them to their primary purchase.

When it comes to augmenting a customer's purchase, the strategy of bump sales is akin to sprinkling a little extra magic on their experience. It's crucial to ensure that these add-ons are not just another logo-stamped item, but something that genuinely enhances the joy of the moment or the future memories of the cherished moment.

Let's be candid: generic branded merchandise often misses the mark. Unless your entertainment center is a household name or your logo is a symbol of status, your average visitor is unlikely to be thrilled by branded paraphernalia. The key to a successful bump sale lies in its ability to enhance the experience or the relevance and appeal it has as a memento of a fantastic experience, not as a walking billboard.

Consider offering themed hero socks at a trampoline park, adding a dash of fun to safety, or arcade gloves that promise a better grip for the avid gamer. Imagine quirky comic book or funny caps that bring smiles long after the day is done, or holiday mugs with witty quotes that evoke memories with every sip. Even designer head socks, doubling as amusing face masks, can become a treasured token of a day well-spent.

These thoughtful, themed souvenirs aren't just a boost to your bottom line; they're keepsakes that serve as a tangible connection to the fun had at your center. They're

silent ambassadors of the good times, prompting stories and, perhaps, inspiring repeat visits. The beauty of a bump sale is that it's limited only by creativity and the understanding of your guests' desires. The more aligned the offer is with their interests, the more likely they are to make that additional small purchase – and to keep coming back for more.

At the heart of a successful bump sell, especially in the entertainment center industry, lie two guiding principles:

1. **Affordability:** Typically priced under \$10, with the golden target being under \$5, the idea is to make the add-on a easy decision when based on the price. It should be an easy decision, an impulse add, where customers think, “It’s such a small amount for the joy int brings / will bring!”
2. **Relevance:** It should seamlessly tie into the main purchase. The objective is not just to complement a single activity but to elevate the overall experience.

Idea Generator: To craft the perfect bump sell, dive into the journey of your customer. What are they experiencing? What could make it better, funnier, personally branded, or provide a lasting momento? The bump sell should be a natural extension of this journey. Think of items or experiences that customers often forget to bring or didn't know they wanted until presented. This isn't about upselling them; it's about making their current choice even better.

Implementation Guide:

1. **Spot the Opportunities:** Understand the customer's journey in your entertainment center and find spots where a small add-on can make a big difference.
2. **Set the Right Price:** Keeping it under \$5 makes it an impulse buy. Remember, it’s about value, not cost.
3. **Position Strategically:** Ensure these bump sell options are placed or suggested at the point of purchase or booking.

4. **Train Your Staff:** They should be well-versed in explaining the benefits and value of these additions.
5. **Analyze and Iterate:** Regularly review the performance of bump sells. If one isn't working, pivot to another option.

In the realm of entertainment centers, bump sells are the unsung heroes, quietly and effectively turning a good experience into a memorable one, all without breaking the bank

Return Path



Return Path

A Return Path, in Value Wheel paradigm, is a meticulously crafted strategy embedded within customer purchase touchpoints, aiming to gently steer customers back to your Entertainment Center. It's about embedding opportunities within the customer's current experience that subtly encourage a return visit. Think of it as laying down breadcrumbs for customers to follow back to your center. My favorites in this strategy is selling items of tangible value that inherently necessitate a return visit, such as gift cards, free play card credits available on the next visit, or specially packaged coupon books. Up-selling multi-visit passes is another excellent tactic, making the decision to return a foregone conclusion.

One common misconception in the entertainment center industry is equating memberships with a Return Path. Memberships, while valuable in their own right, necessitate a higher level of commitment from customers - using them as a return path is akin to asking for marriage on the first few dates. They are more aligned with continuity programs, nurturing long-term customer relationships over time, rather than encouraging an immediate return visit from a non-brand aligned customer.

Additionally, traditional follow-up methods such as email marketing, newsletters, or social media engagement, while essential for maintaining customer relationships, don't typically qualify as Return Paths in Value Wheel strategy. They don't carry the persuasive immediacy and the tangible value proposition that a well-crafted Return Path does.

