

8 Biggest Mistakes

Mistakes

You're Making With Your Bowling Center Website Right Now That Are Costing You A Ton Of Money & How To Avoid Them!



**Inside
You'll
Discover:**



How to generate a huge customer list!



How to fill empty lanes at the last minute!



Why most websites are a waste of time & money!

Whols Darin Spindler?



I have been in the bowling business my entire life. I grew up in a small town of about 300 people where my parents had built an 8 lane bowling alley in 1977 the year before I was born.

I grew up at the center picking up the trash in the parking lot, stocking coolers, cleaning and eventually bartending, cooking and fixing pinsetters. While I was growing up my parents invited me to attend local and state meetings where I got introduced to bowling marketing minds like Bob Jarlenski, Fred Kaplowitz and Bruce Davis.

I took lots of notes and action implementing some of the programs that I attended. I can still remember the Back In The Black presentation from Bob, his bracket play off league formats and also a fundraising program. From Fred I picked up his Cycle Planner and the importance of tracking different categories of your business. From Bruce I've picked up many lessons including making sure your team is providing great service, making your bowling center and your products more FUN so it's not so darn boring to go bowling each week and a whole lot more.

My parents got divorced while I was pretty young and my Mom eventually moved to Green Bay, WI where I live today. During this time I would spend every other weekend with my Mom and decided to join a bowling league at Western Lanes in Green Bay where I was introduced to a few of the owners. I became a member of their traveling league team which was one of the best in town. When I was 20 years old I decided to move to Green Bay for good. Living in a small town with limited opportunity and lots of opportunity



Presley & I before running the Green Bay Cellcom 5k.

to get in trouble was not what I wanted for the rest of my life. So I made a call to the owners of Western Lanes in Green Bay which was 36 lanes and they also owned The Ashwaubenon Bowling Alley, a 60 lane center. When I made the call they were not sure what I was going to do with for them, but they wanted me to join their team.

I started as a bartender, waiter and mechanic. Quickly I started to implement programs like QuarterMania on Thursday nights with the two local colleges and took empty lanes after 9 PM and filled them beyond capacity with long waiting lists. We improved our weekend "Cosmic Bowling" and got to the point we had two hour long waiting lists. I started making sales calls to local businesses to book parties, local child care organizations to fill empty lanes in the summer. Implemented the "Kids Bowl Free" program at the time and collected names with paper and pencil. I also started the High School Bowling program at the center and we really organized it for the entire city of Green Bay as many proprietors just sat on the sideline as we made it happen. Over a period of 7 years we grew our database from zero to over 35,000. We grew revenues from just over 1MM to over 3MM. During this time I also became a partner in the 60 lane center.

In 2007 I left the center to help other centers implement what we did. Today I'm helping over 1,000 centers in the US and Canada

improve their revenues using smart marketing, automated follow up and creating fun special events.

Over the past 7 years I've helped local business owners create over 9,000,000 new customers. I've also won 'Diamond Marketer Of The Year' a special marketing award from GKIC 'The Place For Prosperity'. I've also been featured in a number of books including NO BS Price Strategies with one of my mentors Dan Kennedy.

I'm also the co-founder of Fitness Renegades a group fitness concept that we'll be franchising very soon. We're using the same marketing strategies and principles to fill the fitness business as we do to fill our bowling clients lanes.

I have a 9 year old daughter Presley, named after her mother's love of Elvis! I've completed two full marathons. The first in Miami and the second here in Green Bay where I reached my goal of finishing under 04:00:00 at 03:55:00.

We also enjoy supporting various organizations including the local homeless shelter, SAY (an organization Fred Kaplowitz introduced us to help kids who stutter get on stage and sing), Happy Trails Animal Sanctuary (they rescue abused and neglected animals in OH), The Boys & Girls Club Of Green Bay and many other organizations that ask for help throughout the year.



Presley & I the day before the Miami Marathon



Presley & I with one of the horses we've adopted at Happy Trails in OH.

8 Biggest Mistakes

You're Making With Your Bowling Center Website Right Now That Are Costing You A Ton Of Money & How to Avoid Them!

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**Bowling Leads Generates New Customers,
Great Promotional Ideas & Great Service For Our Centers!**

Marketing your business in all the right ways in all the right places is very complex these days. As a very busy bowling proprietor it is difficult and time consuming to keep up with it all.

BowlingLeads.com has been a huge help in keeping our websites working and looking great, managing our leads and providing promotional ideas. I would highly recommend them to any bowling proprietor wanting to take their marketing to the next level.

