



**Bowling
University**

TRAIN MORE. BE MORE.



Bowl Better In 4 Weeks

Agenda



- What is Bowling 2.0?
- How does it work?
- How can I get started?
- Q&A



What is Bowling 2.0?



A four week “learn to bowl” program designed to introduce NEW adults 18+ to bowling or reactivate bowlers who have not bowled in several years



Fill Your Brain

Fill Your Lanes



ITEM

Proprietor's Guide

QUANTITY

1



Coach's Guide

1



DVD with Four Weekly Lessons

1



8.5" x 11" Black & White Flyer

1



8.5" x 11" Color Flyer

1



Week One Student Handout

50

Week Two Student Handout

50

Week Three Student Handout

50

Week Four Student Handout

50



5' x 7' Table Tent

1



8.5" x 3.5" Flyer

1



22" x 28" Poster

1



3' x 6' Banner

1

BONUS ITEMS available online



Email Template



Website Ad



30-second Promotional Spot



What is Bowling 2.0?



*How easy
is it to bowl
better?*

Can you count to four?

BOWL BETTER IN ①②③④ WEEKS

New classes now forming!



Fill Your Brain

Fill Your Lanes

What is Bowling 2.0?



BOWLING 2.0



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Bowling 2.0

Download Bowling 2.0 materials here.

Can you count to four?
BOWL BETTER IN 4 WEEKS
New classes now forming!

BOWLING 2.0
Bowl Better In 4 Weeks

Members Only - Please sign in to access Bowling 2.0 resources

Sign In

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Keep up-to-date with BPAA. By joining our email list you will get updates on member benefits, events, meetings, press releases and more.

Join Our Email List!

About BPAA

The Bowling Proprietors' Association of America, Inc. is a non-profit organization — the only one in the world that serves the specific, yet diverse, interests of bowling center owners.

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Contact Us

Address: 621 Six Flags Dr. Arlington, TX 76011

Phone: (800) 343-1329

Email: [Online Form](#)



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Bowling 2.0



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Sign In

- Instructional Videos
- Coaches Guide
- Marketing Materials
- Promo Video
- Proprietors Guide
- Steps for Success Guide
- Weekly Lessons

Bowling 2.0 Instructional Video

Embed the Bowling 2.0 Promotional Video in Your Website. Simple have your webmaster copy and paste the code below into one of your web pages on your website. For any questions just contact support@bpaa.com.

```
<iframe width="560" height="315" src="http://www.youtube.com/embed/sWNom_7UN4I?rel=0" frameborder="0" allowfullscreen=""></iframe>
```

BOWLING 20
Bowl Better in 4 Weeks

*How easy
is it to bowl
better?*

Can you count to four?
BOWL BETTER IN 1 2 3 4 WEEKS

New classes now forming!

