

## 10,000% ROI Within 90 Days

Several years ago, I was a volunteer treasurer for a small community theatre group. That year's production was "Big Bad" – the story of the Big Bad Wolf getting arrested and put on trial for all his nefarious deeds. Since I was to be the Big Bad Wolf, I wanted to do what I could to promote the production. Halloween was just around the corner; I went to Walmart and bought a wolf mask. I then called the local RCMP station and asked if there was an officer who would be willing to pose for a picture. I explained what I was doing and what I had in mind: the officer would arrest the Big Bad Wolf, in hand-cuffs, next to a cruiser. After the officer finished laughing, she made the arrangements. The picture was taken and sent to the local newspapers in the district. I posted the same content on CHEK TV's "Event" web page.

Result: Each show was sold out. Extra chairs had to be brought in. People came from all over the place. That was the first and only production in the group's 30+ year history which made a profit.

The profit was \$1,300; the cost of the mask was \$13.