Loyalty programs, too, often get misinterpreted as Return Paths. While they undoubtedly have their place in customer retention strategies, loyalty programs require a level of engagement and commitment that might not be forthcoming from first-time or nonfrequent visitors. A Return Path, conversely, is immediate, requiring minimal commitment, and is designed to be irresistibly appealing, making the decision to return an easy one.

In essence, a Return Path is about seizing the opportunity when the customer's experience is still fresh and their engagement is at its peak, to gently guide them towards committing to a return visit. It's a strategic nudge, providing just enough value and convenience to make the idea of returning feel like the natural next step in their customer journey.

As with most offers the timing and positioning of a Return Path offer is crucial. Ideally, it capitalizes on a moment when the customer is basking in the satisfaction of their experience at your facility, where the joy and delight of their visit are at a peak. This is a time when customers are more open to considering a revisit, making it an opportune moment to introduce a Return Path offer.

Positioning the Return Path offer during another purchasing decision can also be highly effective. Imagine a family, having spent a joyful day at your entertainment center, now sitting down for a meal or a snack. They are relaxed, happy, and engaged. Presenting a Return Path offer at this point, perhaps as a delightful addition to their dining experience, feels natural and compelling. It's an extension of the value, subtly encouraging them to commit to further fun and enjoyment beyond the current visit.

However, it's also feasible to introduce a Return Path Offer at the outset, even online before a customer's initial visit. The approach here is slightly different. It would be more about painting a picture of value, promising delightful experiences, and subtly suggesting the continuity of enjoyment through a strategically presented Return Path offer. Or simply packaging it in with additional items of Value in your Upsell or Cross Sale.

This method leans heavily on the perceived value of the offer, ensuring it feels irresistible and easy to say 'yes' to, given its promise of enriched future experiences at a compelling cost. The essence is to make the Return Path feel like a natural, valuable extension of their decision to engage with your entertainment center, effortlessly guiding them towards making a commitment to return.

Low Quality Return Paths

- **Post-Visit Discount Vouchers:** After a customer's visit, provide them with a discount voucher for their next visit. This could be a percentage off the total price, or a specific dollar amount off a particular attraction or package.
- **Free Bonus Experience on Next Visit:** Offer customers a free bonus experience redeemable on their next visit, such as a free game, ride, or activity that they didn't try during their initial visit.

High Quality Return Paths

- **Multi-Visit Passes:** Offer a multi-visit pass at a discounted rate during checkout or as a part of an upsell. For instance, a “Buy 3 Visits, Get 1 Free” pass encourages guests to plan their next visits. This type of pass can be packaged in an upsell offer or cross sale offer, where the guest receives a pass for future visits, ensuring they have a reason to come back. It can even be presented as bonus offer to a different offer. For example buy X upsell and get a Free Y on your subsequent visit.
- **Gift Card Incentives:** Selling gift cards that come with an additional bonus value is an excellent way to encourage return visits. For example, for every \$50 gift card purchased, an extra \$10 is added to the card, however in order for the Gift Card Incentive to be effective it must be a program where you restrict the Gift Card Incentive purchase to only being able to be used on a subsequent visit.

This technique also works well as a bonus offer. For example giving a way smaller \$5 gift card that can only be used on a subsequent visit as a bonus for their purchase today, thus securing a future transaction.

- **Bundled Offers:** Integrate a Return Path directly into your upsell and cross-sell strategies by bundling in return visit incentives. For instance, with every family package sold, include a voucher for a free activity valid on their next visit, or offer a discount on the next entry when a large group package is purchased.

