

HOW TO MAKE MONEY WITH YOUR HAUNT



HAUNTED HOUSE STARTUP

How to Make Money with Your Haunt

A Complete Guide to Increasing your Profits from your Haunted House

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Haunted House Startup

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Introduction

Every haunt wants to make a profit. This e-book is dedicated to methods you can use and ideas you can implement to add additional forms of income to your haunted house. No longer is selling tickets your only source of income.

What we will discuss

This e-book is all about ways to make money with your haunted house. With that in mind the answer to what we will discuss is pretty evident. Through the different sections we will cover and talk about all kinds of various methods you can implement at your haunt to create additional forms of income.

How to use this book

This book is meant to be used as a brainstorm tool. Yes we talk about all kinds of things you can do at your haunt to make additional income. However in the end this is all about getting the creative juices flowing in you so you can come up with unique ideas that you can implement at your haunt to add entertainment and value.

What do we assume about our reader

We are writing this e-book targeted at a certain part of the haunted house market. If you are not part of this section of the haunt market then you can still get great ideas but need to seek legal council before you implement them or you could get yourself into some trouble.

Our assumptions begin with the simple fact that you own a haunted house and that this is either your first year or one of many you have had running a haunted house. Secondly we assume you are a legal business. This means you have business licenses, insurance and all the other legal items necessary to run a successful and legitimate business. If you do not have insurance then you are taking a huge risk in implementing any of the items in this e-book because once you start taking money in exchange for a service or product then you are considered a business and can get fined for not having the proper legal paperwork if you get inspected. Another assumption is that you are operating a safe and proper haunt which means you have been inspected by both the city inspector and fire marshal and that anything you do implement from this e-book meets all required regulations and laws to meet or surpass any codes that are in place in your location.

Symbols used in this e-book

The following symbols are used throughout this e-book in the sidebars to point out various tips, links and other useful facts.



Website Link: This icon will designate a website link you can use to find additional information on a topic in that section. Pay attention to these as many can lead to create content and opportunities.



Scream Prevention Tip: This icon will designate a tip to prevent real business screams from happening. This will point out something you will want to double check and make sure you have covered before implementing anything talked about in this e-book.



Money Saving Tips: This icon will designate a tip that can save you additional money. Pay attention to these to make your haunt a little more profitable.



Haunted House Fact: This icon will designate a haunt fact. These will be useful little facts about the industry or something related to the section you are currently reading. Often times these can be applied to other aspects of your business.



Haunt Time Savers: This icon will designate a haunt time saver tip. This can be anything from hiring or little tricks to improve operation.

Ticket sales

Every haunt has it rather you call it ticket sales or admission. This is your front line to making money with your haunt but are you taking full advantage of the money you can be making from ticket sales?

Why are ticket sales important?

Ticket sales are your front line to making money from your haunted house. If you're a professional haunted house then you sell tickets in some form or another to make money on the masses of people who come to see your haunted house. However are you getting everything you can out of your ticket sales. You probably wondering now if you are and do not worry because I am now going to go into several different ways of ticket sales and ways you can earn more money by having more ticket sale options and methods.

Ticket sale methods

There are many methods of ticket sales. The most common is at the door sales. However if this is your only method your missing out on many opportunities to make more money from ticket sales.

The different methods I will talk about here are:

- At the door ticket sales
- Online ticket sales
- Group ticket sales
- Pre-sale ticket event sales

- VIP tickets
- Offsite ticket sales

At the door ticket sales

Your haunt probably uses the at the door method of ticket sales. This is really easy to setup and is the most common method and usually consists of a booth or table where someone on your staff takes the money from the customer and gives them their ticket to enter your haunt in return. Really simple and not complicated to implement. You can make this more efficient by adding in the ability to accept credit cards since in today's society everyone seems to use this method to pay with and I know from my personal experience that I rarely carry cash with me. I always use my debit card to pay for items and unless it was bluntly stated outside the haunt that you do not accept credit cards then I would probably wait in line for an hour to get into the haunt with the expectation of paying with my credit card because it has become second nature. In the past several years I have only once come across a situation where I could not use my debit card and that was at a little donut shop in my town a



You can lighten the load your ticket sales staff has by having a separate area for ticket sales and haunt entry. This will entice customers to buy tickets online so they do not have to wait in line to purchase their ticket like you see at a movie theatre.

few months back and I was shocked they didn't take credit cards; it is just something that has become so common you don't think twice about it. So make sure you have this capability or at least make sure it is prominently posted that you do not accept credit cards.

Online ticket sales

This is a big way of selling tickets to events now days. How often do you buy concert tickets or movie tickets ahead of time through online sale sites? Having the ability to sell tickets to your haunt through your website is a great tool to add to the money making power of your haunt.

Have you ever bought a ticket for a concert and missed out on the event because something came up last minute and you could not make it. Well there is no refund on that type of sale normally and if you are taking advantage of this then you will make money off online ticket sales that are often times not even redeemed.

Online ticket sales can be used for all the different special ticket sale methods we will be discussing and helps to lighten the load of onsite ticket sales on busy nights. Make sure to look into this as there are many services and packages for doing online ticket sales. One that is being adopted by many haunts over the past two years is Interactive Ticketing at www.interactiveticketing.com.

Group ticket sales

Providing a discount on group sales is a great way to sell large lots of tickets. Say a local community group or business wants to purchase 10-20 tickets for their employees or some kids group and you do not have a setup to offer any kind of discount then they might still buy a big lot of tickets. However if you have in place group sales discounts and get the word out about this it is a great way to pull in some extra ticket sales.

Make sure to offer different discounts for different ticket amounts. Maybe instead of a discount you throw a free ticket in for every 5 or 10 tickets purchased for group sales. Other options are the usually 5-10% discount varying on the amount of tickets purchased. Setup a tiered ticket structure so the larger the group the more benefit or discount they get.

You will usually find that this may be slow to start but there is often someone who wants to do some sort of group thing even if it is just a bunch of friends all getting together to save a couple bucks on the tickets. However in the end its more money to you because you just should a batch of tickets that probably would not of sold if all those people wanted to come but were going to do it individually because they would have come up with excuses but if they got the

rest of the group relying on them for the discount and then just the opportunity to go hang out with their friends as a group it is much more likely they will purchase. Everyone likes to do things with friends, I know I enjoy a haunt much more with friends because I love to see them get scared and they enjoy it when the same happens to me but if you are just solo it is not nearly as fun.

Pre-sale event tickets

Pre-sale event tickets are where you have an off night or a behind the scenes tour where the only way to get in on the event is to purchase your ticket ahead of time. This works great for online ticket sales also where you can do the whole event as an online ticket sale so you have no in person ticket sales which requires no staff to be on site because it is all handled through the sales of tickets on your website.

If you market these events properly then you will sell out quick. Everyone wants in on things that are scarce. If there were only a hundred chocolate bars available at your local store I bet you would wait in line for one or like when gas prices soar and some lone gas station sells its gas super cheap well everyone lines up and waits for that. This same concept works for haunts.