David Bardon
Bardon Bowling Centers (4 Centers In WI)



A properly optimized site for data capture can get you 20, 25, 30% or more of the visitors to opt in and provide you their contact information. Let's just say it's 25%. This would mean for every 1,000 visitors you'd be adding 250 new people to your database. Average sites get this many visitors every month. We have some high traffic sites getting 5,000 or more visitors per month. So they are getting over 1,000 new people added to their list every month instead of a hundred or so.

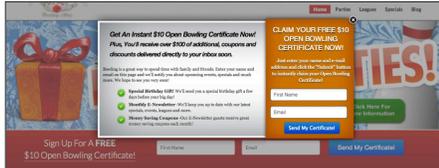
What Does This Mean For Your Center?

Every time you go to send out an offer you now have a much larger audience to communicate with. It's a numbers game. If you have a large pool of qualified prospects to communicate with you're much more likely to fill up programs and empty lanes.

Our 3 Step Data Capture Process

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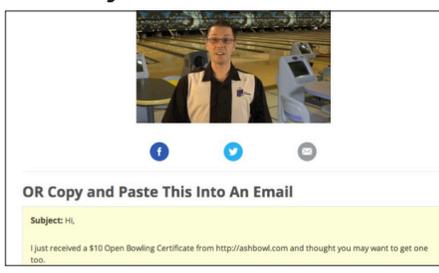
Step 1: Capture Name & Email



Step 2: Capture Mailing & Phone Information



Step 3: Automated Referral System



Lots of Leads, Lots of New Customers!

I have been a BowlingLeads.com customer for over a year. My experience has been exactly as the name suggests - leads, and lots of them! This system encourages people to sample our product with a very low level of risk. I have actually had people tell me that they decided to come to my business (instead of a local competitor) because of the coupon that they could acquire by registering on our website.



Also, we have had numerous groups spend hundreds of dollars in order to use their \$10 off coupon. Further, the number of contacts that are being added to our database is nothing short of incredible! It is safe to say that our database volume has more than doubled since signing on with BowlingLeads.com. This helps us to make money! In one particular instance, we were concerned about how slowly our New Year's Eve party was filling up. Just a few days prior to the event, we were less than half full.

With the help of BowlingLeads.com, we sent out an email just days before the event, and to my amazement, we were able to SELL OUT both parties at top dollar! This would not have been possible without all of the leads that we have acquired since signing on with BowlingLeads.com.

Ray Brittan
Brechin Lanes, Nanaimo, BC, Canada



Mistake

2

Website Not Properly Optimized for Key Categories of Your Business

Another big mistake that business owners

make when creating their website is not to properly optimize them for the search engines. Without getting too technical Search Engine Optimization (SEO) is how your website is ranked in Google, Yahoo or any of the major search engines.

If your site is properly optimized you'll appear on Page 1 when consumers or prospects are looking for things like bowling, birthday parties, fundraisers, company parties, etc. in your city.

If you're not on Page 1 it's very unlikely that prospects will find you because over 75% of people do not go past page 1 to view search results. If you'd like to see how you are doing Google "Birthday Party Ideas In Your City" and see if your bowling center shows up on page 1. Then repeat for other key searches.

For centers that offer Laser Tag, Mini Golf, Bumper Cars, Banquets, Weddings, Sports Bar and more...this is even more important to be optimized for each and every one of these categories of your business.

Here's the good news....Most local businesses suck at SEO and we're able to help your center get to Page 1 for many of these searches fairly quick. It's never a guarantee as Google and the other search engines change the rules and algorithms often. Our team stays up to date on the latest and greatest updates to SEO on the major search engines.

SEO Tied To Data Capture!

Using a good SEO strategy you can drive additional traffic to your website from people who were not thinking about bowling when they first sat down to plan a company party or birthday party.

This is where having a great data capture process becomes even more important. Maybe they decide after finding you on Google to have a party with you, but most likely they'll visit your site and request information (if properly set up). Then they either book with you or they choose another option.

If they choose another option at least now you can communicate with them about future offers or open bowling specials. If you don't have your data capture process set up properly optimizing your site becomes a huge waste of time and energy.

Members of BowlingLeads.com get both SEO and automated data capture done for them without having to lift a finger!





Mistake 3

Fail to Use Automated Tools So You Can Set It & Forget It

Remember the infomercial selling the Showtime Rotisserie where Rob Popeil said “Just Set It & Forget It?” Well wouldn’t it be great if you could do this with some aspects of your marketing? I use the word SOME as it’s not a cure for ALL marketing. You still have to do work. It’s a fantasy to think that you can automate all of your marketing efforts.

