

How to Create Your Own

\$10,000

Dog Days of Summer Giveaway



**Pack Your Restaurant With This
Fun, Profitable And Cheap To Do Promotion**

\$10,000 Dog Days of Summer Giveaway!



Come back and dine at <BUSINESS NAME >
August 1st - August 31st and bring Fido's
unscratched nose to claim one of the great prizes below!



Bring this UNSCRATCHED postcard in and scratch off the sticker in front of one of our staff to see what you have won. Every card is a guaranteed winner.

You've already won!

We love summer because everyone is a winner!

Bring in this unscratched postcard between

August 1st and August 31st

to see which one of these prizes you have won:

<PRIZE>
<PRIZE>
<PRIZE>
<PRIZE>

Thank you for being such a great customer
and we hope you win BIG!

*Some restrictions may apply. May not be combined with any
other offers. Dine-in only. Expires 8/31/18.*



Step #1:



Pass out the scratch off cards to your customers.

Step #2:



Your Customers bring their unscratched cards back to see what they've won.

Step #3:



Your register is packed with cash from hungry customers with Dog Days Scratch Off Cards.

CLICK HERE

To See How To Get This Entire Promotion Done For You

Why This Promotion Works Like Crazy

The Dog Days of Summer Scratch-Off cards are only valid when your customers bring them back to your restaurant in the month of August to be scratched in front of your staff to reveal their prize. You control the prizes and quantities.

Let's face it....people like to win stuff. Add the mystery and anticipation of winning, with a scratch off card, and you have a guaranteed happy customer....not to mention you'll be happy with the increased profits from their incentivized visit!

First, you take an opportunity to have an average visit to your business and make it extraordinary one – because of the additional gifts that can be revealed from the scratch off. With the chance of additional prizes (always let the customer know what the range of potential prizes are – say, from an inexpensive freebie to \$100 gift certificate or a new TV), the guest has an incentive of coming back for another visit to see what they've won and spending more money.

CLICK HERE

To See How To Get This Entire Promotion Done For You

A Few 'Insider Tricks' To Ensure A Successful Scratch-Off Campaign

1) When you use this promotion I like it when the lowest prize received is higher than the minimum prize printed. This makes everyone feel as though they were MORE THAN A MINIMUM WINNER. The majority of the winners were the lower prize percentage, with just one or a few at the highest prize.

2) When a big prize is used like a trip or a Flat Screen TV or even a BBQ Grill you should choose to have one of the prizes be a "Qualifier". To maximize the benefit you get from it, have them all come in on a night that's not too

busy, like a Tuesday night and have a big party. Draw names until the last person is standing and they win the Grand Prize. This has been a very effective way of maximizing the promotional value and excitement you generate from this type of promotion.

3) The most important thing about the redemption of these is that the recipient must bring the postcard back into your business UNSCRATCHED to redeem it. They then scratch it with one of your staff members to reveal their prize, and the prize is valid for that visit. You can put whatever restrictions you feel are important for this promotion and you will want to pay close attention to the disclaimer.

VERY IMPORTANT NOTE: Before undertaking this promotion, as with all Promotions/Marketing, you should check your state statutes and consult with an attorney to determine what laws, if any, govern the scratch off promotion in your area. We make no representations, express or implied, regarding the legality of the scratch off promotion in your state or any state. We can provide some templates you may consider using for your Official Rules. All participants of your scratch off promotion should be directed to an online location where your Official Rules can be viewed or obtained. This does not substitute for legal advice.

If this is your first time doing a scratch off promotion, select prizes you are comfortable giving away and test it.

CLICK HERE

To See How To Get This Entire Promotion Done For You

A note from the owner:

This is one of our favorite promotions of the year for restaurants. It works like crazy packing restaurants if you need a sales bump.

We are a group of passionate ex restaurant owners and staff turned direct response marketers over a decade ago helping thousands of restaurants increase sales with little to no work on their part.

If you want to check out us out to see what we do and how to get this promotion done for you, (cheap) click the button below. Do something good for your restaurant today!

Thanks!

Michael Thibault

Ex Restaurant Owner turned Direct Response Marketer



CLICK HERE

To See How To Get This Entire Promotion Done For You