

THE TOM SWOOPE PLAYBOOKS

BUSINESS / ACTION EDITION

FILL THE ROOM.

Plan, price, promote, and produce an event with real ticket math, operational checklists, and a path from launch to settlement.

TOM SWOOPE

LEARN THE STEPS. TAKE CARE OF YOUR PEOPLE.

EDUCATIONAL GUIDE + FILLABLE WORKSHEETS / OCTOBER 2026

LESSON 01 / LEARN THE SKILL

A ROOM DOES NOT FILL BECAUSE THE FLYER IS CUTE.

People buy a night they understand and want to attend. The flyer needs to tell them what is happening, where, when, for whom, and how to get in. Then somebody has to distribute that message and follow up. You cannot hide weak sales behind the claim that people do not support you. Check the offer, audience, price, and promotion before blaming the city.

DO IT IN THIS ORDER

01. Describe the experience in one sentence.
02. Show a truthful sample of the atmosphere or entertainment.
03. Make date, city, venue, price, and ticket link easy to find.
04. Assign daily promotion work to a named person.

WORKED EXAMPLE / ASSUMPTIONS EXPLAINED

A music-bingo event explains the game, host, time, and ticket destination. A crowded collage with ten slogans may communicate none of that at phone size.

HELP / WHAT THAT WORD MEANS

Sales pace = paid tickets sold over a defined period.

YOUR NEXT MOVE

Ask a stranger to read the flyer on a phone and repeat the five essential details.

Apply this lesson: my decision, calculation, or evidence

The action I will finish and my deadline