You still need to get outside of the center and sell. You should still be picking up the phone and making calls to prospects that match specific offers for your center. Sending letters and postcards require design, printing and postage. Some of this can even be automated for you, but getting your marketing right takes time and effort. You can’t just rely on full automation.

If you have a website that is properly optimized and getting a lot of traffic, along with a site that is properly capturing data you’ll be getting way more incoming leads than you can follow up with one by one. So you need to have some automated tools working for your center.

Using Evergreen Offers Make It Easy

One of the best strategies that you can implement into your “Lead Generation” marketing efforts is to use Evergreen offers. These offers are good at any time of the year and aren’t tied to holidays or specific promotions at your center.

As an example a FREE \$10 Open Bowling certificate is always good. You can tie an expiration date to the coupon, but generally speaking you have open bowling year round. So we can easily automate this.

Another example would be a buy one game get one free offer. Again this offer can be redeemed year round and isn’t tied to a specific date. We can also send evergreen offers for birthdays! Every person has a birthday and we can automate an offer every year on their birthday.

Here are a few

Evergreen Ideas

1. \$10 Free Bowling Coupon for New Prospects
2. Birthday Gifts
3. Half Birthday Gifts (Sent 6 months before or after birthday)
4. Free Bowling for Military Members on Specific Holidays

We'll often set up a series of Evergreen offers to be delivered to prospects after they opt in to receive offers from your center based on a specific number of days apart. This way no matter what day they opt in to receive marketing our machine can systematically

deliver offers and you never have to worry about communications happening for your center.

You're able to focus on making sure your operation is running smoothly.

.....
A Multi-Step, Multi-Media

Birthday Campaign

.....
That Can Be Automated

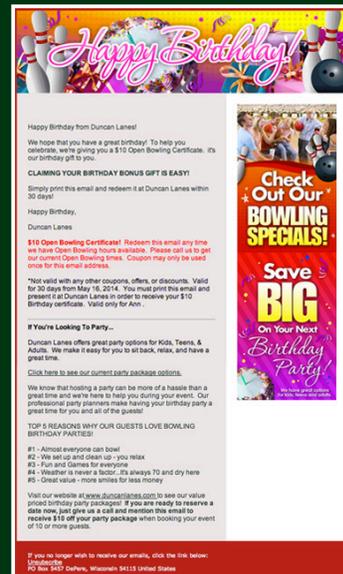
Step 1:

Mail Birthday Card 1 Month in Advance



Step 2:

Send Email 3 Weeks in Advance



Step 3:

Send Same Email 1 Week in Advance



Mistake 4

Don't Just Capture
Only Email...

Today the average email open rate is just over 9%. That means that only 9 out of 100 people open the emails and even less read it.

Another error that many business owners are making is to only capture email. There is a false belief that it's "Cheap" or "Free" to send emails so it's the way they are choosing to market. First email marketing is not FREE when done properly. You must use the proper tools to send so you don't end up in Spam or Junk folders.

Next there is opportunity costs. Today the average email open rate is just over 9%. That means that only 9 out of 100 people open the emails even less read it.

So if you can send a postcard and get on the phone with prospects you increase the likelihood that they'll do business with you. I often teach that you must use Multi-Media, Multi-Steps in order to maximize the investment in your marketing efforts.

Use This Book As An Example...

First you had to request more information from us. You either did this from a fax, email or postcard that was mailed to you. We got you to raise your hand. Next we completed a report card to evaluate your website, because our BowlingLeads.com marketing system uses

online tools including a website to automate much of our marketing system for you.

We then emailed the results to you. We followed up that email with a letter in the mail, which includes a copy of this book and also a DVD recording of a webinar. We also have a series of emails that will basically deliver the same information that is in the book or in the DVD.

In addition to this we have phone calls from my team going out to centers, we host private webinars to show centers the system so the managers and owners can all be on the same page.

