



How to Start a **PROFITABLE Mid-Week Trivia Business in 48 Hours!**

The no BS, complete, soup to nuts, blueprint, step-by-step guide to making more money starting next week!

You may be wondering just how you can start a brand new business just 48 hours.

While it may sound a little pie in the sky, let's start with a few questions to see if you can actually do this.

1. Have you ever performed in front of an audience?
2. Do you have a good personality?
3. Are you ambitious?
4. Do you have some basic DJ gear?
5. Would you like to earn more money?

If you answered yes to those questions, then congratulations!! You've got what it takes to start earning an extra \$150 - \$800 or more each week starting as soon as next week.

It really is that easy. I know because I've done it. With the help of my team of DJs I was able to secure one trivia contract with a major restaurant chain that netted our company over \$163,000 in the first year.

Now of course that was a lot of shows at multiple restaurants, but nonetheless, it is possible. But best of all, even if you don't have a team of DJs and just want to do this on your own, you can pick up a show or two or three and start improving your income immediately, using the skills and tools you already have as a professional DJ. I'm going to tell you everything you need to know to get started, from who to speak with, what to say, to the gear and tools you'll need to be successful.

It's at this point that some people may be saying to themselves "oh man I can't do this because _____". Don't be that person. You CAN do this. If you're the type of person with a little drive who isn't afraid of a little work, you can make this happen now. If you're the type of person who thrives on success and takes action, then keep reading.

What kind of places should I target?

Locations that are always packed won't need your help, so you're going to want to put your focus where it can be best served. The best locations to talk to are locations that have unused space in their establishment that could be used to make them more money. Locations with over 30% empty seats during peak hours are currently underperforming and could use the increased sales boost during the week. I know you're probably not looking for a math lesson, but I'm about to share a very important equation with you to help you determine a great trivia location.

Here are a few things to think about when considering a location:

1. What is the average price of a cocktail at this location?

(The average guest consumes 2.5 - 3 drinks per hour, and trivia is normally 2 hours)

2. What is the average guest spending on food per visit?

3. Determine the average guest value using the following equation:

(average drink price X 3) + Food = Guest Value

\$6 per drink X 3 drinks per guest + \$12 for food = \$30 guest value

4. Determine how many guests you would need to attract for the establishment to be able to pay you for your services and make a return on their investment. Don't forget that they have a cost of goods to consider. Most bars and restaurants operate at a 30-40% food and alcohol cost.

Who's the decision maker

Most often, you're going to want to talk to the general manager of the location. Some larger locations have entertainment directors, while at smaller locations, you're more likely going to working directly with the owner of the establishment.

Once you've determined who to talk to, you're going to want to have the conversation with them. When chatting with the decision maker, it's always important to ask the right questions letting them talk about their business and how you can help. I like to use the "2 ears, 1 mouth" method (listen twice as much as you speak). Don't worry about your experiences and expertise unless they ask you about it. Focus on their business, and what they need, keeping in mind the formula I gave you earlier.

Here are a few great questions to get the conversation started:

- What part of your business do you need the most help building?
(such as gaining new customers, creating repeat customers, longer length of stay, or increased guest value)
- What are your goals for a trivia night?
- What would we need to do on a trivia night to reach your goal?
(the answer is usually quantifiable and based on the area that they need the most help building)
- If their goals are monetary, ask them questions from the formula I supplied
 - What is your average cocktail price?
 - How much is the average guest spending on food alone?
 - The average guest at most establishments typically consumes 2-3 drinks per hour, do you find this to be true at your location as well?

When should I approach them

You should be able to approach a manager most days during the week. I suggest avoiding weekends as most locations can be busier at varying hours throughout the weekend. The timing varies based on a few factors. If a location is open during the day for lunch, you'll typically find a manager to be less busy from 2pm-4pm (after the lunch rush, but before they need to focus on dinner prep). With bar locations that open later in the day and don't serve lunch, locations that open at 4pm or later, you're going to want to stop in and chat with someone within the first hour of their posted opening time. This will ensure you aren't hindering their ability to open on time, and they likely won't be too busy to chat with you about the opportunity.

