

5 Keys to a Successful Field

By: Evan Money



Evan Money is President of Money Paintball: a multi-million dollar international extreme sports enterprise. For over 15 years, Evan has helped field owners in the U.S.A. and countries all over the world including: Saudi Arabia, Slovakia, Thailand, Scotland, Iceland, Norway, Portugal, Brazil, Chile, Mexico, Canada, South Korea, Australia and more. Evan has written for every major paintball magazine and has been featured on the cover of “APG” and “Paintball 2 Xtremes.” In 2003, Evan started his own Paintball radio show in Los Angeles on a major FM station with a market size of over 15 million listeners. Evan spends his time promoting the sport of Paintball through his Money Paintball Charity, which provides free and discounted paintball fields to churches, schools, camps and other worthy organizations.

5 KEYS TO A SUCCESSFUL FIELD

Congratulations on investing your time to read this report! Too many people say they want to succeed, but can never make the time to do the important things, like read or study. In the following pages, I am going to share with you “5 Keys to Owning a Successful Paintball Field.” Now these are not all the keys, I assure you, but they are some of the most important. Keep in mind that Paintball is an art, not a science. That is why paintball fields have yet to be franchised successfully. Each city, county or country, for that matter, has so many variables to consider. Weather, population, zoning restrictions, and a town's perception of the sport all have an effect. So take the information below and use it to create your “work of art.”

1 USE THE SOFT GRAND OPENING

As we talked about, Paintball is an art, not a science. Part of the artwork is actually seeing how your business runs. Everything works perfectly on paper, but until you have customers actually standing in line, going to and from the fields, getting their rental equipment and tripping over everyone else in line, etc. you will not fully understand the logistics. The only way to know what is really going to happen is to open your doors. However, with anything new, you are always going to have a learning curve. Do not ruin your name during this time. Unhappy customers tell 10 or more people, while happy customers may only tell one. Here is what you do: if you want your grand opening May 1st, have your park or arena ready on April 1st. Do

all your advertising for May 1st but start allowing walk-ons or book discounted private groups during April. Make sure everyone knows you are not open to the public yet and tell them constantly. That way if there are glitches, people will help you instead of getting mad. They will say things like, "I know you're not open to the public yet, but when you do, make sure this is fixed because I almost got hurt." Also, you can offer people discounted passes if they fill out a survey during the "soft opening." This way they can be anonymous about their likes and dislikes. Remember, it's not what you think is cool or fun, it's what the customer thinks is cool or fun that counts.

2 CLEAN UP

This is the single biggest mistake field owners make, hands down. You can charge 50% to 100% more if your field is clean. Your field better be clean and have great service if you want Mom (who holds the power of the purse) to pay for her kids and husband to play paintball. If Mom is going to drop her little cubs off at your field, she needs to FEEL safe and secure. A dirty run down field with tipped over port-o-potties won't do it. One or two nice Money Turf fields, along with presentable and clean staff members to greet her is a sure way to get Mom's confidence and dollars. Look at Disneyland. It's always clean! It's always packed to, regardless of the economy. People go to Disneyland to forget their problems. That is the same reason people play paintball. Now, if you own an indoor field, then clean up is the name of the game. Mom will not pay top dollar if the field stinks and is dirty. Money Turf, specifically made for Paintball, is a great way to keep your field clean and will also cut down on labor for clean up.

3 LOCATION, LOCATION, LOCATION

It's true in Real Estate and it's true in a successful Paintball business. Regardless if you have an indoor or outdoor field, the location is critical. 95% of the population has never played paintball. A majority of these people know what Paintball is and would like to play. The challenge is that it has not been convenient enough for them to play. Perhaps this has happened to you, you have a good friend that whenever Paintball comes up they say, "I really want to go play," but they never go. Again, it has not been convenient enough for them to play. So, if you have a location that can be seen

from a main road, or at least a sign, it's going to be on people's minds. Every day they pass that sign and soon enough someone from work talks about paintball and they say, "Hey, there is a place on my way to work, let's go." This is the magic of a great location. You don't need to do as much marketing. For example, I&I Sports in Carson, California has a retail store directly off a major freeway. I mean right on the 110, they get 1.5 million cars, or more, that drive by each day. You can ask anyone in Southern California about Paintball and they will say, "Oh yeah, there is that place right off the 110." There are plenty of indoor and outdoor fields with really poor locations that do very well. However, they have had to put a lot into marketing and getting the word out. So the key is: it's better to pay a little more for a great location, because it pays off big.