- **Earned Value Promotions:** Implement a system where customers earn points or credit for every dollar spent, which can only be redeemed on their next visit. This not only encourages additional spending during the initial visit but also sets a concrete reason for a return visit. For example, spend \$100 today and get \$10 off your next visit. The key here is to clearly differentiate that this is NOT a loyalty program. The offer is valid on their NEXT visit only and must be applied on the next visit.
- **Coupon Books:** Create a coupon book with a collection of deals and discounts that are only valid for future visits. The book can include various offers such as “2-for-1 game plays on Tuesdays” or “Free snack with a purchase of a jump pass”. Sell these books at the point of sale or offer them as a prize for arcade games, making sure each coupon stipulates that the offer is valid for the next visit and that coupon can only be used one at a time.
- **Stored Card Balance Marketing:** Encourage guests to load money onto a rechargeable game or activity card, and for every certain amount loaded, add an additional percentage or fixed bonus amount. For example, load \$40 onto your play card and we’ll add an extra \$10 free, which can be used on subsequent visits, making the card more valuable. This can also be a good way to incentivize users to keep their play card and use it as an ongoing loyalty card. This can help the center collect valuable information on the users visit history, play patterns, and customer data points.
- **Free Return Path Offers:** After a customer has enjoyed a premium experience, such as a VIP party or an exclusive event, offer them a free return visit. This could be a free game of laser tag or a complimentary round of mini-golf, redeemable on their next visit, and can be handed out as a physical card or digitally via email.

Each of these examples is designed not only to thank the customer for their business but also to provide a tangible incentive that encourages them to return to your entertainment center, effectively increasing customer retention, and increasing their frequency of visit and thereby their lifetime value.

Each of these return paths is designed to enhance the customer's experience, encouraging them to revisit, while also adding value to their overall engagement with your FEC. These return paths can be tailored and optimized based on your specific offerings, customer preferences, and business objectives. Remember to measure the effectiveness of different strategies and adjust your approach based on customer feedback and performance data to ensure that your return paths are as effective and valuable as possible.

Continuity Program



Continuity Program

Crafting a compelling continuity program is akin to weaving a rich tapestry that transforms first-time visitors into lifelong patrons. The objective is twofold: to enrich the customer experience and to sustain a profitable revenue stream. Let's unravel the threads of creating such a program, ensuring it resonates with your clientele and cements their commitment to your center.

Identifying your ideal guests through data analysis is the cornerstone. It's about pinpointing those who relish the thrill of a bowling strike, who celebrate every laser tag victory, or who return time and again for the exhilarating heights of your climbing walls. With these insights, you can craft a continuity program that speaks directly to their passions. Offer them the convenience of priority bookings, the joy of bonus credits on arcade cards, or the satisfaction of exclusive discounts on their favorite activities.

But the journey doesn't end with a membership card; it's just beginning. Continuous engagement through tailored communication keeps the excitement alive. Recognize birthdays, celebrate milestones, and always be the first to offer a sneak peek of what's new. Such gestures fan the flames of loyalty and keep the conversation between you and your patrons vibrant and ongoing.

Yet, no matter how engaging your program is, there will be ebbs and flows in participation. It's essential to have a recovery strategy, a way to reach out and rekindle interest when visits begin to wane. This can often be achieved through personalized offers or gentle reminders that reignite the excitement of being part of your EC community.

Equally important is celebrating loyalty, making sure your long-standing members know their dedication doesn't go unnoticed. Beyond points and discounts, it's the heartfelt thanks, the shared stories, and the sense that they are a part of something bigger that cements their allegiance.

Advocacy is the next natural step in the continuity journey. Encouraging members to bring new faces into the fold should be rewarding and fun. It's about creating a culture where members become ambassadors, proud to share their experiences and eager to extend the invitation to others.

All these elements must be underpinned by sound financial reasoning. The generosity extended to members should be balanced with a clear view of profitability. It's about striking that perfect harmony between giving and gaining, ensuring the longevity of your program and satisfaction on both sides of the equation.

Adaptability is the final, crucial piece. Stay attuned to feedback, ready to tweak and tailor your program to fit the shifting sands of the entertainment landscape. A static program is a stagnant one. Instead, aim for dynamism, molding your offerings to the evolving desires of your clientele.

Understanding Continuity Programs in FECs: From Commitment to Loyalty

Continuity programs are pivotal for Entertainment Centers because they not only ensure a steady stream of revenue but also foster a strong relationship between the venue and its customers. However, not all continuity programs are created equal. Their effectiveness, value, and the commitment they reflect can be categorized on a spectrum.