You can have a pre-sale night where you only let so many people through on an off night and have set times for certain groups of tickets so they do not have to wait hours in line to get in. Another great event for this tactic is behind the scenes tours or lights on tours where people get to see how it all works.

VIP tickets

VIP tickets offer you the opportunity to sell tickets at a raised price for the opportunity to not have to wait in line. You see this at theme parks like Disneyland and other amusement parks where you pay a premium for a park pass or for a specific ride so you can enter it through a special line where you get to skip the giant line that can take up to an hour to wait through.





Haunted attractions today charge as much as \$25.00 per ticket and most average about \$15.00 per ticket.

You could entice customers with this more by throwing in some kind of trinket or maybe showing them something behind the scenes. I have heard of places using VIP tickets to let them not only go through the haunt but then the customer gets to go to a pre-determined scare spot to scare the next group that comes through or maybe they get to activate a manually activated scare prop. This stuff always gets sales because who doesn't want the extra attention and the opportunity to feel special because they are doing something everyone else in line is not getting a chance to do.

The best part is you can sometimes charge double your ticket price or more depending on what a VIP ticket consists of. If I got to skip the line and then see some of the behind the scenes stuff on the way to a scare spot and then had the chance to scare a group coming through the would be well worth the extra cash. I would easily pay an extra \$10.00 for something like this and to see behind the scenes I would not pass up on an extra \$20. So take all this into account for VIP tickets. These are just a few ideas; take a look around your haunt and its setup to see what you might have to offer customers that you could charge extra for besides just skipping the line. Now if you're a huge haunt and have thousands come through in a night then just the ability to skip the line is worth the cash.

Timed Ticketing

Now an off shot of the VIP ticket and group thing would be to do timed tickets where someone pays extra for a VIP or group to show up at a certain time to just go right on through the haunt without waiting. Now remember with this you do not want to do many of these maybe 1 an hour since you want to be able to continually feed through your waiting and paying customers too. This is a big deal though for haunts with big lines and semi long waits. I know I could find 5-10 friends that would pay a few extra bucks for their tickets so we could just so up at an appointed time and go right on through the haunt.

Offsite ticket sales

This falls in with the at the door tickets in that you will have to have staff on hand with change and tickets. However this works great at places like festivals, farmers markets and other events where you could have a staff member and maybe an actor or two in costume roaming around selling tickets at the event. Another option here is to get a booth and have a whole setup and sell tickets ahead of time for your haunt. This falls into marketing too because it is great exposure during the off season to have monsters handing out flyers or discount ticket offers at events. I have seen this at several events before.

Make sure if you do not have a booth you have paid for or was donated that you check in with the event organizer ahead of time to make sure it is ok for a few of your actors or staff to wonder around handing out flyers or selling tickets to

your event. Take every precaution to not burn any bridges with the community; we want good publicity not bad.

Over 80% of today's haunted attractions charge under \$15.00 per ticket. Only 3% of haunted attractions charge over \$20.00 per ticket. Some 60% charge under \$13.00 per ticket.

Concessions

Having drinks and snacks for sale on site to keep your customers satisfied while they wait is a must have tool for a successful haunt. Not only that but other merchandise like t-shirts will bring in the extra money from the flow of traffic you get to your haunt on a nightly basis.

Why are concession sales important?

Concessions are a great way to add an extra form of money making to your haunt. Not only do they provide another source of income but they keep your customers happy and satisfied while they are waiting to get into the haunt. Having the ability to get a snack and drink while I wait 30 minutes to an hour is a must have otherwise if it was me I may just leave because of boredom, hunger, or thirst. So ensure you have something in place to provide at least some simple cans of soda or chips and if you're a large haunt then you may want more and we cover that next.

Types of concessions

There are many types of concessions you can sell. The most common is soda and chips followed by popcorn and candy. Most of this will sell and if you have an hour wait in a line then proper placement of your concessions makes all the difference in its sales. Don't forget the restrooms though.

The different concessions I will talk about here are:

- Concessions from brand companies
- Merchandise sales
- Other sale opportunities and ideas

Concession products to sell

Having a setup so you can sell a brand name product like Pepsi or Coke will allow you to sell a decent amount of product. Not only that but usually they will come out and set you up with coolers or fountain drink dispensers at no charge then you just sell the product and pay for the product. This is a great way of doing concessions since both those large companies have other products like chips and waters so it's not just soda you're selling. On top of that they will usually help you by providing signage and marketing material to promote their brand around and if you work it you can probably score some free product in the process.



Over seven billion dollars is spent yearly on Halloween candy, costumes and Halloween activities.

To apply to sell Pepsi products click the link below.

<https://www.iwanttoservepepsi.com/aaws/emailLeadsMainPage.do>

To apply to sell Coke products click the link below.

<http://www.coke.net/app/home/portal#>

The great thing about these products is they are pre-packaged if you go with cans or bottles so depending on the local codes in your area you may not be required to have a food handling license. Make sure you check with your local health department for requirements of selling food at your haunt.

Another thing to think about for concessions is popcorn since it is easy to do and it sells great and is easy to clean up after. Once again refer to your food handling requirements as this may require you to have a license to sell but check with your local authorities to see what their requirements are. There is an endless supply of various other products you could sell if you get someone that is license to deal with the food. Hot dogs, cotton candy, ices, nachos and the list goes on. So take a look into the requirements for your area and then check out what is available and what kind of deals you can get on the equipment.

Merchandise sales

If you have a haunt logo then you probably have a haunt t-shirt. These are great things to have on hand to sell at your concessions stands area when your haunt is operating. They not only make you some money but they spread the word about the haunt later when the customer is wearing the shirt. Now there are many merchandise items you could have created and sell but try to stay away from getting crazy with products. Yes you can get coffee mugs, hats, beanies, sweatshirts, t-shirts, calendars, mouse pads, coasters, stickers, bottle openers and well the list goes on and on. The list actually goes on so long I could probably fill this entire book with items you could have created on the cheap to sell. However unless you are getting like 60,000 customers during your two months of operation I would not get too out of control with merchandise.

To start with I highly suggest you get a t-shirt designed because this is just a must have. Now if you want something else other than that, consider picking up a couple sweatshirts or hoodies and maybe some bumper stickers. Another thing to consider for your shirts and hooded sweatshirts is sizes. You will want to make sure you have a variety of sizes available. Also do not stress too much if you have a couple boxes of them and they are not selling right off the bat because you can off load them in other ways than just selling them. This items





When working concessions make sure to check with your local health department to make sure you meet any regulations or codes required to serve food and that all your people are properly trained.

work great for promotional give away items and for various sites like Haunted House Startup to use to give away to their readers to help drive traffic and market your haunt some more. You can also sell them online and I will talk about this later.

Other sale opportunities and ideas

I know on a new haunt in its first year they will not have any inventory of old props or anything but over the years most haunts change their theme and update and upgrade their props. This is a great way to offload your old props, costumes and masks. Setup the stuff you are going to trash or store with no plans to use in the future and sell them or do a silent auction type thing with them in your sales area.

