



Bowl Better In 4 Weeks

Steps to Success



PROGRAM ACTION COMMITTEE



BPAA Program Action Committee

The BPAA Program Action Committee was assembled to assist the BPAA Executive Director by making recommendations on how to effectively help proprietors implement BPAA programs.

Steps to Success Guide – Bowling 2.0, Bowl Better in Four Weeks

Program Overview

What is Bowling 2.0? As a partnership between the Bowling Proprietors' Association of America (BPAA), United States Bowling Congress (USBC), and Strike Ten Entertainment (STE), this new learn-to-bowl program will help generate new customers and future league bowlers for your center. The main objective of this program is to introduce new people to the great sport of bowling or reactivate bowlers that have not bowled in several years.



If you have been a proprietor for any length of time, you know the learn-to-bowl program itself is not new. For many years, proprietors have used the concept to introduce, teach, and convert potential customers into new bowlers, and many of the new bowlers would transition to league bowling. This proven methodology of building new league bowlers has been standardized and updated for use with today's new bowlers. Now, every bowling center has the tools necessary to generate new bowlers!

Program Timing

The program is designed to be used year round. It is not date specific and can be used anytime you have open lanes you would like to fill.

Bowling 2.0 is structured to take place once a week for four weeks, with each weekly session taking 1½ hours. The first 30 minutes of the session are designed to be in a classroom setting with a video lesson; the final hour is designed take place on the lanes, allowing students to put into practice what they have learned.

Program Target

The target audience is adults 18 and over. Since the goal of the program is to generate **new** league bowlers, it is recommended that consideration be given to targeting similar demographic groups when promoting your program, for example seniors, daytime ladies, shirt workers, etc. The program is generic in that it could be used for youth, but it should be noted that the industry has a **USA Bowling 101 Learn-to-bowl** program developed and targeted for youth available at the Youth Resource Center at www.bpaac.com.

It is recommended that Bowling 2.0 be offered as a **free** program. The four-week program is designed to be an investment in generating new bowlers, including league bowlers, for your center. While there certainly is a cost associated for you as a proprietor to facilitate the program, think of it as a marketing cost. Your revenue stream starts on Week 5 with your rollover program.

The promotional material developed for this program has not been branded as a free program. All of the marketing support materials focus on the benefits of the program and not the cost. If your business model or philosophy calls for this to be a paid program, you can utilize this program and decide on the appropriate amount to charge.

Program Elements

Bowling 2.0 kits are available for purchase by member centers for only \$49. The one-time cost includes shipping and includes everything you need to get your first session up and running. Every Bowling 2.0 Kit contains the following items:

- DVD featuring four weekly lessons
- Proprietor's Guide
- Coach's Guide
- 8.5" X 11" color / black & white flyer
- Week One student handout
- Week Two student handout
- Week Three student handout
- Week Four student handout
- 5" X 7" table tent
- 8.5" X 3.5" color / black & white flyer
- 22" X 28" poster
- 3' X 6' banner
- Email template – *available online*
- Website ad – *available online*
- 30-second promotional spot – *available online*

Your Bowling 2.0 kit will have enough student handouts for your first 50 students. After that, you can print the handouts on your own. Each of the elements in the kit will be available for electronic download at www.mybpaac.com. Some of the promotional materials are meant to be customized to include your center information and specifics on the class you are starting, while other promotional materials such as the poster and banner are generic so they can be used to promote the program moving forward.

Program Steps for Success

1. In considering when to offer your Bowling 2.0 program, choose the day and time you want you're roll over program on Week 5 to bowl.
2. Also, when considering the best time to offer your Bowling 2.0 program, match your day part with your prospects – seniors are not a good fit for second shift and young singles are not a good fit for 10 A.M.
3. Start with the **end** in mind! Meaning you and your staff should plan on a new league or club starting on Week 5 for EVERY Bowling 2.0 program you host.
4. There are several options to choose from for your Week 5 program – 8 for 8, 10 for 10, Daytime Ladies, Seniors, Singles, Bag League, Shoe League, just to name a few.
5. Thirty (30) days prior to the start of your session, have a staff meeting.
 - a. Review all Bowling 2.0 POS material with program dates and times.
 - b. Get your staff motivated! Sell the reason for the program. They have to understand in order to buy in.
 - c. Develop an *employee incentive* for the most signups for the program. Use trade out items from partner businesses like dinner, free appetizer, movie tickets etc.
6. Blitz your center with the POS – hang flyers, banner, poster, table tents on all doors, windows, bathrooms, etc.
7. Develop a script and make announcements to different segments of your guests.
League Bowlers: have them invite a friend. Casual Bowlers: introduce them to the program.
8. Go lane-to-lane during peak traffic times thanking guests for being there and letting them know about the program.
9. Follow up with a phone call to **ALL** sign-ups *within 24 hours* thanking them for signing up and inviting them to bring a friend.
10. Call all sign-ups 24 hours in advance of the first class to remind them of start time.
11. Call all no shows from the first night to invite them to the next class.
12. Call all participants after Week 4 to thank them and remind them of the new program, league or club starting on Week 5.
13. Introduce your Week 5 roll-over program on Week 3 to get them thinking about coming back on Week 5.
14. Have someone go lane-to-lane on Week 4 thanking them for their participation and asking them who they are going to bowl with in Week 5. Think proactively. Don't ask them *if* they are going to bowl, but rather ask them who they are going to bowl with.
15. Proprietors that utilize Bowling Music Network can access promotional spots developed by the BMN team promoting the program.