FREE - FREE - FREE
MONDAY @ 1:00pm
OCTOBER 7th, 2013
ADULT CLASSES
SEE THE DESK FOR DETAILS



*How easy is
it to bowl better?*

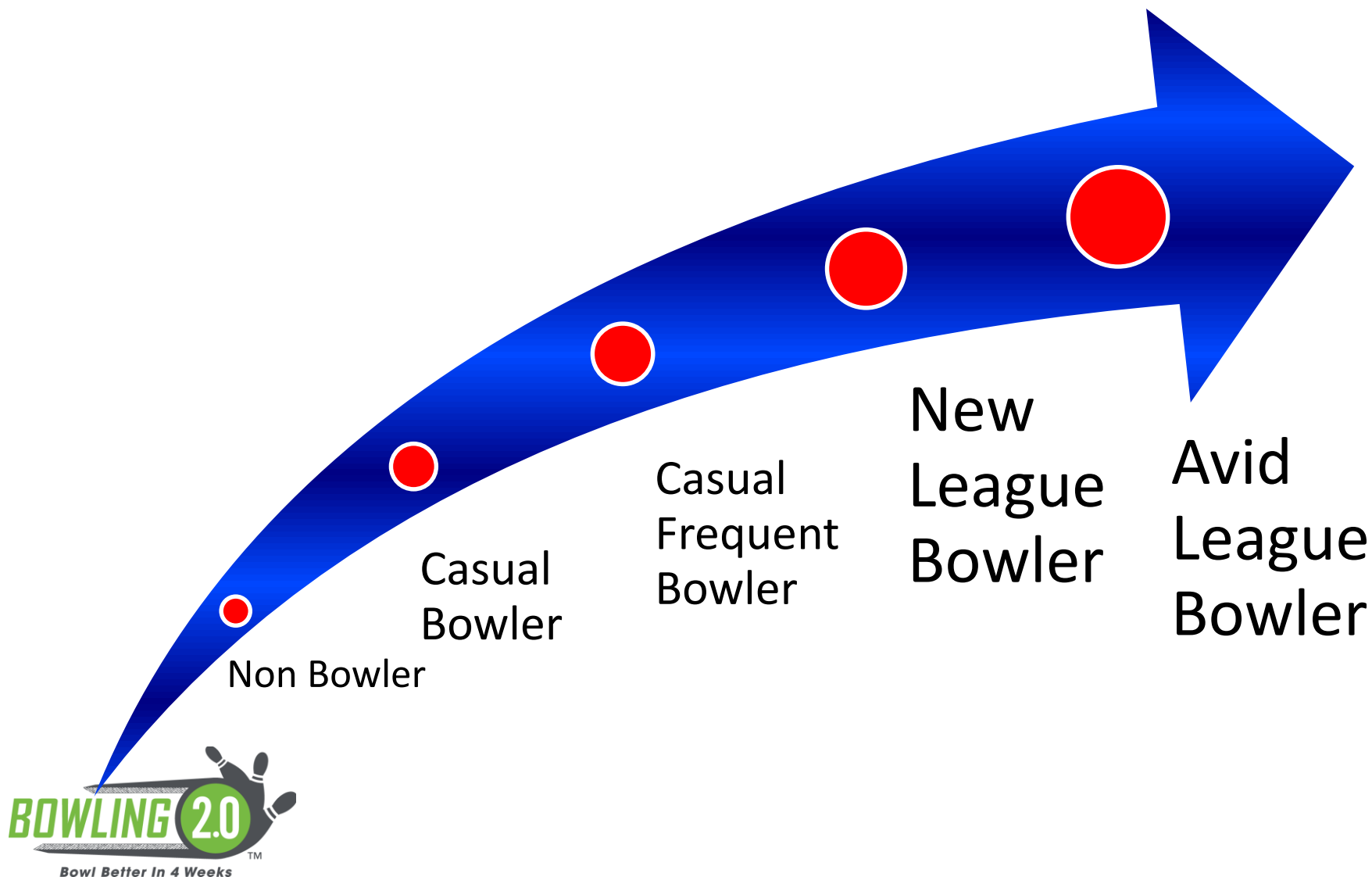
Can you count to four?
BOWL BETTER IN 1 2 3 4 WEEKS