I am always looking for good quality props and even stuff that is years old from a professional haunt is usually ten times better than anything you can buy at the store. So setup whatever you have gathering dusk and try to sell it to make some money off of it. It is doing you no good sitting in some dark corner or storage unit gathering dust and rotting away.

Concessions concluded

Sales are what your goal is and concessions are a requirement to see more sales. If you do not have the drinks and food on hand to sell to your customers then not only are you likely to lose some customers while they wait but you are losing out on a great alternative income source to your ticket sales. Make sure not to go to crazy though with merchandise like mouse pads, coffee mugs and bottle openers these are nice novelty items but not needed unless you are a super haunt. Stick to the basics and you will do well and do not forget that old haunt props and costumes are great items to sell too.

Entertainment booths

Going beyond tickets and food and drinks can earn you another stream of income from your haunt. Entertainment booths have the ability to not only keep your customers entertained and satisfied but also provide you with an extra income stream. Think about the local fair where they have ring toss games and balloon pop games on top of all the rides and shows. That is the basic concept here.

What are entertainment booths?

For purposes of this book when we refer to entertainment booths we are talking about any setup that has an activity you can participate in or people you can interact with at. Examples of entertainment booths are sponsor tables where your sponsors can show off their product or maybe even sell something and then you have a more entertaining setup like a booth to hit a monster with a tomato or maybe some sort of dunk tank.

Types of entertainment booths

There are many types of these entertainment booths you can setup. Not all of them will fit your haunt or even you're preferences. I will only be covering a few in this book. We will

touch on a couple that supplement you're operation and then some that are just a little crazy and out there but provide great entertainment value. Now do not let the various setups we list limit you, let your creativity get the best of you and try things out because you never know if it will work unless you give it a try. Cooperative

The different entertainment booths we will talk about here are:

- Makeup
- Photograph
- Tomato Toss
- Dunk Tank
- Sponsor



If you do not want to take the time to set all this up consider looking into the cost of hiring someone to perform these services or to rent certain equipment or booth setups. Often times you could hire a photo person at discounted rates for some on site advertising and same goes with other setups.

Makeup booth

A simple table or booth setup where a makeup artist spends 10 minutes doing some basic makeup on customers for a small fee. The idea here is to have the makeup artist come up with a series of designs they can do quickly and without a lot of materials required. This will allow them to do the make-up on a customer quickly and get through people faster so you can get more customers through. Try to keep it to 10 minutes per customer. However if you wanted to do something on a special event day you could charge more and have them spent 20-30 minutes doing something really crazy or you could use it as a form of entertainment where on a behind the scenes day you have them do the makeup on an actor so the audience can see what all goes into one of the actors getting ready for the haunt.

This setup works great for haunts that have makeup artists on staff or volunteering. Once they have attended to the actors and everyone is ready to go you can have them setup at their booth or table and start doing make-up on customers. Another thing to keep in mind when you determine price is how much materials will be consumed and the pay for the makeup artist if any. You do not want to lose money on the deal.

You could even sell makeup at the booth for people who want to try what they are seeing on their own when they get home, that's just another clever way to sell some product. If you go this route and do sell makeup consider doing some flyers or pamphlets on basic makeup techniques or maybe have a few books on makeup effects that you can sell. It would be a good idea to also have a menu of the various designs you and the makeup artist have decided to offer to the customers and this is as simple as just a print out of various pictures of some actors with this effect or brochure images if they are from some stock book.

Photography booth

All the theme parks and amusement parks I have ever gone to have some form of a photo booth. Many allow you to get your picture taken with characters from movies like at Disneyland where you can get your picture taken with anyone from Mickey Mouse to Tinkerbell. Other forms of this are cutouts and scenes where you get your picture taken in a scene or stick your head through a cutout of a character. Now I would shy away from the cutout characters as this is super cheesy but if you must then you must.

A variation of the cutout is having some sort of torture scene where they stick their head through the hole for a guillotine or maybe they get to sit in an electric chair that flashes and shakes or something. There are many creative ways to put a little corner set into use. Maybe it's a cannibal scene and you have



Before setting up any kind of tomato toss type booth or anything requiring materials used for each customer check into pricing and make sure you can charge enough to cover this expense in the cost of the activity. This will prevent any miscalculations in what you could make from these setups.

a big pot in surrounded by jungle with some cannibals and the customer gets to get in the pot like they are the main course. Take a look around your haunt and create something that fits your theme, if you're a mental ward or a hospital maybe you strap them to a table with bloody instruments all over and then the mad doctor stands next to them.

Whatever you decide to do for this, make sure if you have live characters that they remain in character for it. This is a must for all your actors rather in the haunt or outside the haunt; if they are in costume then they are in character.

The best bet for this setup is to have it where they get the picture prior to going into the haunt. This allows you time to develop the picture and then you can have it ready when they exit. A good photo printer and laptop computer is the only equipment besides the digital camera you will need. Now make sure you have plenty of paper and spare ink because photo printing eats through ink. You will want to try to figure out how many pictures you can print on a set of ink cartridges so you can add this into your calculations for the cost of the photo. Other considerations for the cost are paper and staff if being paid. This is usually a pretty easy thing to do though because it does not require a whole lot of materials. I have also seen it done where the pictures are just uploaded to a website so the customer can go download and print it later but this is not as satisfying as getting a picture handed to me. I had this done when at a Las Vegas show one time and I got a picture taken before the show and then after the show I went to the photo booth and paid and picked up my photo and it came in a nice leather frame case thing that probably only costs a couple bucks and the photo maybe a couple more bucks but I spent I think \$20+ for it but it was all worth it and it was a great picture. It's the memories that they are paying for so a good picture of a couple or a family can fetch that type of price because to go to a studio and get a photo done runs \$50+ usually.

Tomato toss

Now we get into the fun and crazy stuff. I did this one year at my yard haunt and it was a blast. The hard part is finding someone who is willing to have tomatoes thrown at them and this usually will not be done on a volunteer basis but if you can find someone who will volunteer for it then more power to you. I setup a wooden stock where our pirate prisoner stuck his head and hands through so it looked like he was a prisoner. This fit in with our pirate theme for the year and was a blast for all the little kids.

Pay special attention to the fact we said kids, we did not let adults hurl tomatoes at our victim. This is something you will need to work out since adults throw much harder. Safety is key with this type of thing as you do not want anyone getting hurt. We actually poked holes into our tomatoes so they would

splatter easier. Whatever you decide to use as a projectile to hit your victim make sure it will not injure them and then still take every safety precaution you can with a setup like this.

I have seen the tomato thing done before where they got to throw them from about 20 feet away and all that was exposed was the face. Done this way with soft tomatoes I would imagine would not be so bad. Other things I have seen done are water balloons, marsh mellow guns and pies.