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Samples Guide



PROGRAM ACTION COMMITTEE

EXAMPLE 2.0 LEARN-TO-BOWL ANNOUNCEMENT FOR LEAGUE BOWLERS
BEFORE YOU HAND OUT BOWLING 2.0 INFORMATION

Attention _____ Bowlers,
(Name of League)

We would like to make you aware of a new program for new bowlers in our community, or maybe even for you.

Bowling 2.0 is now being offered at _____
(Name of bowling center)

2.0 is a 4-week Learn-to-Bowl program being offered on _____
(day/night)

Best of all, it's at NO COST! We are looking for referrals from our league bowlers, so please let us know of anyone you might know that could benefit from this program or who might be interested in participating. AND, any bowler who refers another bowler into our NEW 2.0 Learn-to-Bowl Program will receive _____

(Incentive)

We will be around with more information on this program. Please help us teach new friends and family of yours this great sport of bowling!

Thank you!

EXAMPLE 2.0 CENTER ANNOUNCEMENT FOR OPEN BOWLERS BEFORE YOU HAND OUT
BOWLING 2.0 LEARN-TO-BOWL CLAS INFORMATION

Attention Bowlers & Guests:

We would like to inform you of a very exciting bowling program here at

(Name of bowling center)

this program offers four(4) weeks of bowing instruction on _____ at
_____ am/pm. You will learn the fundamentals of our great sport of
bowling. Best of all, there is NO COST!

We will be around with more information on this program.

Thank you!

Bowling 2.0 Kick Off Checklist

Action Item	Employee Responsible	Target Date	Completion Date
Review Bowling 2.0 Proprietor's Guide			
Select day and time of 2.0 program based on when rollover program will start on week 5			
Determine week 5 rollover program			
Develop rollover program flyer			
Conduct staff meeting to inform team of 2.0 program start date			
Develop staff incentive			
Develop 2.0 Point of Sale (POS) for center			
Post promotional video on website			
Utilize 2.0 web banner on website			
Send email to database using 2.0 email template			
Download and program Bowling Music Network promotional spots			
Develop PA script for Open Play & have staff implement			
Develop PA script for League Play & have staff implement			
Go lane to lane during peak open play times to solicit 2.0 participants			
Follow up with confirmation phone call within 24 hours of each signup - encourage them to bring a friend			
Call all sign ups 24 hours in advance of the start of week one			
Select coach(s) for program			
Provide all coach(s) copy of Bowling 2.0 Coach's Guide			
Conduct Coaches Kick-Off meeting			
Call all no shows from week one and invite them to start in your NEXT program. DO NOT let them join the group on week 2.			
Introduce rollover program on week 3			
Go lane to lane promoting rollover program on week 4			
Start week 5 rollover program			
Call all no shows for rollover program to invite them back next week			
Start planning your next Bowling 2.0 Session!			



Our challenge is to
start 60 bowlers

**The employee who signs the most bowlers can
win MONEY,CASH,MOOLA**

Money to everyone who signs customers to our AWESOME
BOWLING 2.0 Program. You don't have to sign the most, if you sign
one you are a winner. The more you sign the more you WIN!!!!

**for 20 bowlers - \$50 to highest, \$50 to split
for 30 bowlers - \$100 to highest, \$100 to split
for 40 bowlers - \$150 to highest, \$150 to split
for 50 bowlers - \$200 to highest, \$200 to split**

**Meet our goal of 60 that's right I said 60 and you can win an Ipad
or \$400 cash. It's your choice. How many times in your life do you
get to choose your path???**

Everyone WINS, meet the goal and I will personally give out \$400.
One bowler equals cash. MORE bowlers means MORE CASH.

Anyone Need Money???

Oh, did I mention, if you are the person with the most signups (and
showups) you will get a day off with pay. That's 8 hours of your pay
without working.

BOWLING 2.0 where all of us can win, win, WIN!!!

Bowlers must start the program to be counted

BOWLING 2.0 PROGRAM MEMBER

Present this card at checkout anytime between January 11th and February 1st and bowl all of your games for just \$1.00.