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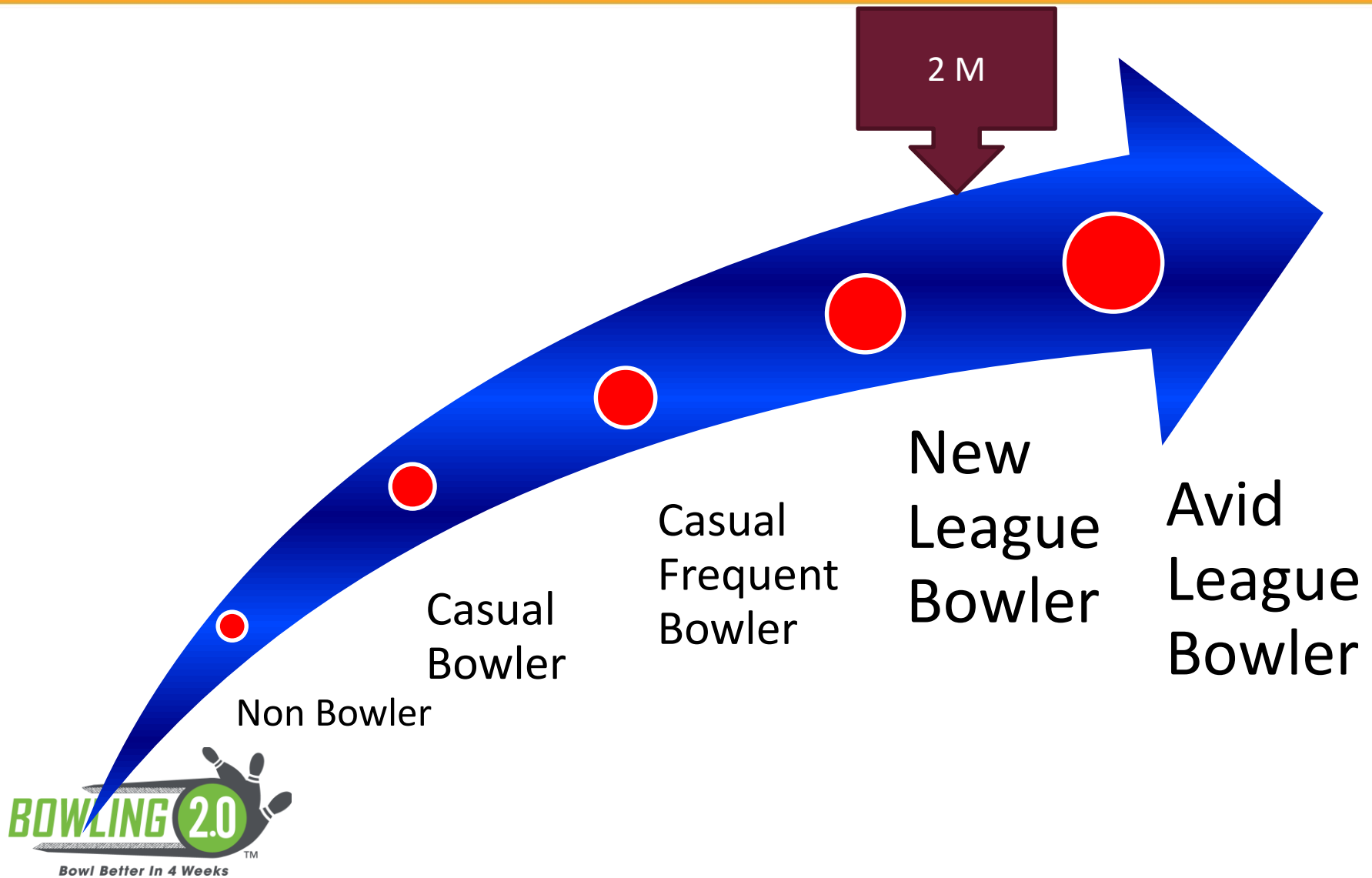
Lifecycle of a Bowler