Consider clean up with this type of entertainment also because with tomatoes or even pies and water balloons you will have a lot of some substance landing on the ground. You can create a catch area by taking some 2x4 and making a large square and then attaching tarp material to the top so it creates an edge and all the material just sits in the area on the tarp. Make sure you do like a Velcro attachment or something similar so you can detach the tarp from the box frame to allow for dumping of the material at the end of the night.

As far as cost goes on this there is not much involved beyond the projectiles which will be the main cost and then your victim who you will probably have to pay or bribe with something amazing. We just broke even with our tomato toss but also had a lot of tomatoes left over. Doing whip cream pies tomatoes will cost you more so you will want to account for the costs of these materials. Now water balloons or marsh mellows are easy and cheap. You could do a zombie with the grenade water balloons or setup the marsh mellow gun so your customers are doing a zombie or monster shoot. Try to keep your idea within the theme of your haunt it adds to the entertainment value. Think zombie amusement park.

Dunk tank

This one may be a bit of a stretch but I thought it would be a blast to have a dunk tank setup. If you do not know exactly what this is it is basically a big tub of water that has a clear panel in the front so you can see into it and then above sits a person on a board the is released and folds down dropping said person into the water when a trigger is hit with some sort of thrown object.

Now the up side is that it is always fun to be the cause of someone getting dropped into a tub of water. In our industry we would make it much more interesting than water though, fake blood might cost a lot to do but water with red additive or maybe a big tub of Jell-O or something would be interesting and then if you're a haunt moving 40,000 visitors through maybe you want to spring for the blood to fill the tank.

The downside to this though is the costume and makeup of the character. Now if you work with masks this could still work out great if it's a quality mask that



*Roughly
10% of
haunted
attractions
average
12,000 to
20,000 paid
guests.*

gets put through the delicate cycle of the wash anyway. If it is not though and you do makeup this is something to take into consideration. The easy solution to these issues though is to get a mask for this specific activity and use some old rag tag costume that it does not matter if it gets some wear.

Now along the lines of a dunk tank which would work great in a carnival/circus themed haunt is bobbing for apples but like with the solution in the dunk tank we would swap it out for red Jell-O or something creepy and have candy rats or mini shrunken heads or something crazy like that in it. When it comes to a carnival/circus theme you can basically take any of the games or activities you would find at one and turn it into a booth you can make a few dollars off of just by changing it around, instead of throwing darts to pop balloons maybe there are severed heads and you just have to get the dart to stick in one to win something creepy. This concept with a carnival or circus themed haunt would be great because you could even spread a few games or activities through the actual haunt or if you were on a large piece of land just have an open ended haunt outdoors where the people just roam through the carnival and enter different tents and trailers at their own risk. Of course you would have video monitoring and crazy clowns and circus workers all over so they would not be roaming un-supervised. That's just an idea though.



*Corporate
America
sponsors the
haunt
industry
with tens of
millions of
dollars.*

Sponsor Booths

This is sort of a no brainer. If you have sponsors or businesses that donate materials or products for you to use, giveaway, or sell then you want to return the favor to the best of your ability. Not only do you do the usual which is put their logo on any print materials and depending on the level of sponsorship mention them in radio or TV ads but you can go a step further and allow them to setup a booth on site so they can get exposure to your visitors.

Now this is not so much money maker as a let's keep our sponsors happy type of deal since you are gaining something from them rather materials or in some rare cases actual cash. By allowing them to setup a booth you are increasing the relationship with them. Another place you see this happen with is radio stations you run radio campaigns with. Often times you can get them to come out and broadcast live from your haunt which brings their customers out and exposes your customers to them so it is a win win situation and a great promotional idea.

Advertising

Most haunts go about their signage by putting up their own and those of their sponsors. However what if you did not have sponsors and did not plan to go that route then what would you put up? What would determine what went up and how big it was? This section covers an alternative method for making some income, the sale of advertising on site.

What is advertising?

Advertising is paid for exposure in the form of radio commercials, television commercials, and print media. We are all exposed to advertising on a massive scale each day. Various surveys give different results depending on the location but the average American is exposed to somewhere between 250 and 3000 advertising messages each day in one form or another. So why not take advantage of this and try to grab a piece of the pie. This works more toward the mega haunts but could work on a smaller scale too if approached properly.

Types of advertising

Advertising comes in many forms from print, radio and television to online versions and daily life from clothing to the food and drinks you buy daily.

We will be covering several forms of advertising. Our focus is on the alternative use

of your media exposure efforts in the case you have no sponsors and then on the internet side of advertising. If you're a haunt you will likely have a website. If you're a large haunt then you probably get thousands of visitors during the haunt season which could prove very beneficial to local businesses that are in your region. Imagine for a minute that you have a visitor attendance of 40,000. If that many people are coming to your haunt how many of them are visiting your website. A good portion probably buys their tickets off your website. This is a great way to gain exposure for a local business.

The different advertising methods we will talk about here are:

- Print Media
- Radio Ads
- Television Commercials
- Online Ad Space



Check out the www.vistaprint.com. They offer all sorts of free print materials that you can get for just paying shipping costs. They even have some minor merchandise you could get like pens and the like.

Print media

Your average haunted house runs various print media to gain exposure. This ranges from newspapers, press releases, flyers and posters and often times other types of print materials. What is printed on these usually depends on who helped the haunt out. Normally this will be sponsors in one form or another from the local hardware store that donated construction materials to a local grocery store that donated drinks maybe. In return for their donation you place their logo on your media products and the more they donated or helped out the more places you place their logo and maybe web address.

So who says you cannot sell this ad space. What is stopping you from approaching businesses and presenting them with the opportunity to buy advertising on your print materials? Maybe it's just their logo or maybe it's a little box of text with a link to their site. This could even be a mini coupon for their business. Whatever it is it will lead to your customers getting exposed to their business to some level and probably lead to some of them visiting their business.

Some of you right now may be going crazy at this idea and saying this is just not ok but why wouldn't we do this? We haunters are in a business and every other business out there sells whatever ad space they can get a hold of to get some exposure. I sell ad space on my website so what's stopping me from doing it in print materials. The answer is nothing. Now maybe this is just not something you want to do but the whole idea here is to give you various ideas on how you can make extra money from your haunt beside from the usual ticket sales. Sometimes it is hard for a haunt to stay afloat the first year or two and this book is here to present various ideas and concepts and to help your creative juices get flowing so you can come up with other ideas.

Now onto pricing. This is something you will have to work out on your own. I can give you some ideas to come up with ballpark figures but I do not have any specific formula for this really. I know on websites the sale of ad space is determined by the amount of visitors and the click through of the ad space. Usually we place a banner up and test run it prior to selling the space to see what the average click through rate is and then base our pricing on this. With a haunt and on site advertising you would want to take into consideration the amount of customers that come through your haunt, how many flyers or print materials are handed out and taken with the customers. The first time you do this you will probably low ball the figure and then whichever businesses sign up for it you allow them to keep their ad space the following year at the same price and you raise the price for any new advertisers based on the success of your advertisers the first year. This works well and I have done this with ad space on my websites before where initial advertisers may



Check with your local college and public access television stations to see if they offer any assistance in making commercials or free slots for broadcasting your commercials

still have ad space for \$5.00 a month while others may be paying \$50+ per month because they are coming in late to the game and the ad space is now worth much more. So maybe your first attempt at this you only get 1 or 2 businesses that want to do this and that is fine work it and find out how well it worked for them, maybe it turns out this method is not worth it and you can discontinue it but if it does work and they make more than they invested in the advertising then the following year you use those statistics and examples when approaching other businesses in your local area.

