



## Increase Your Bookings Using The Dice Game!

### CONTENTS:

- 1 pair of dice
- 11 cards
- 11 envelopes
- Goodie bags with inexpensive prizes in them

My prizes were under a dollar. You can use candy bars, inexpensive samples your company might sell to you at a discount or little gifts you pick up at the dollar store. Have one grand prize. I often used product that was discontinued that I could get for a bargain. It should have a \$20 to \$30 perceived value.

- Grand prize card is in the envelope marked #2. (The grand prize goes in envelope #2 because the odds of rolling 2 is the lowest of all the numbers we're using)
- "Win A Prize" cards are in envelopes #3,4,5, & 12
- "Book A Show" cards are in envelopes #6,7,8,9,10, & 11

### Explain the "Dice Game" at your shows:

"Ok everyone, it's time for us to have some fun! My customers always love this part! Scott, will you hold these dice for me?" (This is important! Putting the dice in their hand makes them more likely to play, and once someone starts, almost everybody plays!) We're going to play a really fun game! It's a game of chance!

### This is how it works:

I have 11 envelopes in my hand. Inside each envelope is a card. Some of the cards say, "win a prize," some say, "book a show," and one says, "Grand prize!" Tonight the grand prize is ..... (Whatever you've chosen).

If you choose to play, you'll roll the dice and whatever number you roll, I'll give you the corresponding envelope!

Don't open it until the end! At the end you'll open your envelopes together and see what you've won, and you'll all be winners. You'll either win a prize, or an opportunity to book a show and get everything Jen, our pretend hostess, had in her arms, or the "grand prize." Now here are the rules! If you "win a prize" ...you have to take the prize. If you win the "grand prize" ... you have to take the "grand prize." If you win "book a show" ...you get to book a show and if you do tonight you will get an "extra" FREE gift the day/night of your show. So Scott will you start us off?"

**TIP:** You don't want to just say "who wants to play?" No one will play. You have to say, "Scott, will you start us off?" Then after Scott plays, go to the next person and say, "Sarah, do you want to play," then after she plays or doesn't, you go to the next person. Ask every person in the room!

Then after everyone has played, (this part is optional, but I found it to be very effective), you say "Don't open your envelopes yet. I have another chance for you! If you choose to book a show **before** you open your envelope, you can have the grand prize for sure, once your show is held! ...Plus whatever is in your envelope!"

Then you go around the room and ask each individual again, "Would you like to book a show and get the grand prize for sure?"