1. Low-Level Continuity Programs: Customer Engagement

○ Example: Loyalty Programs

- Overview:** Loyalty programs are structures where customers accumulate points or rewards based on their visits or spending at the EC.

- **Value to EC:** They encourage repeat visits and spending, but they don't necessarily guarantee any future commitment.
- **Psychological Aspect:** These programs capitalize on the concept of 'reciprocity.' When customers know they're getting something back (points or rewards), they're more likely to return. However, since there's no upfront commitment, it's based more on the principle of sporadic engagement than loyalty.

2. Mid-Level Continuity Programs: Time-Bound Commitment

- **Example: Season Passes**

- **Overview:** Customers pay a one-time fee for unlimited or enhanced access to the EC for a specific season or period.
- **Value to EC:** It guarantees revenue for that season and ensures repeated visits during that time frame. However, once the season ends, the commitment is over.
- **Psychological Aspect:** These play on the 'consistency' principle. When customers invest in a season pass, they're more likely to visit frequently to 'get their money's worth.' Yet, the time-bound nature means the EC needs to re-engage them once the pass expires.

3. High-Level Continuity Programs: Ongoing Commitment

- **Example: Memberships**

- **Overview:** Memberships require customers to commit to an ongoing (often monthly or yearly) fee in exchange for benefits.
- **Value to EC:** This ensures predictable, recurring revenue and cements a long-term relationship with the member.
- **Psychological Aspect:** Memberships harness the 'commitment and consistency' principle at a deeper level. Once someone becomes a member, they psychologically align more closely with the EC brand and its values. The longer they remain a member, the deeper this alignment and loyalty becomes.

In essence, while all continuity programs have their merits, they vary in terms of the commitment they reflect and the value they bring to the entertainment center. The choice between them depends on the EC's goals, the target audience's preferences, and the kind of relationship the EC wishes.

In conclusion, the continuity program you weave into the experience at your center should be seamless, engaging, and financially sound. It's not just about keeping customers coming back; it's about creating an environment where they want to stay, contribute, and grow with you. This is the secret to a continuity program that not only lasts but thrives, ensuring that every visit to your center is not just another day out but a cherished part of your customers' lives.

Such a continuity program isn't just about maintaining a steady stream of visitors. It's about fostering a vibrant community where every jump, throw, or climb is a moment to be savored and shared, where guests don't just pass through but are part of the very fabric of your center. This is the art of crafting a continuity program that endures - one that delights, engages, and grows alongside your guests and your business.

Referral Path



Referral Path

For Entertainment Centers (ECs), a well-crafted referral path isn't just a strategy; it's the lifeline that connects the joy of one family to the next. It's the invisible thread that weaves through communities, binding them with shared experiences and laughter. Picture this: every time a mother and a child leaves your center with a smile, you're not just earning a customer, you're potentially igniting a chain reaction of visits.

Think about it—when was the last time you chose a restaurant or a movie because someone you trust raved about it? That's the kind of powerful marketing we're tapping into with referral paths. It's more than just advertising; it's about extending the reach of your brand through the most credible endorsers you have—your guests.

And here's the kicker: it's incredibly cost-efficient. Every happy guest that walks out of your door with a bounce in their step and a story to share is a walking billboard for your EC. When they bring friends along on their next visit, spurred by a simple yet irresistible incentive you offered, you're not just making more sales—you're weaving your center into the fabric of their lives.

Creating a referral program is like planting a garden of potential. You want it simple, so anyone can sow the seeds; you want it rewarding, so they feel the joy of watching it grow. You need to provide the tools that make sharing as easy as a click or a tap, and you need to nurture it with the right tracking and rewards system. Then, stand back and watch as your center becomes the place where everyone wants to be, not just because of the attractions, but because it's where their friends are, where their enjoyment began.

