



EVENT HAWK · THE PLAYBOOK

My Book to Event Hawk

EVERYTHING I KNOW, EXPLAINED SIMPLY

BUSINESS COACHES LEARNING

Written for the team, as if we were sitting down together

— **Lionel Jones**

The plain-English version of how Event Hawk works: how we sell, how we coach, how we keep clients, and what actually matters. If you read one thing before you touch a client, read this.

What's inside

1. A note before you start
2. What Event Hawk actually is
3. The big picture: a client's whole journey
4. Selling the right way
5. The first coaching call
6. Reading the numbers & telling the story
7. The 4 Keys to more bookings
8. How we grade Google Ads accounts (the levels)
9. When a client is struggling
10. Growing them, and keeping them
11. The market analysis email
12. The money side: packages & billing
13. How the machine runs itself (automations)
14. What we measure and why
15. Our numbers, and where we're headed
16. Our people, our clients, our culture

17. If you only remember five things

A note before you start

If you're reading this, you're probably new, or you're taking over something I used to hold. Either way — welcome. Let me save you a few months.

I wrote this because the knowledge that makes Event Hawk work was scattered across a dozen documents, spreadsheets, and my own head. That's no good for anybody. So this is my attempt to put it all in one place, in the way I'd explain it to you if we grabbed a coffee and I said, "*Okay, here's how the whole thing really works.*"

Two things to keep in mind as you read:

- **We serve real people, not dashboards.** Almost everything here comes back to one idea: help a party rental owner get more bookings, and be honest with them about how. If a number ever tempts you to do something that isn't good for the client, the number is wrong, not the client.
- **Everything here is a guideline, not a cage.** The playbooks give you a path. Your judgment picks the turns. A good coach follows the process; a great one knows when the client in front of them needs something else.

THE ONE SENTENCE THAT EXPLAINS US

Event Hawk helps party rental owners stop guessing with marketing and start getting more calls, leads, bookings, and reviews. Everything else is detail.

Read it start to finish once. After that, keep it as a reference — each chapter stands on its own. Let's get into it.

What Event Hawk actually is

We are a marketing company built for one very specific kind of business: party rental owners.

Bounce houses. Water slides. Tents. Tables and chairs. Foam parties. Mechanical bulls. Game trucks. If someone rents fun by the day, they're our person. We are **not** a general marketing agency, and that focus is our superpower. When we talk to an owner, we already know their world — the slow winters, the overbooked summer weekends, the bad websites, the fight for Google reviews, the dream of being fully booked.

What we actually do for them

Service	In plain words
Google Ads	Get their business in front of people <i>searching</i> for rentals right now.
Meta / Facebook Ads	Follow up with people who visited but didn't book — and reach new local families.
SEO	Help them show up in Google for free, over time. The long game.
Websites	Fix or rebuild the site so visitors actually book instead of leaving.
Pop-up funnels	A coupon popup that turns a curious visitor into a lead we can follow up with.
CRM (the "Event Hawk app")	The software that holds their leads, automations, and follow-up so nothing slips.
Coaching	Me and the team, teaching them how to grow — the part this book is mostly about.

We were founded by **Tariq Elkhatib** and published under **Event Professional Marketing, LLC**. Tariq's story — how he figured this out for the party rental world specifically — is a big part of how we sell and how we earn trust. You'll hear it referenced a lot.

WHY THIS MATTERS TO YOUR JOB

Every service above is a lever. Coaching is where we decide **which lever to pull, when, and why** — based on what the client's numbers are actually telling us. Sales opens the door; coaching is where the relationship (and the retention, and the growth) really lives.

The big picture: a client's whole journey

Before any single playbook makes sense, you need the map. Here's the whole trip a client takes with us.

A client moves through **three growth stages**, and if they do really well, a fourth one that gives back to the community. We call the whole curriculum **Market Domination** — it's the course clients follow, and it's also the roadmap in your head during every meeting.