Fill Your Brain

Fill Your Lanes

Lifecycle of a Bowler



2 M

Non Bowler

Casual Bowler

Casual Frequent Bowler

New League Bowler

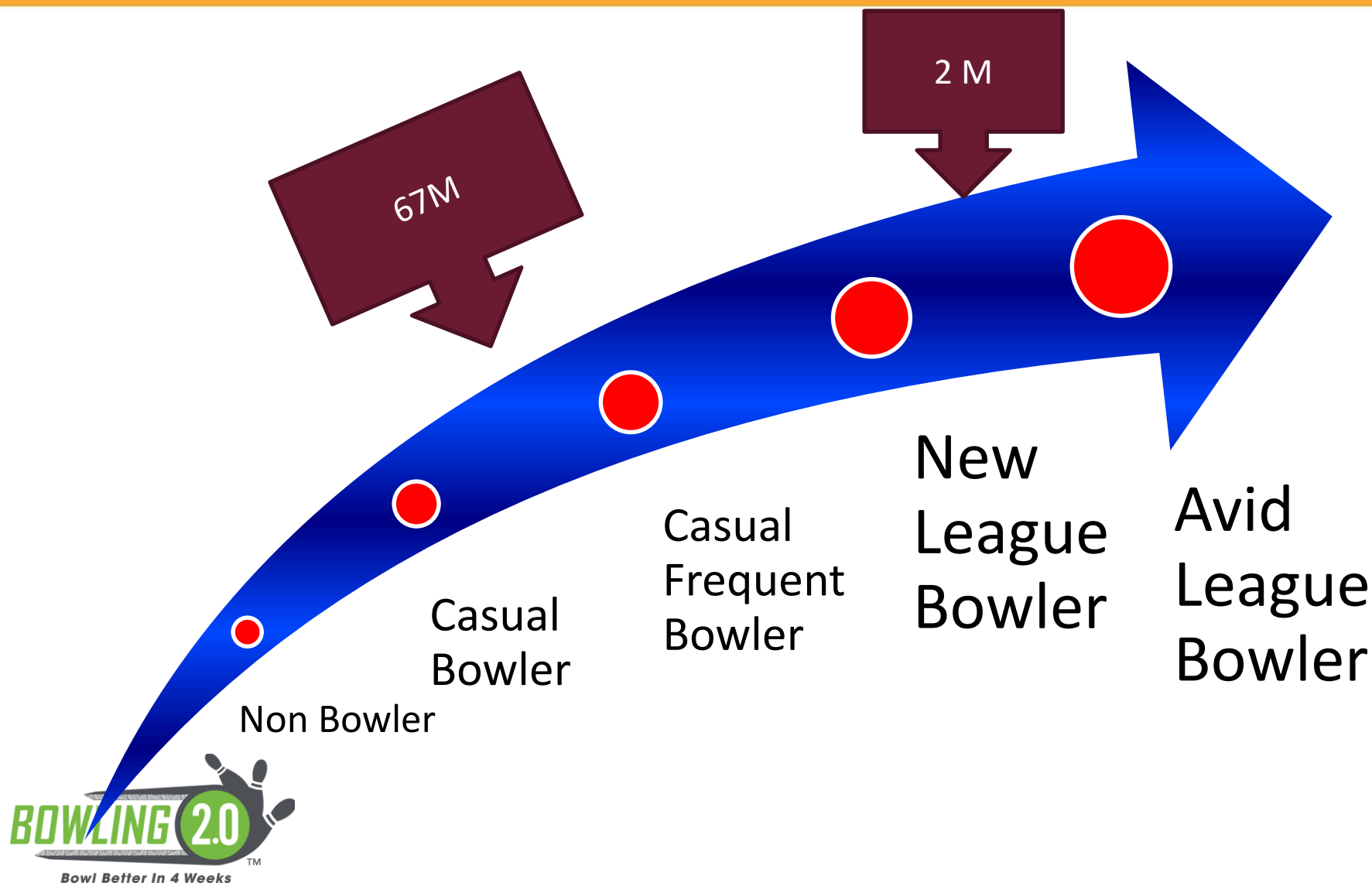
Avid League Bowler



Fill Your Brain

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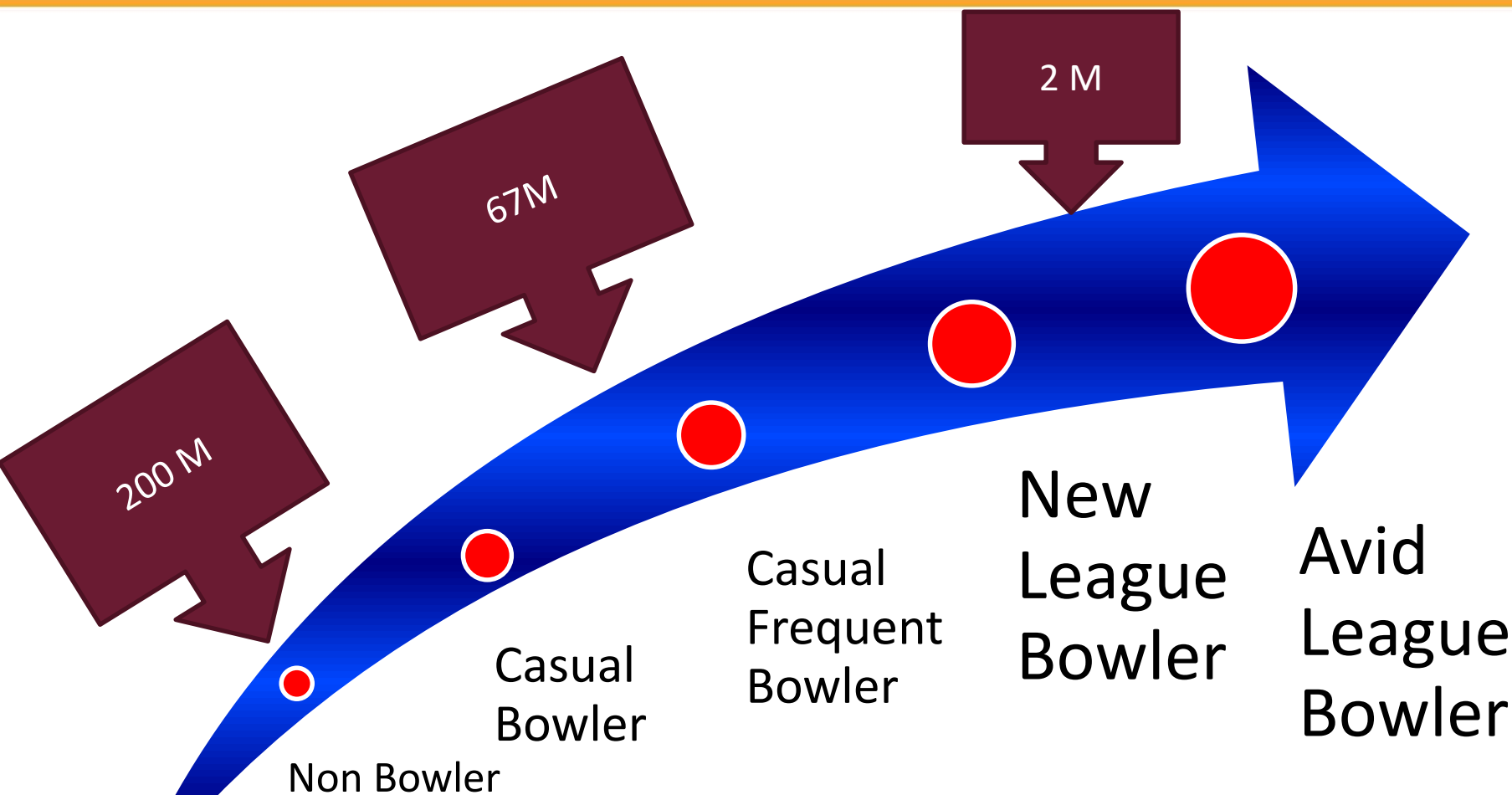
Lifecycle of a Bowler



Fill Your Brain

Fill Your Lanes

Lifecycle of a Bowler



Fill Your Brain

Fill Your Lanes

How does it work?



- Four week free program
- Each week is designed to be 1 ½ hours long
 - 30 minutes in the classroom
 - 1 hour on the lanes
- Week 5 is the start of your rollover program
- Let's take a look at lesson one....





How does it work?



- Week 2
 - Posture
 - Aligning Your Feet
 - Armswing
 - Pins
 - Targeting
 - Cool Down

***Still not keeping score in Week 2

How does it work?



- Week 3
 - 3-6-9 Spare System
 - Key Pin
 - Splits
 - Alignment
 - Wrist Position
 - Balance Arm
 - Practice Drills
 - **Now we are keeping score!



Week 5 Conversion



THE LOUSY BOWLERS CLUB

THIS CLUB IS ALL ABOUT FUN:

- ★ 3 GAMES *per week*
- ★ LAID-BACK FUN
- ★ FREE LEAGUE T-SHIRT

SIGN UP TODAY!

Introducing the...

A collection of five different styles of beer served in various glassware, including a snifter, a tumbler, a mug, a tall tulip-shaped glass, and a pilsner glass. The beers range in color from light golden to dark amber, all with a thick head of foam. The glasses are arranged on a light-colored, reflective surface.

MICRO BREW CREW

TUESDAY NIGHTS AT 7:15PM

If you like trying **Micro Brewery Beer** and **Bowling for Fun** this is the **league for you!**

This “Turn-Key” program CAN and WILL generate new life long bowlers if a center commits the time and energy



Thank You!



**LEARNING SO EFFECTIVE
YOU'LL NEED CROWD CONTROL.**



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Fill Your Lanes