Radio ads

The next form of advertising is radio. This is a great form of communication for local businesses because it reaches the local community and if you work with the right radio stations it reaches your specific demographics. Radio done properly can drive a large amount of traffic to your haunt. Now I have never tried this before so it is just an idea you may want to look into. Say you're running some 60 second radio ads then all you would do is offer a business a chance to have a mention within the ad for a portion of the cost of the campaign. You are basically breaking the cost of the campaign up by advertising multiple businesses with the same radio spot. This is not as much of a money earner as it is a way to offset the cost of radio ads. Sponsors who donate large amounts of supplies or money get mentions in your radio ads. Now maybe you could do something where you sell the mention of a business in your radio spot. Maybe something like such and such haunted house would like to thank and recommend such and such business for their help in financing the haunt this year. They basically make a monetary contribution so that they can be mentioned in relation to you and you are recommending them which could be huge if you are a large haunt in the community with a large following, it could lead to a lot of traffic for a smaller not so well known business.

This is just some brain storming. You will have to look into this one more and maybe consult your radio account executive to see if they have any rules or regulations against doing something like this. I am not a radio expert so do not know what is available in this area.

Television commercials

The television section is going to be small since most of the concepts for it link back to the previous section on radio. Like with radio why not sell mention or logo coverage for some businesses who want to be linked to your haunt. Of course make sure any business you are connecting with is reputable so you do not hamper your reputation with the community because you're in connection with a shady business.



Halloween is one of the largest commercial holidays in the United States second only to Christmas.

Usually you can get local broadcast stations to play your commercials and often times it's free. The hard part is making a worthy commercial but there are companies out there that can help you with this.

Online ad space

Online advertising is something I am very familiar with and is a great passion of mine since I love business but love marketing and advertising specifically a great deal so this section will have a great deal of information.

Online ad space you often see when you do a Google search because all the results in the right sidebar are paid ads that someone is paying to have show up there. The higher they offer to pay for a click the more likely their ad will show up at the top. Now when you go to a website you often see banner ads or text boxes that say ads by Google. These are your basic banner ad blocks and they come in all different shapes, sizes and colors. Now you can do this with your website by selling ad space to local businesses or maybe other online businesses. If you look at Haunted House Startup's main page you will see a banner ad in the top right corner and the bottom right of the page and these are both banner ads that the companies pay for whenever someone clicks on them. Now if a company were to approach me and be willing to pay a reasonable fee then I would put their banner ads on the front page in place of these rotating ads that are up there now. However since I have yet to try to obtain any advertisers directly for this site or promoted this fact there is nothing up there currently but the ads that my ad service randomly places and that's because I have been focused on creating more content and getting this book completed.

Now at some point I will create a media package which you will need. A media package consists of site demographics, traffic statistics, and various ad spots available to purchase to advertise a business banner in. A company will download this pdf file or view the information on the page for it and determine if the demographics of your site and the level of traffic meets their requirements to purchase ad space from you. You will also want to work out some base prices for these various ad spots and part of the reason I have some revolving ads on my site is to get an idea for what the ad space is worth. By monitoring the click through and impressions of the ads that are up there I can determine what the value of that ad space is so when I decide to open up advertising to businesses I have some starting figures for my ad space values. Now like I mentioned before you will probably want to drop this value if you do it like I am down a bit and offer a lower rate for the first advertiser or two and then you can rework your figures based on ads that are up from businesses that are more related to the haunt industry because as you can see on my site the ads do not always relate to our industry but are a great tool for determining ad space value.

Once you have a couple advertisers and figure out new values for the ads you have you will up the value of the ad space because now any new business wanting to advertise on your site is trying to get space that they think is of value because other industry related businesses are already advertising on your website and this increases the value of your ad space. I have seen sites start their first advertiser off at \$5-10 and then jump the second one that comes in to \$50-100 and then year after year the price just goes up higher and higher because there is more demand for the ad space. Another thing to consider is when one of the first advertisers that are paying the low fee decides to stop advertising and leave and then maybe a few months down the road decide they want to advertise again; well they do not get their old price anymore. You mention that this when your negotiating the terms and costs that if you stop your ad run and wish to return at a later date that you will have to pay the current higher rates whatever they may be. This entices businesses to stick with you and stay loyal to you because it will save them money and it gives you a loyal regular income source.

As you can see I can talk for days on this topic but will conclude it here with saying do not take any space for granted that you could sell as ad space because you never know if you can make money from it until you try. Maybe it does not happen in the first year but as you grow you will be approached by businesses wanting to advertise with you and if you do not have plans in place and a media kit you could miss out on a big advertising income opportunity. I once heard about a site that did not have a media kit and they lost out on something like a CNN or Fox TV network advertising opportunity. If something like that came around with a energy drink or some other company you would kick yourself for years to come at not being in a position to take advantage of a huge opportunity like that.

Behind the scenes

A great event to hold for your haunt is a behind the scenes tour. This works great for an extra burst of income since everyone wants to get in on a behind the scenes tour and see how things work. Even better is when you limit the access to this event and make it an online only ticket sale. Plus you get to charge way more than a regular ticket for these types of events and people will pay to see how it all works.

The concept?

This is a great method of drawing extra income to your haunt during non operating hours. Simply put all you are doing is taking a small group through the haunt and showing them the things they normally would not see if they were a paying ticket holder and went through the haunt to get scared. All you do is walk them through the haunt in the areas the actors and workers normally only get to see. You can make this rather simple or it can be made to be more in depth and complex by showing off how props function and how actors sneak in and out and maybe going through and showing them the makeup and even control rooms if you have them.

Ways of operating the tours

The best way to run a behind the scenes event is during off hours or during non operating days. Doing it during none operating days is ideal because you do not have to worry about any

setup for that night or having too many workers around.

However you can do this during operating days or even operating hours but you will need a very well planned path and tour laid out so you and the tour guests do not get in the way or hamper operations in anyway. This type of tour can also be charged more for and you could even take the VIP ticket scare opportunity into consideration and have the guests over the tour take spots throughout the haunt and scare the guests coming through or have them trigger props and other effects. This may sound great but remember you need to make sure to do some walk troughs during operation to see how much traffic and room you will have at various locations and if you will be able to easily swap actors out for tour guests for scares. You need to test this out before having actual guests so maybe get some of your off duty actors and workers to come in once or twice to do mock

tours with them since they will better be able to get out of the way if something does go wrong since they are familiar with the haunts operation.