Stage	What it's about	Roughly when
1. Takeoff	Get the foundation right: website, ads, funnels. Just get bookings coming in.	Brand new client (Google Ads Level 1)
2. Brand Building	Build a real identity: email/SMS marketing, remarketing, Meta Ads, custom website.	Once they're getting sales (Level 2)
3. Building Profitability	Scale smart: SEO, business finance, actual profit — not just revenue.	Top performers (Level 3)
4. Legacy with Tariq	After ~a year of doing great, they can become a paid mentor and go on our podcast.	The best of the best

How the handoff works

Sales closes the deal. Onboarding/Client Success sets up their software, ads, and website. Then there's a **Launch Call**, and the client officially becomes ours in coaching. From there, the rhythm looks like this:

Meeting	When	What we cover
Welcome	Week 1	Get to know them, set goals, show the roadmap
2nd	Week 2	Explain their ads + 4 Keys: Product Presentation
3rd	Week 3	4 Keys: Price
4th	Week 4	4 Keys: Website
5th	~a month later	Optimize their tools + introduce Brand Building
6th and on	Monthly calls / quarterly Zooms	Monitor, solve problems, introduce Building Profitability

THE GOLDEN HABIT: BAMFAM

BamFam = "Book a Meeting From a Meeting." You never end a call without the next one scheduled. It's the single biggest thing that keeps clients engaged and stops them from drifting toward cancelling. Do it every time.

As clients get stronger, meetings get less frequent — that's a good thing, it means they're succeeding. As they struggle, meetings get *more* frequent for a while, to stabilize them. The whole system is designed to put our attention where it's needed most.

Selling the right way

Our sales mission has a line I love: we create long-term partnerships, not just sign-ups. If you only remember that, you'll sell well.

A sales call has a shape. You're managing your time, reading the client, and matching them to the right solution. Here's the flow, with roughly how long *you* should be talking at each step. (Notice how much of it is *them* talking — that's on purpose.)

The call, step by step

1. **Show up on time, handle no-shows.** 5 minutes late → text them. 10 minutes late → call. No-show → mark it and tag them so follow-up kicks in.
2. **Intro & start recording (~15 sec).** Thank them, get permission to record.
3. **Why are they here? (~10 sec of you).** Let them tell you their experience and how they found us.
4. **Set expectations (~10 sec).** Ask what would make this a 10/10 for them.
5. **Their business (~40 sec of listening).** Location, website, how many units and what type, years in business, revenue. Quietly check they **qualify**: right business type, enough units, insurance, LLC, and the right mindset.
6. **Tariq's story (~2 min).** This is where trust gets built. Tell how Event Hawk came to be and why we're genuinely good at this. Weave in *their* goal as you go.
7. **The services.** Google Ads (~30s), Meta Ads (~15s), SEO (~20s), CRM (~20s), then 1-on-1 coaching.
8. **The bonuses / guarantee (~20s).** For qualifying A- and B-grade businesses: the **Double Your Money Back Guarantee** — we'll return 2× their ad investment within 90 days if it doesn't work.
9. **Answer everything, then close.** No lingering doubts before you ask. Then either book a follow-up or take payment on Stripe.

BE CRYSTAL CLEAR ON HOW AD MONEY WORKS

We do **not** charge for the ad spend itself — we charge for the *service* of running the ads. The client pays their own ad budget (Google: at least \$10/day; Meta: at least a third of that), and it depends on their location. If a client ever thinks we pocket their ad budget, someone explained it wrong. And the A2P texting registration is billed separately — say so.

The three outcomes

Every call ends one of three ways, and each has its own follow-through: **Sale** (sign-up, documentation, handoff, commission, KPIs), **No Show** (call, reschedule, update status, KPIs), or **No Sale** (book a meeting from the meeting, follow up, KPIs). We never just let one go.

The first coaching call

The welcome call sets the tone for the entire relationship. Get this one right and everything after is easier.