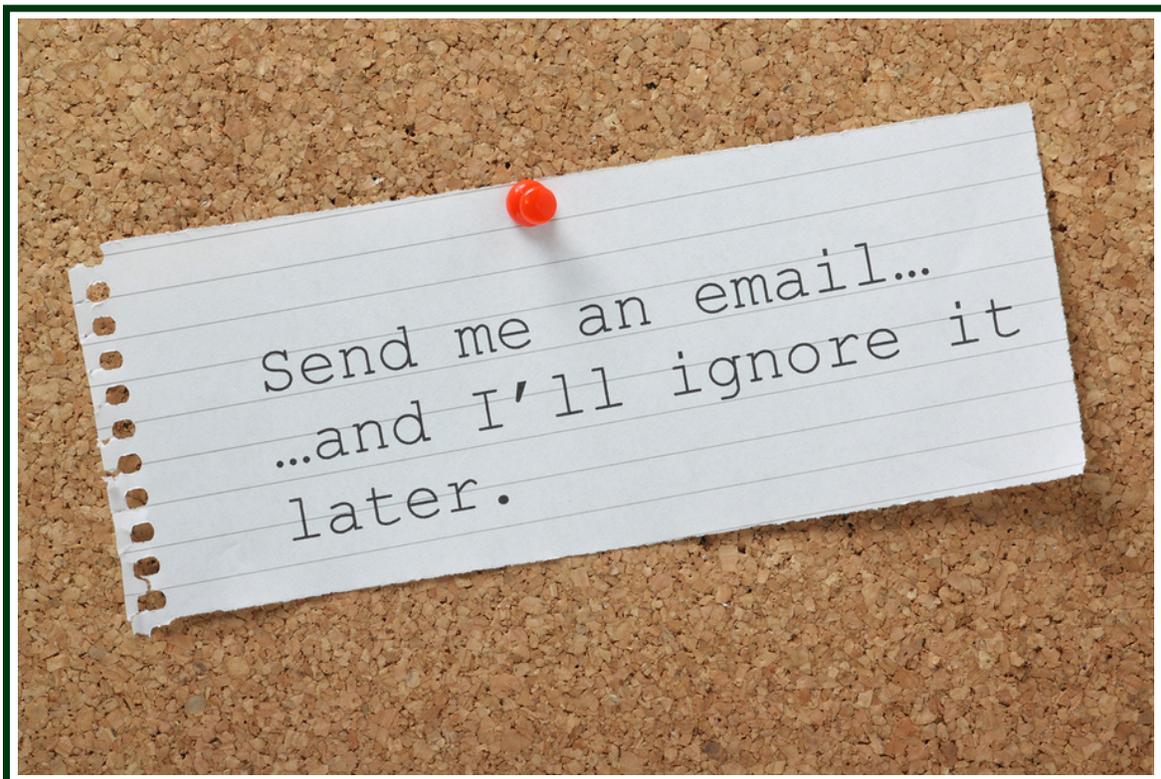
I wish that we could just send one email and have you make a decision on joining my BowlingLeads.com system...but it's not that easy and it's not that easy for you to get your prospects to join a bowling league. If you want to grow your business you need to invest time, energy and resources at the right prospects. Often times our campaigns have 3 to 30 different marketing pieces for each campaign using at least 2 different media often using 3,4 or 5.

You Can See Just For This Part Of My Business We're Using:

1. Direct mail postcards
2. Faxes
3. Emails
4. Direct Mail Packages with books, CD's & DVD's
5. Live Telephone Calls
6. Live & Recorded Webinars

With our BowlingLeads.com system our members can identify who's more likely to do business with them and then spend more time and money marketing to the most likely to join a league, host a fundraiser or have a birthday party.

If there would be one thing that should scare you it's having no list of prospects or customers to communicate with. The next scariest thing would be to only have an email address. You want to at least have the ability to send a letter, postcard, handwritten thank you note and make a telephone call. Even if you don't plan on doing it today you want to be prepared for the future.





Mistake



Fail To
Use Video...

Another HUGE mistake made by business owners is their failure to use video in their marketing efforts. Just a couple of years ago it would have cost you a few hundred to a few thousand dollars to create a short :60 – 2:00 testimonial video to highlight your bowling center.

Today you can do it for FREE using just a smart phone, tablet or digital camera. In addition to that if you want to add in some titles or do some editing you can do it with most computer software.

Here are Just a Few Ways to Use Video at Your Center

1) **Video Bowling Instructions**– You can give a bowling tip each and every week and then post that video to your Facebook page, website or a blog if you have one. Ideally you'd post the video in all three places to maximize the Search Engine Optimization of your website.

You're probably asking yourself who would watch these videos? If you follow what we teach our members to build a huge, responsive email list you'd send an email out to your list and link to your bowling tip. In addition to the bowling tip you'd include a coupon or a special offer to do more business with you.

By creating a video with interesting, relevant content your email list will continue to open your emails at a much higher rate because

they are not always being sold something.
2) **Record 300 Games!** This is a very cool way to document the last shot for your customers. In addition to the excitement that comes with the last ball being documented you can then share the last ball online. Again posting it to Facebook will provide relevant, fun content so that every post on your Facebook wall is not a call to come in for a special bowling offer.