Another consideration to take into your tours is size. If you're a small haunt maybe you cannot afford to take 20 people through your haunt which could also mean tours during operating hours are out of the question. Even if you are a large haunt do a test first to make sure you can move the maximum number of tour guests you have planned through your haunt with ease. If you run into problems with space or the number of people then cut the maximum number of tour guests to better accommodate your haunts size.

The different types of tours we will discuss in this section are:

- Lights On Tour
- Behind the Curtin Tour Non Operation
- Behind the Curtin Tour During Operation

Lights On tour

This is the most common and the simplest tour to perform. Your tour happens when you are not operating which translates into easier navigation of tour guests through your haunt.



Lights on tour will not allow guests to see the full effect of the atmospheric effects and lighting so make sure you have a layout for your tour that focuses on topics that do not require the lights off to get the full experience. Some things you can do with this are tours of the makeup and costume rooms. If you have a main control room then let them see how you operate everything. Another thing you might do is go through and explain how the haunt is constructed and give them a walkthrough of the haunt showing them the hidden props and triggers and any secret doors that actors use that blend naturally.

Something not as good for this type of tour but that could be done is to have an actor getting makeup done and suited up so they can see the process the actors go through before the show. This may be the best way to show this too since



The typical haunted attraction averages around 8,000 paid guests.

with tours during operation you probably will not be able to show them the makeup and costume room.

Lights on allows you to show off the entire haunt because everything is accessible so this type of tour could be much. Since you can show them so much more and this will take much more time you will be able to charge a decent price on this to make a good income. Most of these tours will allow you to charge a premium since they are long or done during operating hours.

Behind the curtain non operation

Behind the curtain tours are just expanded lights on tour where you will turn the lights off and show off more of your haunt. These tours are often much longer since they will get a tour of the lights on areas and then be shown the haunt with the lights off to see all the special effects you use to obtain the great scares your haunt offers.

The first part of this tour is easy because it is the same as lights on tour. The next part is a little more complex and because of that will probably require you to have a couple workers and actors with you. This type of tour works great in showing off the makeup and costume areas because you can have a couple actors get done up during the lights on tour so they can be in the haunt for the lights off tour.

Once the lights on tour is over take the tour back to the entrance area. Once the guests are back at the entrance have your workers and actors get into their spots and fire up the haunt. Now you can guide them through the haunt showing them various sets and effects. Explaining how props are triggered and letting them trigger them is a great thing to show off during this tour. Scaring them with hidden actors is another great piece you can use. Just have an actor wait for you to pass and maybe the first couple guests then have them scare them. Now you can turn and explain the hidden door or set pieces the actor was in and maybe even the theory of scaring. This works well if you are using a more complex scare tactic maybe where you have a distracting prop on one side and then the actor comes up from behind or out of a hidden access panel.

Make sure to show off all your lighting and atmospheric and sound effects. If you use fog explain the purpose of it. If you have lights that work to distract people or sound effects that do the same let them see why this works as a distraction so someone can walk up behind them or come out of a secret panel.

The options are vast with showing off your haunt with this type of tour. Do not expect to get everything shown because you will forget a ton of stuff when doing these tours and they will always be slightly different because you will remember something interesting that you had forgot before or maybe



Research has shown that people enjoy being scared. What is more they enjoy doing it in a safe place like a haunted house.

something new was added. Now if you do not want this type of variety then you could script the tour and have a predefined path and stopping points to show off specific pieces. This works well if you have certain props or areas you want to keep a secret from even tour guests so there is always something to scare them if they come back to go through during operating hours.

Behind the curtain operation hours

The most complex type of tour and often times not a possibility due to operation. However if your able to work a tour through your haunt during operation hours keep in mind how complex and rare this is and make sure you charge accordingly. This type of tour does not allow for large groups and often does not allow multiple tours. This is something you do maybe once during the season or once a night if you really want to push it but I would recommend against doing this more than once a night because it adds a lot of extra traffic to your haunt operation and can cause problems. With that in mind this type of tour needs to be planned and laid out ahead of time and you should have specific points you show off and locations you stop at. Make sure if there is restricted spaces that as people go through they do so single file and know that actors and workers have right of way so they can continue proper operation of the haunt. As you can see this is often more trouble than it is worth and why maybe once a season is a good method.

Now if you are able to work this tour in some of the things you can do is split the group up so maybe its two groups of four or something like that, always keep this tour small. By being small it will allow you to slip a tour guest into a scare spot to be able to scare guests or maybe activate a prop. Another thing is if you have a control room where props are activated you could let them in one at a time to activate a scare or some other effect and this keeps them out of the haunt operation area directly.

This is a premium tour so charge accordingly because they are seeing the haunt during its peak operation and you have to work around so much just to get them in there. Once again take great consideration into doing this tour for the reasons mentioned earlier. This is such a rare and unheard of thing because it is a lot of logistics to get it to work well without interfering with your haunt operations.

Behind the scenes concluded

Doing tours no matter rather they are lights on or off or during operation hour are great ways to sell some special tour tickets. Lights on is the easiest and you can do them as often as you like since they are held during non operating hours. However with all these tours you can make more if you restrain the number of

guests or frequency of the tours. By making them a scarce resource people will have more demand and be willing to pay more.

Once again I want to stress the need to take things into consideration for these tours even lights on tours since you may have tools and other things around that can be hazardous to make sure to take safety into account as people like to try to wonder off and touch things they are not suppose to.

Kids haunt areas

Ever had to pass something up because you couldn't take your kids to it. Well the same often goes for haunted houses because they are not always made for smaller children. There is a way to target this as a potential income earner. Why not make a room within your haunt location for smaller children maybe with dragons, knights and angels or some other child friendly characters and decorations.

Why a kids area?

A better question is why not providing a kids area. This is a great way to make sure all your potential target audience is able to take benefit of your haunt. I even would go as far as saying the word of mouth from this would drive even more traffic to your haunt. Not only is it something people with little kids will just love but it will bring in more income to you because you will have more customers able to come and you could even charge a few dollars for the service.

Types of kid areas

The next issue is what to do for a kid's area and there are a few options here. First is to just setup a room with kid friendly decorations with maybe a crib or two for smaller children and have a babysitter or child care provider there to watch the children well the parents go through the haunt. However you could go a step further and create a larger space with games and

entertainment. This could be a good place to implement some carnival like entertainment booths.

Another option if space permits is to have some kind of bounce house. This could be an item to add after a couple weeks or after running a kids area the first season so you know if it is a successful addition and if so it might make it worth purchasing something like this.

However we already covered in an earlier section entertainment booths and this brings up a great way to entertain the kids while the parents go through the haunt. Make mini booths where they get to do ring toss for a quarter or something and win some small Halloween trinket. Other activities you could consider are paper mask making tables, paint a mini pumpkin or have face painting or maybe even a balloon animal person. All of these can be done and all can be setup to charge for or

you could do something like a \$5 admission for each kid where they get free run of any of the games. I think this would be a great community builder type of a setup. Your providing great entertainment for the entire family in one form or another which would be looked on more favorably by the local community and the word o f mouth from something like this would be amazing free marketing.



