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A series on the importance of enhancing the enjoyment that is inherent in the game of Bingo!

First Impressions 1

The saying that “Make a good first impression” is dead on!!

When someone walks into your facility, what is the first thing that hits them? Does it feel welcoming and fun? Does it seem intimidating & cold? Is there an ease to getting their cards or do they feel lost upon entering?

Does it smell clean, fresh even, can they catch a whiff of great food from the concessions? Does it smell or feel stale, mouldy and old? Do you have door greeters? If not, do the staff they first encounter greet everyone warmly or with indifference?

Are the chairs and tables clean and welcoming or is there still old cards, empty coffee cups, candy wrappers etc still around?

And this is all before they spend their first dollar!

Does your overall ambience yell FUN or does it perpetuate the stigma of “An Old People’s game”

For all the NEW players that we want, that first impression should make them think excitedly “***This is Bingo?!***”

Then, of course, we have to live up to it!

In this series I will walk you through the entire experience and make you think of ideas to enhance your own bingo with your own personal flavor. But first I want you to ask yourself all of the questions above and then as this series continues start you thinking about what is going to make the majority of current players come back. More important make ALL the new players coming in to **want** to come back!

Start by standing outside, look at the outside then walk into your facility and pretend you are going there for the very first time. Do YOU like what you see and feel, is this somewhere you would want to come back to?

Even better, if you have someone in your world who has never been in your facility before ask them to come in and give their honest first impressions. Keep in mind their age and demographic when listening to their feedback. Feel free to ask a number of your regulars what they like and do not like when they first walk in, their opinion is important too.

Remember: The first 30 seconds can say a lot!! Make those 30 seconds count, then live up to them!

My next article will address the above questions after you have had a chance to think how any of those questions above gave you pause to reconsider your facilities first impressions.

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"Build it and they will come, entertain them and they will come back!" ~ SRK

The BINGO RESOURCE GUIDE and the industry pros contributing to it are all wanting to IMPROVE our beloved game and they will keep sharing BRILLIANT ideas for you to choose for your facility. KEEP COMING BACK to refresh your mind with great Bingo ideas!!

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