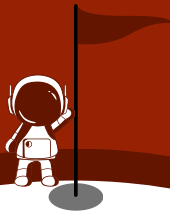




3 STEP SUCCESSFUL TRIVIA NIGHT BLUEPRINT



You've seen successful trivia nights at other bars. You walk in the bar and see 20+ filled tables. Everyone is there specifically to play trivia. The atmosphere is electric and sales are skyrocketing. If you follow these exact steps, this will be your trivia night reality.

STEP 1



SUCCESSFUL CLIENTS PUT TRIVIA AT THE RIGHT TIME

The point of trivia is to boost your sales. Because of that, clients often fall into the “dead night trap.” They simply pick their slowest night of the week, put trivia there, and expect things to change. This is what unsuccessful clients do.

Clients with amazing trivia nights don't pick their slowest night for trivia. They pick a day and time (still a slower night, but not their slowest), when they have a solid crowd of 5-7 tables naturally at the bar already. This allows those people already in attendance to join trivia, stay longer, and most importantly... it keeps them coming back!

Successful clients understand that trivia takes time and is a multiplier effect. Let's use a multiple of 4 for example. If you put trivia at a time when you have no tables, 0×3 is still 0. If you only have one table, $1 \times 4 = 4$. But if you put trivia at a time when you have 5 tables. $5 \times 4 = 20$. Over time, we use the existing tables to multiply your audience!

Successful Clients: Put trivia at the right day/ time and allow it to grow over time.

Unsuccessful Clients: Put trivia on their slowest day and time and expect immediate results.

STEP 2



SUCCESSFUL CLIENTS MARKET TO THEIR AUDIENCE

We are going to do our own marketing for you, but successful clients advertise on their own too. Unsuccessful clients do little to no marketing of their own. Below are some ways you can promote your trivia night for virtually no money. First, here's what we will do for you:

Email Campaigns: We have email lists in your area of regular trivia players who have signed up for our weekly clues and newsletter. Each week, we send players our trivia clues and schedule in your market. This provides an incentive for players to come play and serves as a reminder of your trivia night. All of our marketing funnels back to this email list because it is the most targeted form of advertising we can do. Your email will be added to this list so you can see the emails.

Paid Ads: We will run paid social media advertisements before your first night. These ads invite people to sign up for the previously mentioned email list. These are not posts on our social media page, rather, they are paid advertisements targeted at people interested in trivia near your bar.

Table Tents: We will send you FREE personalized table tents that promote trivia and have a QR code for people to sign up for the email list. Just ask and we will mail them to you.

Hosts: Our trivia hosts are instructed to collect emails from players each night and add them to the email list. This is how we grow your crowd over time.

Social Media: We post on social media daily. Our posts holistically promote our clients rather than individual locations.

How You Can Advertise Your Trivia Night For Free:

Social Media: Start posting about trivia right now. Successful clients post on all of their social media platforms at a minimum 2-3 times per week specifically about trivia. They do this for 2-3 weeks before their first game at a minimum. This builds excitement leading up to their first game.

Once trivia begins, they continue making one or two posts per week reminding existing and new followers about trivia.

Unsuccessful clients wait until the week of (or the day of) their first trivia and make one social media post. This is wholly ineffective.

We will provide you with free personalized social media graphics that you can post as many times as you'd like. Feel free to reuse graphics multiple times.

The only people who can promote specifically to your customer base is you. The people who follow you on social media are the most likely people who would want to come to your bar for trivia. Successful clients capitalize on their audience.

Posters: We will send you personalized poster graphics. Print as many posters as you'd like and put them where people will see them (front door, near tables, bathrooms, etc.).

Get Everyone Excited: Our successful clients have learned a simple truth. If you want your patrons to be excited about trivia, then you need to be excited about trivia.

Successful clients instruct their staff to talk to patrons about the upcoming trivia night with enthusiasm, especially to your regulars. The staff that will be working trivia night can be incentivized to talk about trivia because they can earn more tips on that night. Word of mouth can generate more genuine excitement in patrons than any marketing ever can.

Successful Clients: Promote trivia heavily.
Unsuccessful Clients: Don't regularly promote trivia.

STEP 3



SUCCESSFUL CLIENTS GIVE GOOD PRIZES

Successful clients give in-house gift card prizes to the winners. Most clients have the stipulation that gift cards cannot be used on the night they are won, instead patrons must return another day to use the gift cards.

The gift card amounts are completely up to you. Many places will do a \$30 gift card for first place, \$20 gift card for second place, and a \$10 gift card for third place. Others will only do a \$50 gift card for first place. Your gift cards can be whatever amount you are comfortable with!

Unsuccessful clients tend to give out swag, koozies, or small gift cards to the winners. This will save you some money on the front-end, but these prizes don't spark enthusiasm in patrons, so they aren't encouraged to return.

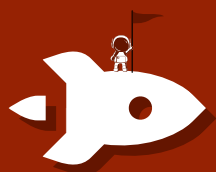
Successful Clients: Give good prizes that encourage repeat business.

Unsuccessful Clients: Give cheap prizes.



BONUS TIP: MAXIMIZE PROFITS!

This is a new addition to our blueprint! Many of our most successful clients have incorporated a “halftime drink special.” Each week, during halftime of the trivia game, they will have the host announce that week’s special. This drink special only lasts during halftime of the trivia game. This tactic drives immediate demand and has been extremely successful.



FINAL THOUGHTS: TRIVIA TAKES TIME... BUT IT'S WORTH IT!

Trivia is not the type of event that will bring in 30+ tables on the first night.

Instead, trivia takes time to build. Slow growth each week eventually turns into a gigantic night for your bar as we add more people to the weekly email list and word of mouth spreads. If you follow all of these steps and give trivia time to grow, it will become a consistent money-making machine for you every single week!