Done properly you can also tag your customers in the videos to make sure that their friends see the last shot and have a chance to see your bowling center by "accident"...it's not really accident ...it's strategic. If your Facebook Page and website are set up properly you can continue to build your list of prospects. By having relevant interesting content people will "Like" your page and then you can drive them to your website to capture their data and communicate with them.

3) **Videos From Events** – Most centers are hosting fundraisers, company parties, bowling leagues, fundraisers and much more frequently. Yet if you visit their Facebook pages or websites you see very little "Fun" going on.

Most are just a place full of flyers. With video being so cheap and easy your site should be loaded full of videos of your different events going on. It's much easier to showcase your events to prospects with videos of other events. You could never describe to them the

FUN that people have when having an event at your center like you can show in video. The best part about showing these events off...It's almost like an implied testimonial! Your prospects can see everyone having a great time with their own eyes and without you describing "How Great" your center is at hosting these events.

A full bowling center ALWAYS looks FUN!

4) **Testimonials** – Getting testimonials from your customers has always been a smart strategy. Now it's so easy to do that if you're not doing it you're making a HUGE mistake. By recording events and showcasing them you'll be getting an "implied" testimonial, but I recommend that you ask the event organizer for a quick 15 – 45 second testimonial after their event is over.

You'll want these from Moms having a birthday party, Human Resource directors hosting company parties, Fundraising Chairpersons talking about how easy, fun and lucrative a bowling fundraiser can be. Get them from your league bowlers.

Get as many testimonials you can from as many parts of your bowling center as possible. You can NEVER have enough!

In the next mistake I'm going to highlight for you many other ways to leverage video to get more customers, make your website more exciting and engage your prospects at a much deeper level than you can using just text online.

So grab your camera and start shooting videos today!



Capture great video testimonials anytime with your phone.



Mistake 6

Fail To Use
A Blog

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**Unlike a website that you do not want to have outdated information
your blog can act as a sort of timeline for your bowling center...**
.....

In the last mistake we talked about getting more videos for your website, Facebook page and Blog. For many of you the word "Blog" might be brand new and for others you may have heard of a blog or read a blog online, but you don't know why you'd want one for your bowling center.

Your Website Is Like a Chalkboard

There are many great benefits of creating a blog for your center. I like to compare your website to a chalkboard. You have an upcoming event or flyer. After the event the flyer has to come down because it's outdated. In addition to that you can't create Search Engine Friendly "Flyers" to post. You need to have some text with keywords for the search engine spiders to read and then index so when people are searching online for different keywords they can display the most relevant search results.

So after your event is over you pull the flyer down just like you'd wipe a chalkboard off and the search engines do not know what is supposed to be on that page and you do not get any credit for what was on that page.

A Blog Is Like An Encyclopedia

Unlike a website that you do not want to have outdated information your blog can act as a sort of timeline for your bowling center or an encyclopedia of information both past and present.

On your blog you can write stories about upcoming fundraisers. I suggest to members of my BowlingLeads.com marketing system that they offer to post a story about every bowling fundraiser for the organization that is hosting the event. First it's a nice touch that no other center will do for them. Next you can get traffic to your website and blog from their fundraiser prospects and donors. You can also offer to notify your customers about their fundraiser if you choose to and they are looking for more attendees. Finally every time you write a story the search engines love it because they know your business is still open and when they send traffic to the site they know it's going to be a good experience for their customer.

So you want to write stories and articles with keywords embedded into them so that the search engines send relevant traffic to your

website. Then when your website is properly set up with data capture you can build a huge list of prospects and customers to communicate with on a regular basis.

The more stories that you write about bowling leagues, fundraisers, birthday parties, company parties, your restaurant or any other revenue center the better. You can then dominate page 1 of the major search engines for those search terms and then generate new business from it.

Get Found FAST!

Blogs often get indexed in minutes versus websites that are often indexed in days, weeks, months or never. It's a matter of the content on your website, making sure that all of the Search Engine settings are correct and then if the spiders find your site as a result.

Blogs are often found in just a few minutes because the search engines then know that it's a new post and they want to make sure that fresh, relevant content is always found on page 1.

Blogging Is As Easy As Writing A Letter!

Most blogging platforms look a lot like a Microsoft Word Document and then give you the ability to upload images, pictures and videos too. Many of the best platforms for this now have FREE Smart Phone Apps that you can post right from your phone. So you can take a video of a bowling fundraisers and upload it to your blog all on your phone!

Our Revenues had been Decreasing, Until we Joined Bowling Leads!

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Bowling in Canada has been declining over the last few years, but that is because we have not been marketing correctly for the past ten years. There is so much more competition now. How do you compete for peoples entertainment dollar? We have owned our centre for 13 years now and each year our sales have not increased but decreased, until now. Since we have been using Bowling Leads we are doing numbers we have never done before. They have easy to use templates and ideas to help you make your centre different and exciting. Who has the time to advertise, e-mail and market your centre. Bowling Leads helps me do it and doesn't take up all my time. Our web page alone that they built has increased our business with us doing nothing, they send out the e-mails so I don't have to pay for an e-mail program or an e-mail capture program. Thanks to Bowling Leads and their support team who seems to work 24/7.

Tom Cooper
Dell Lanes, Surrey, BC, Canada



Mistake



Fail To Keep Up With The Fast Changing Technology

If there is one thing we can all agree on it's the RAPID pace of technology changing in our every day life. In the online marketing, advertising and social media world it's especially true.

Facebook Frenzy

Facebook makes changes to their platform on what seems to be a near daily basis. Rules on what's acceptable and what's not acceptable constantly changing. The sizes of photos and images allowed are changing all of the time. As a public company now they've made

list...this is great as email open rates decline we can now be stealth and advertise to them on Facebook!

The Mobile Revolution

Over 60% of the visitors to our websites are now coming from mobile devices including phones and tablets. But many bowling centers have websites built on technology that's over 10 years old and does not display well on these mobile gadgets.

The latest technology is called "Responsive

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The latest technology is called "Responsive Design" and it acts exactly as the name states.

.....

many changes that are actually in our favor as business owners. The amount of data they know about you is SCARY! But from an advertising perspective they are now building a powerhouse of data that can be mined and we can serve up ads to just the right people. A few years ago their advertising platform was a joke and a total waste of time and money. Today it's actually possible to generate real, paying customers from their platform.

Design" and it acts exactly as the name states. When a mobile phone accesses your web domain the website actually "Responds" and reconfigures itself into a format that's much easier to read and navigate than a traditional website. If a larger tablet device accesses your domain the website again reconfigures itself into a bigger version of the mobile phone site, but not quite the same as the desktop version.

You can target exactly who you want. Age, income, kids in the home, what they like and much more. We can now actually upload an email list and target ads at your existing email

Mobile Responsive sites are not the same as "Mobile Friendly". Many mobile friendly sites are stripped down versions of your full site. They often also have a slow load time, not what you want when someone is accessing

your site from a phone. Mobile friendly sites also do not look that great on a phone. They also often have no good data capture options on them.

Search Engines Changing Too...

Google is still the #1 search engine and they are just like Facebook constantly tweaking and changing their rules. They change who and how people get to page 1 for search results. It's a mystery to everyone but the Google team. But there are "Best Practices" which include fast load times, relevant content, proper key words set up on the site, set up of your Google Places and Google Plus account that all will give you the best shot at being listed for as many different revenue streams of your business as possible.

Also with Google Maps you can make sure that it's easy for people to click to call your center right from their mobile phone or get directions and use their phone as a GPS to get to your

center without having to leave their Google search.

Some of our clients have laser tag, mini golf, sports bars, meeting rooms, game rooms, arcades volleyball and many more search terms that they were not even thinking about. They key is to make sure you do not miss any, because quite honestly few business owners understand any of this and it's easy to become a Page 1 ranking for these phrases which then result in getting more new customers.

It's important that you are updating the software, technology and online accounts for your bowling center to make sure that you're not missing out on new customers looking for information or locations in your community.

Responsive Design Looks Great on Phones, Tablets & Computers

Clockwise from Top Right: View on a tablet, View on a laptop, View on an iPhone.

The image displays three screenshots of the Ashwaubenon Bowling Alley website, demonstrating its responsive design across different devices. The top-right screenshot shows the website on a tablet, the bottom-right on a laptop, and the bottom-left on an iPhone. Each screenshot features a prominent 'FUNDRAISING' banner with a pink piggy bank and a call to action: 'Sign Up For A FREE \$10 Open Bowling Certificate!'. Below the banner is a sign-up form with fields for 'First Name' and 'Email', and a 'Send My Certificate!' button. The website also includes a navigation menu and a footer with contact information.



Mistake



Fail To Communicate With Existing Customers

The most valuable asset you can have is a list of prospects or customers that want to hear from you.

This is the biggest mistake of them all.

Building any business requires you to have new customers as each year customers will quit for a variety of reasons, they'll die, they'll move, they'll get bored. So you need to have a steady stream of new customers. But it's just as important if not as to be communicating with your existing customers.

Why Don't Businesses Communicate More Frequently With Their Customers?

Many business owners do a very poor job capturing data from their customers so they have no way to communicate. This is a huge mistake! They are more worried about getting the cash in the register today and not focused on building an asset (the database) of current customers that allow them to communicate at any time with a variety of media.

The most valuable asset you can have is a list of prospects or customers that want to hear from you. This allows you to build business on off days or times. It allows you to generate revenue at the last minute if it's raining or maybe an event you are hosting isn't sold out yet.

Without a customer database you have no way to communicate quickly or effectively.

Here's a great example...

One of our members Warrior Lanes in Waukee, IA was hosting a special glow in the dark bowling event to celebrate St. Paddy's Day. This was a special event that they had just promoted in the center and hadn't really make a good sales push in center. More like having the flyers available at the front desk, but not going lane to lane selling.

They wanted to make sure that they had a great turn out so they gave us a call and fortunately they have been a Kids Bowl Free participating center and had also been doing a good job collecting data in the center since becoming a member.

We were able to create a quick email communication and then they posted the offer on their Facebook page too. Kristy and her team were able to quickly fill 13 of their 16 lanes. Without having a customer data base and the proper tools to communicate with they would have had a slow Saturday afternoon.

Instead they had a great day and their customers had a great time!

The big lesson here is not that we were able to send an email and generate quick revenue. The big lesson is that we need to be constantly adding to our customer and prospect database so that we can generate revenue "at will" when needed.

If you don't already have a good list, the next best time to get started with this is now. Don't continue to delay this.

Every day that you are open you are missing out on capturing data and hot leads from your

customers. We provide our members with data collection devices to help find leads for fundraisers, birthday parties, bowling leagues and much more.

Many times we can find a great deal of business for your center just by asking your existing customers to complete our data capture forms. We have one center that was able to keep a full time sales person busy just by implementing this strategy. The sales guy was thrilled too because he was no longer "Cold Calling" which is the WORST.



A last minute St. Patty's Family Glow event filled 13 of 16 lanes with a simple email sent to Kristy's new email list from BowlingLeads.com!

.....
If you don't already
have a good list
.....

NOW!

.....
the next best time to get
started with this is now!
.....



Would You Rather Keep Up To Speed On Your Own Or Would You Like A Team Of Experts To Help You?



For over 7 years we've helped over 100 progressive bowling centers have a great online presence in addition to providing them with great marketing tools to use in their center.

The pace of the online marketing space is changing fast. Some days it seems like what worked yesterday doesn't work today. It can be frustrating even for us. Over the past 12 months we've invested over \$80,000 last year in ongoing education attending different marketing seminars, taking online classes and purchasing many different tools to help our clients get the best results.

We've invested over \$200,000.00 into testing different marketing campaigns just last year. We're constantly testing on Facebook, Google, Radio, Newspapers, Direct mail and many much more. Here's the best part, we test on our own businesses first before applying it to our members. We're our own guinea pigs, we don't use our client's money as our laboratory. There are plenty of "gurus" that do this and I feel it's negligent on their part.

We've also generated over 10,000,000 new customers for a wide variety of businesses including bowling centers, fitness centers, an online daily deal website, restaurants, dentists and orthodontists and many more.

We also Guarantee our service with a FULL 100% 90 Day Money Back Guarantee and we never have a contract. I've always felt that if you can't stand behind your product or service

with a full money back guarantee you should find something else to sell. To date we've never had a refund and our members are often surprised at the extras we provide like 24/7 customer support and support tickets that get resolved on average of just 22 minutes. This comes as quite a surprise when many people can't get their "web guys" to call them back for a week or more.

Yes you can do this on your own. But the real question is...Should You? Personally I believe that you spend your time doing what you do best. For most center owners that is operating the center day to day. For me I've delegated my bookkeeping to a team who pays nearly every bill for me including my mortgage, car payments and nearly every personal bill. Why? I hate doing paperwork. The thought of making sure the quarterly estimates are done on time and properly scares the crap out of me. So I focus my time on writing, coaching, building systems and letting my accountants take care of what I'm not good at.

So if you're ready to start building your business by building a customer and prospect list and then communicating more frequently I'd love to help you out.

2 EASY WAYS TO
JOIN NOW!

1. Book a Demo at BowlingLeads.com/demo
2. Call Us At 888-905-0648

PLUS...



We GUARANTEE that you'll LOVE Bowling Leads or we'll give you 100% of your money back within 90 days!