101 Marlboro Ave.
Easton MD, 21601
410-822-3426

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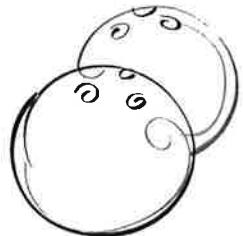
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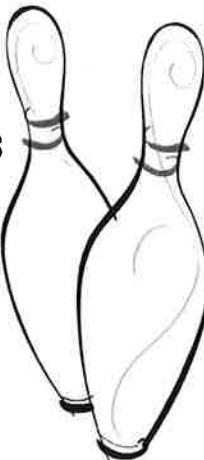
REFER A FRIEND

BOWLING 2.0 PROGRAM



**Get 10 FREE Games
of Bowling!**

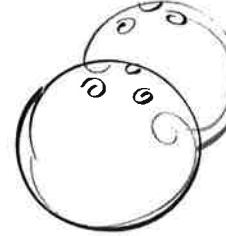
Just refer a friend into
Our NEW Bowling 2.0
Learn-to-Bowl Program
(NO COST)



At this Center

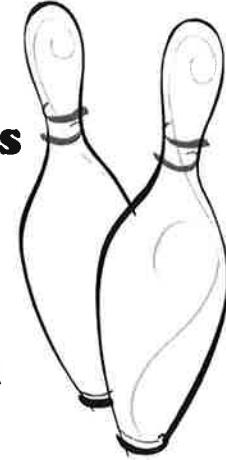
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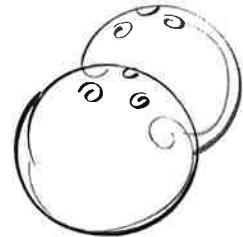
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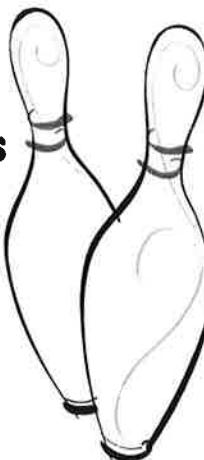
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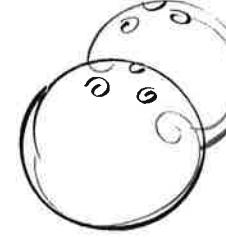
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At this Center

REFER A FRIEND

INTO BOWLING 2.0 PROGRAM

AND get 10 FREE Games of Bowling!

Bowling 2.0 is a great new program to teach the fundamentals of bowling in our

Learn-to-Bowl Class starting soon!

Friend's Name _____

Friend's Contact Phone # _____

Your Name _____

Best Phone # _____

Turn this is at our Bowling Customer Service Counter.

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AND get 10 FREE Games of Bowling!

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Learn-to-Bowl Class starting soon!

Friend's Name _____

Friend's Contact Phone # _____

Your Name _____

Best Phone # _____

Turn this is at our Bowling Customer Service Counter.

Signed by	Name	Phone Number	Email	sign up call	email start dates	call to invite others	48 hour reminder call	started week 1	called if no show	showed up week 2	showed up week 3	showed up week 4	converted
40													
41													
42													
43													
44													
45													
46													
47													
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49													
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60													

- 1.) Contact bowlers within 48 hours of sign up to confirm they are bowling.
- 2.) 2 weeks prior to start date, send email with starting dates, meeting time, and general information.
- 3.) 1 week prior to start date, another call should be made confirming their interest and asking them to invite friends and family to attend
- 4.) 48 hours prior to kickoff, a call should be made reminding bowlers of start times.
- 5.) Week 1 Begins
- 6.) Within 24 hours of kickoff, any signup that did not show needs to be called and encouraged to join the next session. It is not recommended to add people after week one is complete.
- 7.) Each week, any bowler that missed should be contacted within 24 hours of scheduled class to find out why they did not return.

Bowling 2.0 Sample Phone Greeting.....

Thank you for calling [INSERT CENTER NAME] home of Bowling 2.0, learn to bowl better in 4 weeks for free. This is [INSERT YOUR NAME], how can I help you!

Registration



_____, _____ / _____ / _____ at _____ A.M./P.M.
[Enter specific day of week] [Month] [Day] [Year] [Time]

Participant's Name	Telephone Number	Email Address
1		
2		
3		
4		
5		
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30		



FAQ [For Center Staff]

What is Bowling 2.0?

It is a 4 week "Learn to Bowl" program designed to introduce NEW adults 18+ to bowling or to re-introduce bowlers who have not bowled in several years.

How does the program work?

During the 4 week program; each week there will be 30 minutes of instructional video followed by 1 hour on the lanes putting into practice what was learned.

Is there a cost? No Yes \$ _____
Payable by: MasterCard VISA AMEX Discover
 CHECK CASH

When does the program begin? (Enter specific date)

The program starts on _____, _____
[Month] [Date]

What day of each week is the program offered? (Circle the day of week offered at center)

Monday *Tuesday* *Wednesday*

Thursday *Friday* *Saturday* *Sunday*

What time does the program start?

TIME: _____ A.M. / P.M.

Reminder:

**If your center is offering the 8 for 8 roll over program on Week 5,
discuss it with all potential participants!**