And let's not forget the cyclical nature of this beautiful ecosystem. Each referral brings in someone new, who may then become the next advocate, and the cycle continues, each loop growing wider, embracing more of your community, driving revenue, and solidifying the presence of your center in the market.

So, as we weave these threads together, we're not just building a business; we're fostering a community. A community that starts with a single visit but grows into a tapestry of interconnected experiences, powered by the most authentic and persuasive form of marketing—a personal recommendation.

Referral programs are a critical strategy for Entertainment Centers because they tap into the power of social proof and word-of-mouth, which are incredibly influential in a family or community setting. When a customer enjoys their experience, they naturally want to share that joy with others. Here's why establishing a referral path is essential for FECs:

Creating Advocates A referral path turns satisfied customers into advocates for your brand. These advocates share their positive experiences with friends and family, effectively becoming a trusted source of advertising.

Leveraging Trust People trust recommendations from those they know far more than any other form of advertising. A referral from a friend can be the deciding factor for a new family choosing where to spend their leisure time.

Cost-Effective Marketing Acquiring customers through referrals is often more cost-effective than traditional advertising. When existing customers are incentivized to bring new customers, your marketing dollars stretch further.

Building Community Referral programs can help ECs build a sense of community. When groups of acquaintances all frequent the same place, it reinforces the EC's reputation as a community hub.

Encouraging Repeat Visits Referral programs often reward the referring party as well as the new customer, encouraging repeat visits and further fostering customer loyalty.

Increasing Revenue New customers brought in through referrals can significantly boost revenue. Since they come with a pre-existing positive impression, they're likely to spend more, more often.

To implement an effective referral path, ECs should consider the following steps:

1. **Design a Simple Referral Program:** Create a program that is easy to understand and participate in. The simpler it is, the more likely people will engage with it.
2. **Offer Enticing Incentives:** Both the referrer and the referred should get a reward that is valuable enough to motivate action. This could be a discount on future visits, bonus arcade tokens, or other perks.
3. **Make Referrals Easy:** Provide customers with simple tools to share their referral codes, like emails, text messages, or social media posts.
4. **Track and Measure:** Have a system in place to track referrals and ensure that both parties receive their rewards. This not only maintains trust but also allows you to measure the program's success.
5. **Celebrate Successes:** Share stories of successful referrals and the rewards earned to create buzz around the program.
6. **Iterate and Improve:** Continuously gather feedback and refine the program to better suit your customers' preferences and increase its effectiveness.

By developing a strong referral path, ECs can create a self-sustaining loop of new customer acquisition and retention, all while building a community of loyal customers who feel valued and connected to the brand.

Designing, planning, and implementing referral paths in Entertainment Centers (ECs) require a strategic approach that intertwines with the customer experience. Here's an outline for EC owners to harness the power of referrals:

1. Designing a Referral Program:

- **Identify Incentives:** Determine what will motivate your customers to refer others. This could be discounts, free play time, or exclusive access to new attractions.
- **Set Clear Terms:** Ensure that the terms of the referral program are straightforward to prevent any confusion that could deter participation.
- **Create an Easy Process:** The referral process should be simple. Consider digital options like referral codes or links that can be easily shared.

2. Planning the Program:

- **Target Audience:** Know who your best customers are, as they're likely to refer similar high-value guests.
- **Communication Strategy:** Plan how you will introduce the program to existing customers. This could be via email, on-site advertising, or social media.
- **Integration:** Ensure that the referral program integrates smoothly with your POS system for tracking and redemption.

3. Implementing the Program:

- **Soft Launch:** Begin with a pilot program to a small segment of your audience to gather data and feedback.
- **Training Staff:** Ensure that all staff members are knowledgeable about the program and can promote it effectively.
- **Monitor and Adjust:** Keep a close eye on the program's performance and make adjustments as needed for maximum effectiveness.