Before you dial: prepare

Never walk in cold. Ten minutes of prep earns you the client's trust. Pull up their HubSpot record (use the *primary* contact), check Stripe to confirm they're paid up, and open their key cards:

Client Success 2.0 (their package, services, units, revenue), **Status** (setup, Google/Meta/SEO), **Revenue**, and **Google Reviews**. Clear or chase any open tickets *before* the call, not during it.

The welcome call has five parts

1. **Introduction.** Explain who you are: their business coach, working *with* them to grow. Set the frame — meetings are short (30 min) but packed, so they should interrupt and ask anytime. Get their "yes."
2. **Interview.** Genuinely get to know them and write it all in HubSpot: How and when did you start? What inflatables do you have (top earners, gaps)? What's the competition like? Side hustle or full-time? Solo or with a team?
3. **Goal setting.** Fill out the Goal Setting form *together*, on a shared screen. Show them what businesses like theirs make, then ask what *they* want to make this year. Invite them (optional) to the monthly "how much did you make?" case-study text.
4. **Presentation & roadmap.** Give them access to Market Domination. Walk the roadmap. When you hit the mentor stage, tell them the truth: do well for a year and you can become a paid mentor — and you already have access to those mentors now.
5. **Close & schedule.** Book the next meeting for next week. Tell them you're genuinely excited to work with them.

HOW TO TALK ABOUT GOOGLE ADS WITHOUT OVERPROMISING

Tell them plainly: you're not the one running the ads — we have a whole expert team for that — but you'll explain them every meeting. New accounts go through a learning phase while the algorithm gathers data. And be honest about the guarantee: about 94% of clients make at least 3× what they invest, depending on their market. It's unlikely they'll be in the 6% — but if after two months Google isn't working, we switch them to Facebook to find a better result.

One more thing: we recommend Google *and* Facebook together, because they complement each other. Google catches people actively searching; Facebook re-shows the business to those same people later. Say it simply, and they'll get it.

Reading the numbers & telling the story

Anybody can read a dashboard out loud. Your job is to turn numbers into a story the client feels — and then into action.

Where to look

In a performance review you pull from four places. Look at the last 30, 14, and 7 days so you can spot trends:

Source	What you're checking	Healthy target
Google Ads	ROAS (return on ad spend), conversion rate, CAC, how they compare to competitors	ROAS 3×+, conversion 8–10%
Meta Ads	Cost vs. conversion value, purchases, CAC, add-to-carts	—
Google Analytics	Where traffic comes from, how long people stay	25%+ organic, 20%+ direct, 20–25% paid
Event Hawk app	30-day leads, close rate, response speed, follow-ups	~30+ leads, fast responses

QUICK DEFINITIONS, SO NOTHING IS A MYSTERY

- **ROAS** — for every \$1 in ads, how many dollars came back. 5× means \$1 in, \$5 out.
- **CAC** — what it costs to get one paying customer. We like it at \$75 or less.
- **Conversion rate** — of the people who land on the site, what % actually take action.
- **Organic vs. paid traffic** — free visitors (SEO, direct) vs. visitors we paid for (ads).

Telling the story (the part that matters)

Once you've gathered the numbers, connect them into one plain sentence the client understands. For example:

"Your ads are driving plenty of traffic, but only 5% of your visitors come from Google searches for free — so you're leaning entirely on paid ads. And your close rate is 10%, which tells me leads are coming in but the follow-up isn't catching them. Let's fix the follow-up first, because that's free money you already paid for."

See what happened there? Diagnose → explain in human terms → give clear next steps (some for them, some for you) → and the upsell (in this case, maybe SEO for that weak organic traffic) practically introduces itself. Always end a meeting with action steps for the client, action steps for you, and clean notes in HubSpot.

The 4 Keys to more bookings

This is our flagship coaching framework. When a smaller client isn't converting, the answer is almost always one of four things. We teach them over the first few meetings.

The goal is simple: get their conversion rate up to **8–10%**. Here's how I frame it to a client: *"My Google team is doing their job bringing you leads. Now you and I need to turn more of those leads into paying customers."* Then we walk the four keys, slowly (they'll be taking notes).

Key 1 — