

**2 Proven Tactics
That Any FEC Can Use Right Now
To Increase Repeat Business**

...a simple system used by successful FECs

This report is brought to you by...



**When it comes to laser tag the choice is
LaZer Runner...**

**Number one in systems sold for
*12 consecutive years!***

2 Proven Tactics That Any FEC Can Use Right Now To Increase Repeat Business

This is going to be a 100% How-To-Do-It report! What I am going to do here is to give you step-by-step instructions that can immediately increase your income by at least 50% or as much as 200% or maybe more! No kidding...

What I'm about to tell you applies to virtually every FEC.

Our product, LaZer Runner Laser Tag Systems, has been installed in over 460 locations throughout the globe. We are in bowling centers, skate centers, mini-golf centers, go kart centers, malls, FECs, theme parks, water parks, tourist attractions, sports complexes, ski complexes – you name it.

We talk to our customers to find out what they are doing to market their businesses. We also talk to a lot of other FEC owners who call us every day.

Here's what we find...

Some are wildly successful, some are very successful, some are moderately successful, some are just paying the bills and some ain't makin' it.

Not surprising, you say.

All of these FECs, no matter what business they "think" they are in, are all, in fact, really in the business of selling. And, when you get right down to it, isn't that really what all FECs are hoping to accomplish...

- They want to know how to sell more goods and services...
- To more people...
- More quickly...
- And, more cost-effectively.

Like I said before, our product is installed in a lot of locations world-wide and we speak to our customers on a regular basis to see how they are doing. What I'm going to reveal to you here is this...

The 2 most important things that ALL of the successful FECs are doing.

Some of these FECs have DOUBLED or TRIPLED their business with these two simple methods. I know that they work, because we also did exactly the same things at our company owned LaZer Runner locations.

Listen...

I'm not a theorist or a consultant or anything like that. What I speak about is what I do. I know this works because our company has done it for years. I know it works because many of our customers who own LaZer Runner Laser Tag Systems are very sharp operators. They all tell us that these methods work.

OK – first some ground rules: Right from the start I want to tell you that these techniques will NOT work (at least not for long) unless you have something of value to offer. In other words, if your FEC is a complete dump with bad food, belligerent staff, over-priced attractions, and sitting out in a moose pasture don't expect these two proven techniques to bail you out. So, let's begin from a position that your facility is in a reasonable location, looks great, with trained staff that offers good food and fun attractions all at reasonable prices.

Fair enough?

With that out of the way, let's get going...

Let's assume that you have a nice FEC in a reasonable location with trained staff that offers good food and fun attractions all at reasonable prices BUT unfortunately, in spite of all of this you're still not making enough money.

What's wrong? What are you not doing that you should be doing?

That's easy.

The first thing that you should be doing (and you should be doing this immediately) is to capture the names and addresses of all of your customers.

This cannot be stressed strongly enough! It needs to be emblazoned in your mind! It needs to be imprinted on your consciousness. This needs to become so automatic that it becomes second nature to you.

This is rule #1. Let me write it down in capital letters so you will never forget it...

RULE #1
**IMMEDIATELY BEGIN TO CAPTURE
THE NAMES AND ADDRESSES
OF ALL YOUR CUSTOMERS!**

So, why is this so important? The answer is simple...

You see, it is only by implementing RULE #1 that you are then able to implement RULE #2.

Here is RULE #2...

RULE #2
**IMMEDIATELY BEGIN TO
SYSTEMATICALLY COMMUNICATE
WITH ALL OF YOUR CUSTOMERS
AND ASK THEM FOR MORE
BUSINESS!**

Why are these rules so important?

That will become abundantly clear before the end of this report. For now, I want to explain one way of implementing the two rules that I have just described. I will get into several other ways to accomplish this but for now, let's talk about a very ingenious way to get this show on the road.

I want you to hold a drawing to give away a **FREE GIFT**...

- You could give away a birthday party package for 10 people, for instance.
- Or, \$150 worth of tokens if your FEC uses them.
- Or twenty-five games of laser tag.
- Or whatever. Anyway, you get the picture, don't you? Give away something worthwhile and valuable that your customers will appreciate.

What you do next is have a bunch of small cards printed up that have a space for each of your customers to print their name, address, phone number and email address. At the top of this card make sure to print something like this...

“Grand Prize Eligibility Card”.

At the bottom of the card should be these words...

“Winners will be notified by phone or email.”

You card should look something like this...

<u>Grand Prize Eligibility Card</u>	
***** Win a Birthday Party for 10 people *****	
First name _____	Last name _____
Street _____	
City _____	Zip _____
Phone _____	Email _____
Birthdate (day) _____	(month) _____
Winners will be notified by phone or email	

Now, what do you do with these cards?

- You can give a stack to your employees and instruct them to pass out one to each of your customers. Have them fill out the card on the spot.
- Or you can have the customers drop these cards into a “draw box”. Again, there are many ways to get the information. You could sell “memberships” that entitle members to lower prices on all attractions at your FEC. Get it?
- Does your FEC have a point of sale system? Depending on the capability of it, you may already have all of the names of your customers in a database. (By the way, our research shows that most FECs with a POS System do not use it efficiently or sometimes they do not use it at all.)

My point is this...

Do SOMETHING to get the information you need from your customers. And don't stop until you have developed a systemized approach that works for you and your FEC.

All right. Let's assume that you have followed these simple instructions for a month or so and you have collected the names, addresses, phone numbers and email addresses of, let's say...1000 people.

What do you do next?

Well, you have your drawing, of course, and you notify the lucky winner that he or she can come in and claim their prize.

So far so good.

But now we come to the really important part. What you do now is you compose a letter that goes something like this...

Dear Sam,

My name is John Smith and I am the owner of John's Fun & Games on Elm Street here in Anytown.

The reason that I am writing to you is to say "Thanks" for entering our draw for a birthday party for 10 people. I'm sorry that you didn't win the grand prize. That was won by Bill Brown and he has already booked his party for next month. I'm sure that everyone who attends will have a great time!

However, I do have some good news because I am happy to inform you that you did win a valuable second prize! What you have won is a \$10 roll of tokens that can be redeemed for a variety of great attractions including our new LaZer Runner laser tag game. I will be happy to give you the tokens the very next time you come in to have some fun!

Thanks again for entering our little contest and I hope to see you soon,

Sincerely,

John Smith

P.S. Please bring this letter with you when you come in to collect your prize. It is also necessary that you claim your prize between now and the end of the month.

Thanks, I really appreciate having you as a customer.

What you do after you have this letter composed is you take it to a printer and you have the printer run off 1000 copies. Then, of course you address and mail one of these letters to each of the names that you have collected.

Guess what will happen?

You won't believe it. First, what will happen is that all of your customers will be very happy to receive this letter!

Second, many of these people will come in to get their free roll of tokens. They will use these tokens to play games, some will spend even more money to play more games, some will spend money at your snack bar, etc.

Some people will come in with their friends or girl friends or boy friends or wife or family and so on. And since they have to bring in their letter to claim their prize, that means that you and your staff can greet them by name. It makes them feel important.

Is this thing too expensive? Too time-consuming?

Listen, my friend...

If only 10% of the people who get your letter come in to your FEC, you may well develop a bond that makes 100 people become your customers for life. Some of these people will come in every month – some every week – some several times a week.

But wait. There's more...

You see, you now have a mailing list (and an email list) of your customers! This is valuable stuff! And exactly what do you do with that with that mailing list?

You mail to it of course.

- You mail simple little post cards that tell them about the great birthday party packages that you offer for adults and kids alike (remember, you asked for the day and month of their birthday). They should get a letter a month before their birthday telling them what you have to offer.
- You mail announcements telling them about your “half-price Thursdays”.
- You mail postcards to tell them about “all-the-pizza-you-can-eat “Tuesday special.
- You mail postcards to tell them about your “buy-one-game-and-get-one-free” LaZer Runner Laser Tag special (shameless plug).
- You mail all kinds of offers and specials and announcements. You get the picture here, don't you?

And how often do you do this?

You should do this AT LEAST ONCE A MONTH every single month of the year. The payoff will be incredible.

I can almost assure you that you will be the only FEC in your area that is working such a neat little program on such a systematic basis.

The rules are simple...

1. Capture the names and addresses of all your customers (every 3 or 4 months).
2. Periodically (at least once a month) write these customers and remind them of your existence and ask for their business.

That's all there is to it. I know that it sounds simple but it will profoundly enhance the bottom line of your FEC.

Keep in mind that you should start doing the above two steps BEFORE you do anything else because it is the quickest and easiest way to vastly improve your business, virtually OVERNIGHT!

It's so simple, so seldom done and so profitable!

Now, you can get a bit more sophisticated if you want and I am going to discuss that in another report...

**I will show you how to take this concept and expand it to
EXPONENTIAL PROPORTIONS!**

And, I'll show you how to put it on autopilot.

Listen...

Lots of our customers have used this simple technique and increased their business immensely. Some have taken it to the next level and have seen their business go through the roof. At LaZer Runner, our marketing department makes sure that you have access to all kinds of techniques to make your FEC as successful as it can be.

By the way, a LaZer Runner Laser Tag System is a terrific draw for your FEC. It will expand your customer base and increase your profits.

If you would like to see what we can do for your FEC and whether laser tag is something that can help you generate more business...

Don't wait another minute...

Call our office and speak to **Paul Savard** at **780-496-9058 ext 248**.

He's got a **FREE FACT KIT** that will explain all of the important aspects about laser tag systems. Information that you need to make an informed decision. It comes to you in a huge envelope stuffed with all kinds of reports, color catalogues, fact sheets and much more.

Call him today and he will send it out, usually the same day!

Or [CLICK HERE](#) if you want to order the FREE FACT KIT online.

He's also got a special sale on our equipment right now.

Sincerely,



Kenn Schurek – Founder
LaZer Runner Laser Tag Systems

PS For other money-making ideas, read the report entitled...

**How To Instantly
Increase Your Profits
By Up To 38%**