4. Calculations and Statistics:

- **Referral Conversion Rate:** Track how many referrals actually result in new customers. Industry standards can vary, but even a 10% conversion rate can be significant.
- **Customer Lifetime Value Increase:** Calculate the increase in lifetime value for customers acquired through referrals.
- **Cost per Acquisition:** Often, the cost to acquire a customer through referrals is lower compared to other marketing strategies. Calculate and compare this cost.
- **Revenue Impact:** Assess the impact on revenue by considering the average spend of referred customers versus other customers.

5. Referral Path Statistics:

- **Referral Leads:** Leads from referrals have a 30% higher conversion rate than leads from other marketing channels.
- **Word-of-Mouth Influence:** Over 50% of consumers report that friends and family influence their purchase decisions.
- **Retention Rates:** Customers obtained through referrals have a 37% higher retention rate.

By meticulously designing, planning, and implementing a referral path strategy, centers can create a sustainable growth loop that not only brings in new customers but also enhances the loyalty of existing ones. The key is to focus on creating a program that customers will naturally want to share, and that aligns with the entertainment center's brand and value proposition.

Communication

The Four Cornerstones of the Value Wheel: Enhancing Customer Experience

The corner stones of the Value Wheel set the framework for keep the whole wheel spinning in motion. These four frameworks of Connection, Building Trust, Educating Customers, and Personalization are pivotal in creating an enriching customer experience. They create a customer-centric model that eventually leads to increased sales, loyalty, and long-term value). Here's a look into these frameworks and how they interlink in creating a favorable customer experience:

Connection: Establishing a connection with customers is the stepping stone to a fruitful relationship. By understanding their needs, preferences, and values, businesses can tailor their interactions and offerings, making customers feel understood and valued. A genuine connection fosters an emotional bond, which can significantly impact a customer's decision to choose one brand over another.

Building Trust: Trust is fundamental to any relationship, including the one between a business and its customers. It's built over time through consistent, honest, and transparent interactions. Trust can also be built through down-selling when a less expensive or simpler solution better meets the customer's needs. This honesty can lead to increased customer loyalty and LTV.

Educating Customers: Educating customers about products or services helps them make informed decisions. Providing value through education, making valuable recommendations, or providing insightful suggestions, can empower customers and foster a sense of trust. An educated customer can better appreciate the value of a product or service, which can lead to a more satisfying purchasing experience.

Personalization: Personalization enhances the customer experience by making interactions more relevant and engaging. It demonstrates a deep understanding of the customer's unique needs and preferences. Tailoring offers, recommendations, and

communications to individual customers can significantly enhance their experience and perception of the brand.

These frameworks are intertwined and collectively contribute to a superior customer experience which, although not aimed at making money, often results in increased sales and customer loyalty as a byproduct. The emphasis is on creating value and enriching the customer's interaction with the brand. Over time, this approach can contribute to a stronger brand reputation, higher customer retention rates, and ultimately, an increase in revenue. By placing the customer's experience at the forefront, businesses can achieve a sustainable and mutually beneficial growth.

In the grand scheme of creating a memorable customer journey, the Value Wheel stands as a testament to the importance of foundational pillars that can either make or break the experience. At its core, it revolves around four critical elements: Connection, Trust, Education, and Personalization. Each plays a distinct yet interlocking role in not only attracting customers but also in retaining their loyalty and fostering their growth into brand ambassadors.

Connection is the spark that ignites the potential of a long-lasting relationship with a customer. It's about striking a chord with their desires, aligning with their values, and understanding their needs in such a way that your FEC becomes a community they are eager to be a part of. This connection is the initial handshake that invites them into a world of memorable experiences tailored just for them.

Building upon this, Trust is the foundation that cements the customer's loyalty to your brand. It's not a commodity that can be bought; it's a priceless asset earned through consistent, honest interactions and an unwavering commitment to their satisfaction. Trust is nurtured over time, every time you recommend what's truly best for the customer, even if it means a less expensive option. It is the solid ground upon which a durable relationship is built.

Then there's Education, which is about empowering customers with knowledge, allowing them to make informed decisions that heighten their enjoyment and

appreciation of what you offer. By being a source of valuable information, you're not just selling an experience; you're guiding them to make choices that enrich their lives. This empowerment is a subtle yet powerful tool in enhancing the overall customer experience.