Now some notes on legal issues and licenses. I am not in any way a lawyer or child care provider so I do not know the specific requirements for this type of setup and you will want to check into it before implementing this. I am pretty sure most places require there to be so many people for so many kids. I think the ratio here is like 1 child care provider staff member for every 5 to 8 kids or something. Also I believe one person needs to be licensed or something. So make sure you look into this and depending on the case like I said earlier if they are required to be licensed then maybe contact a few local providers and see if they would volunteer one night a week and you could just do this on certain nights and advertise it as such. As I mentioned earlier you can entice the child care provider to volunteer with the offer of free advertising. Put their logo and web address on your flyers and maybe a big logo banner at the haunt location. You can even hand out flyers for their service to all the parents that use the service at your haunt possibly brining in a great deal of new customers for them. It's all about trade when it comes to stuff like this.

Off season events

This section pertains to haunts that own their location and have access all year round. When you're large and popular enough to purchase a location and have your own setup the possibilities grow a tremendous amount. However you do not want to let your haunt facility to sit there gathering dust half the year when it's not build up or operation time. That is where this section comes into play. We will be covering various methods and events you can host at your facility to earn income year round.

The concept

This concept is pretty basic. You host some kind of event or activity at your haunt during the non haunting seasons. By doing this you are able to supplement your main income from the haunt and in some cases maybe make just as much from the off season as the on season.

Types of off season events

There are many types of events and activities you can do during the off season. Some of the more common activities and events and some of the ones I have heard being done at other haunts are corporate/private parties, behind the scenes tours and video shoots. I have even heard of a few places that do paintball and 3D golf during the off season.

These are all great ways to earn an extra income during your off season. However there

are some alternate benefits besides just income. Doing off season activities with your haunt allow you to bring more customers to your haunt and gain more exposure. This extra exposure is great because it leads to word of mouth advertising during the off season.

The different types of off season events and activities we will discuss are:

- Corporate Parties
- Private Parties
- Workshops
- Behind The Scenes
- Haunt Clubs
- Entertainment Video Shoots
- Ghost Investigations
- Community Story Telling
- Alternative Holiday Attraction
- Other Activities

Corporate parties

This type of event is targeted at corporations and small businesses that are throwing business parties. Often times these are done around Christmas and New Years but you will find many businesses just looking to throw a gathering to raise morale. If your location can accommodate this type of event then it is a good thing to advertise. Make sure you figure out what kind of space you have beforehand though.



Now if you have determined you have the space for a party for a business then the next question is setup. Often times you just rent the space and they rent all the party supplies and tables and chairs which work out well. With this type of situation make sure you provide some trash cans and take a security deposit that you keep if you have to clean up. This is just common courtesy, if you found it nice and clean then you should leave it nice and clean and well if they don't then you keep the deposit. This will happen if you do not have it mentioned and setup. Also make sure you get everything signed on a contract so it's all in writing and legal. As I have mentioned before I am not a lawyer so have your legal advisor take a look at any contracts you come up with.

You will eventually be contacted by a company that wants to host a party at your location and wants to have the haunt run for their employees. This falls in with the holiday parties that are common with businesses. Often times this is possible during the haunt season where you have actors and workers around but during the off season you will not have all the actors and workers on hand so it makes it a little harder. If your haunt is mostly automated then this should not be a problem and you could charge a premium to open it for a business.

Now a mention of this for the Halloween season. If you can offer this then it is a great extra income. Often times you can offer this time of rental of the haunt during the weekdays you are not operating or during hours prior to your operation.

Also consider this as an option for your crew. This is not another form of income as much as a way to keep morale high especially if you have a large volunteer staff



Private Parties

The private party follows the same basic concepts of the corporate party. The only difference is it is not a business renting your space but a single person or group of people. This is a little more risky since businesses are more likely to hold up their end of the deal due to the fear of bad PR if they were to trash your place and just leave. However with a private group of people this scenario is more likely. Consider having higher security deposits for a private event or gathering.

Party considerations

Something to consider when doing parties like this is that if you do not want to open the haunt up you could always have a large room setup where you just decorate it and put some props and stuff around. This allows you to show off some of your decorations and props without having to fully staff the haunt to send party members through the haunt.

A great way to work this is if you have extra wall panels you can just make a big room surrounded by your haunt walls. You are basically offering a themed party which is a popular thing. If this was something you decide works well and you want to do regularly you could even setup a couple theme setups where maybe you have two or three sets of themed walls and props that you can setup depending on the requested theme.

Workshops

The idea of holding workshops to teach various haunt topics is a large part of what lead me to start www.hauntedhousestartup.com because it was something I planned to do during the off season to provide a educational segment to the business for the purpose of teaching what I loved doing and to improve community involvement.

You most likely already have a workshop area for your haunt where you work on props, assemble wall panels and construct set pieces. If this is the case you are already setup to offer workshops and just need to publicize your workshops.

Beyond your basic setup you will need additional work benches and seating along with some additional tools for the students. The ideal way to work this is to do sign ups before your first workshop so you can get an idea of the numbers you will have and then go pickup the additional materials and tools you will need. You can even work this into the workshop where you add the cost of the materials and tools into the workshop price and then you could even send them



90% of households with children participate in Halloween activities.

home with the left over materials and their set of tools. If you do not want to do these just make sure you pad the cost so it accounts for the tools and materials?

The options for workshops are vast as you can basically cover anything related to the haunt, its construction and operation. Prop building workshops are very popular so consider doing that if you have the expertise to work props well. I see haunt clubs doing prop make and takes all the time and would love if a local haunt held something like this so I did not have to drive 2-5 hours to get to the nearest prop make and take.

Another way to monetize these workshops is to record them on video and audio. Then afterwards you can edit it and package it for resale. Just another item to add to your concessions and website.

Behind the scenes

This is a topic we have discussed in depth earlier in the e-book. I am just quickly going to touch on how you can put this to use in the off season.

If you're a large haunt and remodel your haunt every few years with a new theme then this is a great opportunity to show off the behind the scenes and creation process of your haunt. If you work the marketing side of your haunt business well then you will have a large email list and large number of followers through social media. This will allow you to market to all them in the off season for special limited numbers access to behind the scenes at your haunt. Once again at a premium price.

Another situation that will open up your haunt for this or just regular operation during the off season is large haunt industry related conventions and meetings. Sometimes you can advertise and charge a premium to open for a night or two during these conventions if they are near you and then run groups through for one or two nights as an attraction to all the convention goers. This same method works for haunt groups and make-and-take groups in your region. Talk to them and see if they would be interested in something like this but remember in this case you may not want to charge the same premium since they are smaller groups maybe do some sort of group discount thing or something.

Haunt clubs

Haunt clubs are a great resource if they are in your area. Often times they meet monthly to do various make-and-takes where someone leads the group in some sort of prop construction. I know my local group just got done doing a monster mud grim reaper and I saw pictures and they turned out amazing. The way ours works is we meet at various locations each month to do some form of prop

construction. So something you could consider doing is getting a group going and host the events at your haunt.