Many establishments start looking to book in quarterly fashion. So if they're looking to boost sales in Quarter 1 (January 1-March 31), they're likely going to be making calls during the first week of December to try to find entertainers. The best time for you to show up, is right after Thanksgiving. This keeps you ahead of their time frame, but fresh in their minds for decision time.

Same goes for the other 3 fiscal quarters. You're going to want to reach out to these establishments before March 1 for Q2 (April 1-June 30), before June 1 for Q3 (July 1-Sept 30), and before Sept 1 for Q4 (October 1 – December 31).



Gear

For equipment, you're going to want to keep it simple and gear down keeping setup and teardown fast, easy, and effective. If you can manage to get the majority of the equipment rack mounted in a small DJ case, it will cut your setup time to 15 minutes or less, leaving you more time to chat with guests and get them involved in the game.

I recommend having the following equipment:

- One powered speaker and stand
- One wireless microphone (use new batteries for every show)
- One basic DJ Mixer (with all cables needed to connect everything)
- Your Triviality Pro Trivia Book
- Triviality Pro Guest Answer Sheets (I recommend having at least 50 printed)
- Enough pens or pencils for every trivia team.

How To Run a Trivia Night

1. To start, simply hand out the materials included with your Triviality Pro Trivia Book (Guest Answer Sheets and a pen or pencil). There's no need to have team sign up, as they will write their team name on their answer sheet, thus giving you the full list of teams when they turn in their answer sheets between each round.
2. Announce the rules of gameplay out loud for all of the teams ahead of time so that you don't have to explain them to every team individually (rules included on page 1 of every Triviality Pro Trivia Book). You may want to limit teams to 5 or 6 people depending on the amount of people playing.
3. Say each question twice to ensure everyone has a good opportunity to hear the question, and give each team about 2 minutes to answer. This will help you keep a nice pace to the game and keep guests engaged.

4. You can score in any increment. We suggest 10 points per question to allow you to award points at your discretion to an answer that may be partially correct (like a question asking for 2 answers, but the team only got one of the two correct). It also sounds more exciting to have 300 points rather than 30 points at the end of a game.

5. At the end of each round, and after scoring is complete, announce each question again and go over the answers.

6. Each round of trivia should last approximately 30 minutes (that's 2 minutes per question, and includes the time it takes to score and return the answer sheets to the teams. In total, you should use 4 rounds of trivia and a Trivia Night should last about 2 hours.

The Rules

1. This is team trivia, so feel free to work with the people on your team to come up with each answer.
2. If you're playing trivia with us tonight, and you have a cell phone out, please put it away. No looking up any of the answers on your phone.
3. Whether you're playing trivia or not, we ask that you don't yell out the answers. If you know the answer, write it on your answer sheet.
4. If you don't have an answer sheet, let us know! We'll be happy to bring one over.
5. We'll be playing several rounds of general knowledge trivia, with 10 questions in each round.
6. Hold on to your answer sheets until the end of the round. After the final question, we'll ask you to turn in your answer sheets for scoring.
7. Prizes will be awarded to the winner of the game (or of each round, or both).

Conclusion

Congratulations! You've made it to the end of the step by step guide to creating your mid-week trivia business. Like I said earlier, there's a lot of money to be earned in the restaurant and bar market. Most locations are paying \$150-\$200 for a 2 hour show, and they're happy to spend the money for the increased revenue they'll receive as a result of your performances.

One of the most important pieces to running a successful trivia night is having well written questions that have been properly vetted. Triviality Pro Trivia Books are a perfect solution, and are available in multiple volumes. If you're performing one trivia night a week, each book will provide you with 6 months worth of trivia questions! Keeping in mind that you should be able to charge \$150-\$200 per show, you should be able to make \$3900-\$5200 for each book you purchase.

So that's everything. I've given you the tools to start your own trivia business. Now all you have to do is follow this guide and hit the streets!