Lastly, Personalization is the flourish that makes each interaction unique and significant. It's the understanding that customers are individuals with specific preferences, and addressing those nuances can turn a general experience into something extraordinary. From remembering a returning customer's name to tailoring experiences to their tastes, personalization makes each customer feel seen and valued.

These four pillars stand tall and strong, but their true power lies in their unity. Together, they create a seamless tapestry that enriches the customer journey, turning each phase of the Value Wheel into a step towards greater satisfaction and loyalty. This synergy is the wheel's true motion, spinning effortlessly from one customer touchpoint to the next, each action reinforcing the last, each moment building on the previous.

This holistic approach doesn't just lead to satisfied customers; it often leads to an increase in sales and a boost in customer retention. By focusing on providing genuine value and enriching interactions, the Value Wheel naturally enhances your brand's reputation and customer engagement. Over time, these efforts pay off, not just in a stronger brand presence but in tangible growth and success for your EC. As the wheel turns, it gathers momentum, ensuring that every customer journey is not just a path walked once but a loop that brings them back, time and again, to experiences they cherish and a brand they trust.

This, then, is the essence of the Value Wheel - a focus on the customer that circles back to benefit every aspect of your center. With these pillars firmly in place, we can confidently step forward, knowing that the groundwork is laid for a journey of sustainable growth and success. Now, let's take these principles and see how they integrate into a seamless and delightful customer journey.

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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



Conclusion

As we draw the curtains on this transformative journey through the "One Million Dollar Upsell," and the strategies taught by the Value Wheel, let's take a moment to reflect on the path we've traversed together. From the initial spark of Attraction to the enduring bonds of the Referral Path, each step of the Value Wheel has been a steppingstone towards a reimagined customer experience and a significant upswing in your revenue.

The journey began with the recognition that true Attraction is about more than flashy gimmicks—it's about resonating with the core desires of your audience. We've delved into the art of forging Connections that go beyond the superficial, creating rapport that makes each customer feel at home within the vibrant ecosystem of your entertainment center.

We explored the No Brainer Offer, a compelling proposition that gets your customer to dip their toes in to new relationships with your brand by providing immense value with little risk. Then, we presented the Intro Offer, that gentle nudge that invites customers to wade into the waters of your offerings.

The Upsell, that strategic elevation of customer experience, was not merely a step but a dive towards greater engagement and profitability. It showed us the power of enhancing value in ways that customers appreciate and are willing to invest in.

Cross Sales and Bump Sales were revealed as the craft of complementary offerings, adding layers to the customer experience without overwhelming them, effortlessly increasing the value of each transaction.

The Return Path chapter illuminated the strategies to ensure that every goodbye is not the end, but a segue to the next hello, creating a cyclical journey that customers are excited to repeat.

We then ventured into the Continuity Program, which binds customers to your brand with the allure of ongoing value, transforming once occasional visitors into regular loyal patrons.

The Referral Path solidified the concept that a satisfied customer is the most eloquent advocate for your brand, and their endorsements are invaluable.

At every turn, the four cornerstones of communication—Connection, Trust, Education, and Personalization—served as our guiding stars. They reminded us that while there is a strategic focus on increasing revenue, true success is and always will be achieved through how well we build a quality relationship with our customers.

As you close this book, know that the journey doesn't end here. The principles of the Value Wheel are now part of your arsenal, ready to be implemented, adapted, and perfected. The insights and strategies within these pages have the potential to not just change the trajectory of your business, but also to enrich your personal life by realizing the dreams that a successful and more profitable business can fulfill. Remember, the power of the Value Wheel is not in the concepts alone, but in their application.

This is not a farewell, but an invitation to embark on the most rewarding phase of your professional life. Take these strategies, infuse them with your passion and expertise, and watch as the wheel turns, gaining momentum, propelling you towards that coveted milestone of success.

See you at the bakery a year from now.

Congratulations, You've Done It.

Go Make It Happen!

Reach Out Anytime

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