

FIRST SHOTS[®]

AN INTRODUCTION TO SHOOTING

Boost Participation On Your Range

A PROGRAM OF

NSSF[®]

*The Firearm Industry
Trade Association*





Agenda

- Introduce New Participants
 - Your Range
 - Shooting Sports
- Tips & Strategies to Consider
- Make First Shots Work for Your Business
- Program Support Provided to Hosts
- Digital Resources / Marketing Tools
- Suggested FS Experience
- Survey Feedback / Proven Results
- Next Steps – Getting Started
- Questions



New Shooters / New Gun Owners!

Getting Started is their **GREATEST** Challenge

- Don't know where to go / limited access
- No one to go with / not invited to go

Looking for Guidance / Direction (be that Mentor)

First Shots Makes Getting Started or Restarted Easy

Fun, Safe and Educational Environment

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Attract New Participants – Convert New Gun Owners into Target Shooters

New Experience for Most Participants

- No one to teach them
- Curiosity
- Fear & Anxiety

Fun vs. Protection Focused

Comfortable Environment

All Inclusive Experience

Price Per Student? – Based On Your GOALS

- Fluctuates by host (as low as \$25 to \$100+ per)

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Key to Success

Clean Classroom, Well Organized and Ready to Go

Warm welcome upon entry

Avoid the Tactical Image / Casual Attire

Fun – Not Fear

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Avoid usage of “weapon”

Communicate clearly using correct nomenclature
(use general terminology)

Use Humor

Emphasis on Fun – Put the FUN in FUNdamentals!



Make First Shots Work For You

Custom Tailor Experiences to Meet Your Needs

- Attractor / Recruitment Tool for New Business
- Activator Tool – New Gun Owners
- Reactivator Tool – Refresher Experience

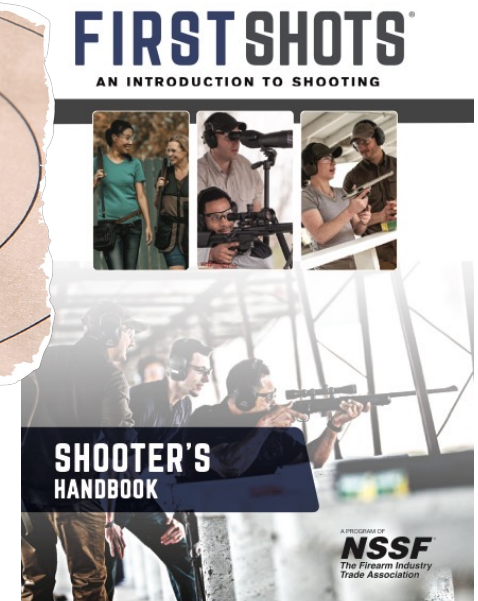
Create Experiences for Specific Audiences

- Ladies First Shots, FS for Youth and or Families
- Try It Out Experiences
 - For First Time Walk In, Individuals Inquiring about Intro Offerings
 - Component of Larger Events

Materials Provided to Hosts

First Shots Host Kit

- Handbooks
- Safety Brochures
- Eye & Ear Protection
- Shoot – N – C Targets
- Rimfire Ammunition
- Rewards Coupons for their next visit
- Up to \$3000 annually in co-op ad support
- Additional funding to:
 - Help you get started as a host
 - Help offset cost clay targets and shotgun ammo



First Shots Host Portal



- Instructor Guide
- Master Checklist Planning Guide
- Logos
- Power Point Decks (intro to handgun, rifle and shotgun)
- Promo Flyer Templates, Social Media Posts, Videos
- Pre & Post Event Email Templates

Suggested First Shots Experience



Start in the Classroom or Field

Firearm Safety
Range Safety
Fundamentals

Range Time

Use .22LR semi-autos and revolvers
Firearms Clean & Operational
Preferably 1 instructor and 1 RSO
Hands On Activity
Patience & Coaching
Be Encouraging

Recap / Next Steps

Survey Completion
Products / Classes / Etc.
Q & A

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Participant Feedback

Avg. rating =

4.8/5

89%

likely to recommend to a friend/family

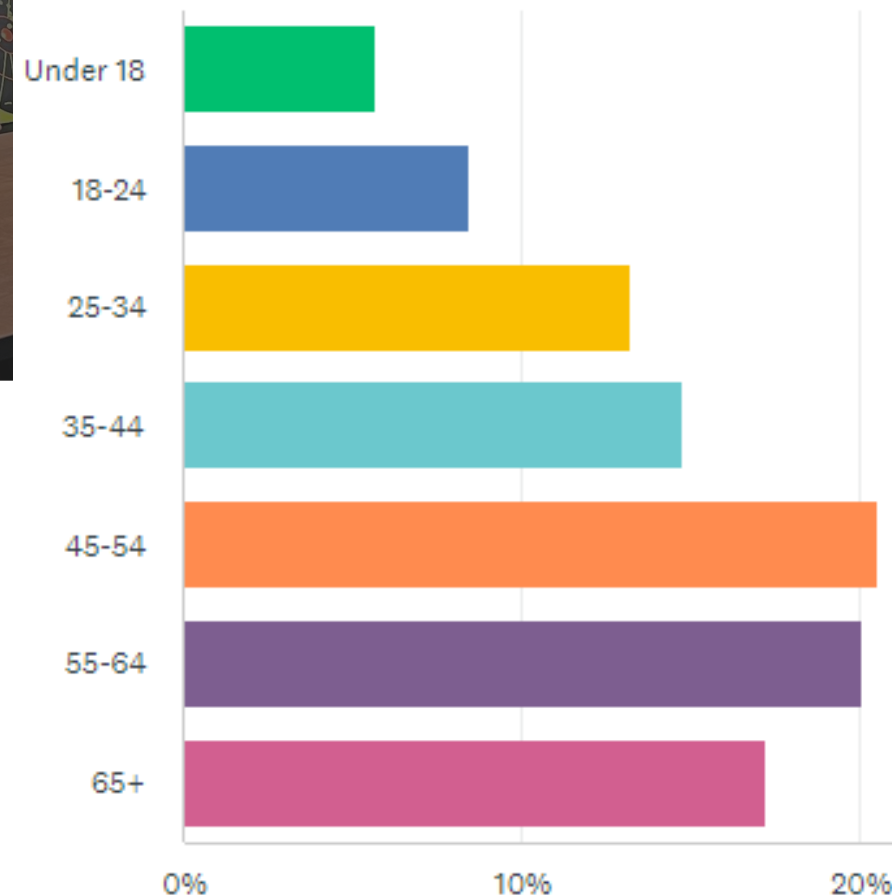
52%

Female

44%

45-64 years old

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Proven Results

87%

Very likely to shoot after experience

61%

Returned to host range

53% 1-3X **23%** 4-7X **9%** 8-10X **14%** 10X

61%

Have met state requirements

30%

Have taken additional classes

26% plan to take additional classes

27%

Spent over \$1,000

27% 500-\$1K **33%** \$100-\$500

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Become a host today!

- Build out a strategy for the next 6 months to a year
- Test out different proven methods for hosting / offering experience to patrons
- Explore different marketing/advertising methods

- Leverage existing customers / members to encourage friends or family to attend
- Influence repeat business with the reward coupon
- Further engage participants through follow up communications

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QUESTIONS

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