



Platinum Elite 28 Day Sprint

**Win a \$1,000 Amex Gift Card
AND Bragging Rights**

What is the 28 Day Sprint Contest?

The 28 Day Platinum Elite Sprint is your reason to jump-start success, take massive action, and turbo-charge your marketing & operations. This contest gives YOU the freedom to decide what you will implement and focus on to accomplish the goals that mean the most for your business.

Here are just a few ideas of what you can accomplish in your 28 Day Sprint:

- Implement new marketing strategies
- Improve existing marketing strategies
- Update your 2020 marketing calendar
- CREATE your 2021 marketing calendar
- Improve/Revamp TakeOut/Delivery
- Add new menu items, packages or services
- Increase the value you deliver
- Implement any strategy to increase sales, profits, or results
- Increase your team's productivity
- Improve team training
- Implement new staff retention strategies
- Reduce expenses
- Improve your personal life
- Delegate or outsource low-value responsibilities
- Do a major SHED and de-clutter

What Do I Have To Submit? You can focus on as much or as little as you'd like, but the more strategies you submit, and the more documentation and results you provide, the more likely you are to win! This package will help you zero-in on the opportunities available, but what you submit and how you submit it is up to you. We will create your PowerPoint presentation ... you just need to send us the materials.

Contest Period: Mon Sept 14th – Sun Oct 11th, 2020
Submission Deadline: Mon Oct 12th at 2pm Eastern

How Will I Be Judged? The winner will be determined by vote at the upcoming Platinum Elite Meeting. You will have exactly 10 minutes to present your actions & results, hard stop! We encourage you to focus your presentation on describing each strategy, why you focused on it, and its results.

The **Platinum Elite 28 Day Sprint Champion** will be awarded with a \$1,000 American Express Gift Card and will receive a prestigious trophy to remind them of their accomplishments.

The 2nd place Runner Up will be awarded with a \$250 American Express Gift Card and plaque to display. And don't forget, every Platinum Elite member who enters the contest will receive a very cool prize too!

You can only win if you enter!





Brainstorm

Refer to the sprint ideas on page 1 and these questions to document the opportunities available to you over the contest period.

What challenges do I need to take action on? _____

What other money-making opportunities are available to me? _____

What operational processes need to be improved? _____

What NEW marketing campaigns can I implement? _____

What EXISTING marketing campaign can I improve on or revamp? _____

What can I work to improve in my personal life and relationships? _____

Focus

From the list above, zero in on what you will focus on and then kick off your sprint!

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

The Finish Line

Document your actions, accomplishments and results using sales, profits, measured data, actual results, and visual examples. What you submit and how you submit it is up to you. We will create your PowerPoint presentation ... you just need to send us the materials.



Submission Rules: Forward your contest package and supporting to denise.neil@royaltyrewards.com (Use Dropbox for large files). Packages must be received via email no later than **Mon Oct 12th at 2pm Eastern**. You will receive an email confirming the receipt of your submission. If you do not receive confirmation, please follow up.