4 TRAIN YOUR STAFF

This is another area most field owners neglect, and it costs them big time. In any service type industry (hotels, restaurants and places like Disneyland) employees go through training before they interact with the customers. Some high-end hotels put you through 6 to 8 weeks of training before you ever talk to a guest. I understand an 8 week training course is not cost effective or necessary to work at a paintball field. However, you do need to train your staff, even if they are volunteers via the "ref-on-Saturday-play-free-on-Sunday-business-model." You need to understand that if your referee upsets a customer, the customer is not coming back. If Mom sees her son or daughter cussed at by your ref, or neglected and he or she gets shot 50 times, it's over. Your staff needs to know exactly what you expect of them and how you expect them to treat your customers. If you treat your staff like crud, then they will take it out on your customers. Take the time to spoil your staff, show them you care. They are the face of your company. A good rule of thumb is to let your staff bring their friends and play for free once a month. It allows your staff to blow off some steam, and the friends they bring will come back as paying customers.

Also, invest in some type of uniform. The dirty t-shirt does not cut it. Get your staff some dark blue or black polo shirts with your business logo on them. This way it hides a lot of the dirt. A dirty polo looks 100 times better than a dirty t-shirt. Also get your refs some zebra-stripe shirts made of polyester. They hold up great and there is

no confusion on who the ref is. Do not trust your refs to wash their shirts and bring them back next time. You do it. Same with the polo shirts, keep plenty on hand.

5 MARKET TO THE FIRST TIME PLAYERS/PRIVATE GROUPS

Too many field owners rely on their “regulars” and word of mouth to keep the business going. What is great about paintball, is that with text, blogs and other web sites, paintballers will find out about your field and show up without any marketing from you. Some field owners I know are so busy with their existing business, that they don't have time to do any marketing. It's a great problem to have, but it can also be a trap. Some day, another field may open in your area or the paintball landscape may change. Similar to what happened when the big box stores like Wal-Mart started carrying guns, etc.

So the key is, to focus your marketing on the people who have not played before. Remember, we said that 95% of the population has never played paintball, but most of them want to. There are a lot more people who have not played, than those who have. Here are some great groups to target: Church youth groups, Bachelor Parties or Corporate Team Building. Youth groups are some of the best because, a lot of times the parents will come, and some of them will even play. The parents have such a great time that they come back with a group from their work. Pretty soon, some of the parents become some of your “regulars.” You always want a constant flow of new players coming through your field.

There you have it, “5 Keys” to help you start profitable and stay profitable in your Paintball Business. We look forward to serving you, give us a call or e-mail anytime:

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Evan Money

***"...Evan Money has my
highest recommendation!"***

**Dr. Keith Phillips
President, World Impact**



**Philanthropist, Author, Speaker,
Entrepreneur and Life Coach**

***"Evan's personality
contagiously inspires everyone..."***

**Jeff Harlow - Arena Football
Team Owner / Boxing Promoter**

***"...his illustrations are
pointed, his approach practical,
and his results stunning!"***

**Dr. Glenn S. Martin
Author, Leadership Expert, International Speaker,
Senior Pastor - Journey of Faith**

**In LESS THAN 3 WEEKS Evan had his own FM Sports Talk Radio
Show in Los Angeles! With no broadcasting experience!**

Evan Money lives his dreams and he can REACH your audience to do the same. Evan is the Founder and President of a multimillion dollar extreme sports enterprise that he started with no capitol and no outside investors.

Evan directed and starred in the Best Selling Paintball Video of all time: "INSIDE PAINTBALL." Rather than talking about making a movie someday, Evan did it!

As a former body builder, Evan has spent the last 17 years studying health and nutrition. Unlike overweight celebrities hawking diet drinks, Evan lives his beliefs with his current body fat at 8%.

Evan has been happily married to his BRIDE for over 11 years. They continue their tradition of renewing their vows every year in a different state or country!

Evan is the Founder of www.lifecoach5.com. The #1 "On Demand" Life Coaching website.

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Partial List of Evan's Clients

NPPL

U.S. Army

U.S. Airforce

Journey of Faith Church

City of Huntington Beach