You probably already have a couple years of props you could build based on your haunt alone just setup instructions to walk your club members through construction of the various items you have already constructed for inside your haunt. I am not sure I would charge for this event but I would definitely charge for the materials involved in the construction. These are usually done on the cheap but I think this would be a great help to your local haunt industry.

Think of it as good PR because you can promote the fact you host this and maybe even grow your group into a very large one.

Video shoots

You have probably seen haunts shoot videos for commercials and for clips for their websites but were you aware that there are many other video shoots you can do at your haunt. Think about the options for horror movies, music videos and independent films and student projects.

If you can promote your haunt as an option for these types of projects then you can make some extra cash and get exposure over a wide area you may not of been able to get access to before. Think about it, if you get a record company to rent your haunt for a day or two so they can shoot a music video then you are about to have your haunt exposed to all the fans of that music video and then other record labels who see it now know about you. This is a huge opportunity.

Ghost investigations

Yes ghost investigations. Probably not as common but they do visit haunts every so often. I have heard of a few large prominent haunts being on these types of shows. I am not sure this is something you can actively search for but be prepared for it if anyone approaches you.

I suppose there would be no harm in trying to promote this by sending letters or emails to various ghost and spirit investigation groups to see if they would be interested but if you do that I am not sure they would want to pay anymore but that's something to consider and work out if they are interested.

Community ghost stories

Working with your local community in beneficial ways is a must. If you do not have the local community support then all it takes is one councilmember who does not like haunts to target you and you are in for a world of hurt. However if you openly work with the local community and are well known for the things you do the chances that some political face is going to come after you to try and

make a name for themselves is slim and if they still do then well you have the local community backing you up and its basically career suicide at that point.

So onto the topic this is pretty self explanatory. Community ghost stories basically open your haunt up to tell ghost and monster stories to local kids and stuff for a small price. This is a great way to get the kids out and get them and their parents exposed to your haunt. Even if the little ones are not old enough to come through the haunt they are still able to experience something at your haunt which is a great opportunity.

Alternative holiday attractions

This is something I have wanted to do for so long and now am going to let it loose to all of you who purchased this e-book. This idea I think will create so much extra income if you have the space and covers you throughout the year. Why only do an attraction for Halloween? What about Christmas? What about Easter?

Create Santa's workshop. If you have the space in your haunt for a second attraction why not put it to use. Create a large Santa's Workshop set and have an actor dress up or hire a Santa. Then all you need are some elves and workers maybe in the toy shop and I am sure you could find some actors from your Halloween event to come volunteer or work this event. The possibilities are endless too. Have a couple elves play with remote control balloons and indoor helicopters in the workshop. Have animate toys, get the walking talking dinosaurs, setup a big Christmas tree and maybe even give each kid a little present.

I know I am tired of seeing a Santa in a chair at a mall or shopping center and paying some outrageous price to get my kids picture with him. Now if I could take my kid to a Christmas wonderland with elves and flying toys a big tree where they get a free mini present and maybe even fake snow and some slides and then finally after all that they get their picture with Santa. Wow what would I pay? Well I would drop 20 without any questions and think about your overhead you do not need a ton of security, you do not need a ton of actors or workers. All you need are some elves and a Santa and maybe someone to work as security but even then they do not have to be some off duty police officer like you want during Halloween. This is a much more toned down event and way kid friendly.

Now with that topic covered what are some other big holiday's you could work this same concept on? How about Easter, do the same things maybe host a big Easter egg hunt. Do your sets like a big field with mini hills and trees and shrubs. Then have the Easter Bunny there. Host the egg hunt with the Easter Bunny

hoping around or have him at a mini set where the parents pay to get the kids picture with him. So you can almost double charge for these events because you can have a small door charge to get in for the Christmas slides and just mini playground type things and then for Easter it's the egg hunt and then you do the picture for another small fee and maybe they get the mini present with the picture from Santa and then maybe they get a lollypop or some other Easter candy from the bunny.

I really do not see any downsides to this. We make a living off of an attraction that scares the crap out of young adults and adults so why not take the same attraction theory and apply it to smaller kids on holidays that are big for them. Now maybe this just is not your thing and you do not want to be known as the haunt with the North Pole in it. Really if that is the case that is fine but I think this is a great way to expand and grow your business beyond just the haunt. Plus from a community stand point you're not just a haunted house anymore but offer stuff to the whole family throughout the year.

Other activities

Now this really depends on your space like the alternate holiday attraction event. If you have space and can work a paintball arena into your haunt then there is another stream of income. Setup an arena and let the local groups have at it. Paintball is a huge hobby/sport now and often times there are no local arenas where people can come and gather. So why not set one up and market it to the local paintball shops and groups.

Another more family friendly option is the 3D miniature golf. I am sure you have seen it in some of the industry magazines and wondered why that is in there. Well it is pretty common now days for places to do these indoor 3D miniature golf courses to supplement their income. We have a local indoor go-cart raceway that installed a half course of one of these to get more customers. The kids love them but remember you have to spread the word about this type of event.

Conclusion

Keeping your haunt financially successful is a big task but does not have to be a complicated one. If you have the location and the space then put it to its full use. There are a ton of side things that can be done to produce extra supplemental income to your main attraction.

The recap

We have covered many ideas here and many of these have been brainstormed deeply at their risks and benefits. Do not just sell single tickets. Make sure you have several ticket options and online sales are a must in today's information age.

Concessions are not just food anymore. If you are not offering up haunt paraphernalia then you are falling behind. Entertaining your guests does not always have to be done with scares.

Take the games and entertainment booths idea into consideration. These provide great options for your haunt especially if they can be worked around your theme.

If you have local businesses that want to advertise then take full advantage of the extra income you can gain from doing this and then having them on site one night would be great for both your businesses.

Your haunt is great but what people want to see even more is how it's all done so make sure to

take advantage of giving tours behind the scenes. Haunting is no secret anymore its everywhere so if you think you're the only one doing it and that people will steal your methods well go check out the haunt forums or pick up a copy of Haunt World magazine because it's all being shown already. However if you have a new state of the art effect and do not want to give it all away that is fine but do not pass on the option to show off how you operate and how things are made because it is a big ticket seller.

Children are your biggest roadblock so offering a kids area so parents can still come to your haunt is a revolutionary idea. Take full advantage of being able to allow all your target audience to attend your haunt and hey make a few extra bucks watching their kid while they go through.

Off season is where you bleed money if you own a location so supplementing it with other events should be a no brainer. Do not let your haunt sit and gather dust because it is not haunt season.

Closing words

I would like to thank you all for picking up my e-book and hope you all have enjoyed it. If you liked the content then make sure to check out our website at www.hauntedhousestartup.com as we add new content weekly and have already began development of our next e-book “How To Successfully Market Your Haunted House”. Also if you have not signed up for our email list, make sure to do that and receive 13 Ways to Scare the Hell out Of People free for signing up. Along with that we send out advance purchase options of our e-books and special discount offers for them also.

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