What can you expect with
Bowling Leads.com

- Data Capture -
- Email Marketing -



- Direct Mail -
- Outside Selling System -
- League Promotions -



- Unlimited Tech Support 24/7 -
- Custom Fliers/Graphics -
- Automated Follow Up -
- SEO -
- Automated Phone Calls -
- Open Play Promotions -



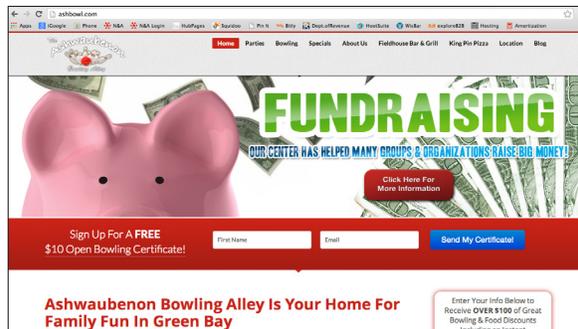
- Custom Banner Images -
- Upgraded Software & Technology -

Bowling Leads Members Get All of This and Much More...

Email Marketing



Mobile Responsive Website



- 24/7 Support
- Custom Flyers
- League & Open Play Promotions



We GUARANTEE that you'll LOVE Bowling Leads or we'll give you 100% of your money back within 90 days!

Bowling Leads Member Center Books 100 Person Party in Just 24 Hours!

Hi Darin,

I just wanted to thank you! After your seminar on Wednesday Char and I decided to put a table out for a local street festival. We sold a few of our Summer Memberships, booked a 100 person group party, got 6 birthday party leads and a fundraiser lead! All for sitting outside in the sun for the afternoon!

Thank you!

Nathan Hogg

Academy Lanes, Winnipeg, Canada

Tools Bowling Leads Members Will Receive

Data Capture

The Bowling Leads system helps you collect data from 20%-30% of your website visitors. The average for other sites is less than 5%. This means if you have 1000 visitors to your site, you are getting data from over 200 individuals instead of less than 50. We accomplish this through non-intrusive pop up boxes, and optimized opt-in forms throughout the site.

We also give you tools to collect data from customers that you have inside of the center. We give you an easy to use data collection form, along with scripts you can use to train your staff on how to best collect data during certain situations. You then have a back end area on your website where you can enter this data into the system.

Email Marketing

Member centers have access to their very own iContact account at no extra charge. This account allows you to send an unlimited number of emails to inform customers about specials, events, upcoming leagues, or whatever else you need to promote.

Worried about having enough time to send the emails? Don't worry, let us know what's going on at your center, and we'll put the email together for you. You'll get a proof to approve, and we take care of sending it to your list. All of this is included in your Bowling Leads Membership!

Automated Follow Up

So we've collected the data, now what?

We've built an automated follow-up sequence that sends the visitor a different "Evergreen" offer every 21 days for the next 5 months. These offers are completely customized by you. We start with a \$10 off \$20 Open Play or Glow Bowling Certificate followed by 5 other offers. We also automatically send 1/2 Birthday and Birthday Offers too!

Outside Selling System

Members also have access to Darin's Outside

Selling System. Darin had this service available as \$1500 per day, he would go into a centers marketing and literally go from door to door at local business to sell bowling outings. We are making the system available to all members, this 2 hour training video will give you all the tips and instruction needed to successfully sell bowling in your community. You'll learn how to walk past those "No Soliciting" signs and get real business. All of the templates needed are also available for download and customization. Perfect for you or your sales team. This information alone is worth thousands of dollars to your center.

Custom Banner Images

Looking to promote a specific event or special at your center. Our graphics team can get a custom banner made for your site, at no extra cost. Click on the banners below for examples. We also have a full library of banners ready to implement for season things such as Fall Leagues, Holiday Parties, Kids Bowl Free, and New Years Eve.

Unlimited Tech Support 24/7

Our support team is available 24/7. You get our cell numbers, and all support tickets are immediately sent to our cell phones. We know you can't have an issue with your website on a busy weekend, so we're available 24/7. Whether you need a simple change, or a quick email sent to drum up some business on a slow Saturday, we're here! Our computers are always with us, we've even set out emails for folks while we are on the road traveling to events and trade shows.

Upgraded Software & Technology Included

So what happens when the current technology becomes outdated or something newer is available? Do I have to pay \$2000+ to upgrade my website? NO, our Bowling Leads Membership includes technology update. We are currently on our 6th template in 7 years. We watch the trends, and test the new technology on our businesses first, then push that out to all members for no extra upgrade fee.