

4-week

Learn-to-Bowl-Better Class

TIP SHEET

Objective

Teach basics of bowling and safety issues so new bowlers notice improvement and gain confidence

Program

4 Week Learn-to-Bowl-Better class, use of all equipment, recommend 1:6 coach/student ration

Pricing

Suggestion: \$29.95 program fee, keeping in mind a \$5 off coupon is being used to encourage sign ups

Target Market

Kids Bowl Free® members 15 & under

Promotional Tips

Offer free lessons 1 night a week. Use this opportunity to discuss the class with the parent. Pass out flyers & \$5 off coupons, direct mail postcard to database.

Best Time

Saturday / Sunday AM - if you currently have a youth league, use adjacent lanes, this allows parents to observe your program.

Note

Under promise and over deliver this class is a great opportunity to transition casual youth bowlers into organized league play.

Postcards and posters shown in "Program Elements" displayed in color will also print in black & white using the color sample.