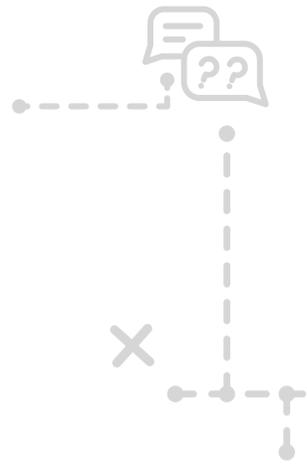


New Room 30 Day Launch Formula



Days Out

30

Submit the opening date of your room to all local event calendars.

- Look for **both** print AND web listings.

15

Send an email out to all past customers & email subscribers giving them:

- Access to book before you open up timeslots to the general public
- And a **FREE upgrade to a private room** for all bookings of three or more people since they've bought before. (If your bookings are all private then offer a 10% discount here instead, but note that the discount expires in 5 days).

10

Send a "last chance" email out to the same customer & email subscriber list.

Let them know :

- The room will open up to booking from the general public tomorrow.
- **They can still get the same benefits they were offered earlier** but remind them that there will be no free upgrade to a private room after tomorrow and that slots are filling up.

9

Make an announcement that the new room is opening via your social media channels (and also in any escape room enthusiasts groups you can find on Facebook) and that booking is now open to everyone.

- Post a link to the booking page in the Facebook post.
- Update your website to have the new room description **front and center on the main page** with a link to book prominently placed.

5

Ask your readers for advice on the new room. Ask them a question in the email and **request that they hit reply to let you know**.

- My go to question is regarding the sound in the room: is music in the background, ambient noise, or silence the best?

You will probably get quite a few responses; respond if you can but **try to keep it brief** so you don't spend too much time here. Example: "Glad I'm not the only one who feels that way" & "That's what a lot of people have said, thanks for the response!"

3

Send an email thanking those that wrote you a response and anyone who has booked so far.

- Ask them to do you a favor & email to tell a friend about the room.

1

It's go time! Send an email about how the finishing touches have been completed and the room is ready to go. Let people know:

- Your first tester group ran through and completed the room in x time or didn't complete the room.
- **You're so excited to share your creation with them and you hope they'll love it.**

1 wk after

Send an email to your list with times of those that completed the room and ask for positive testimonials/feedback on their experience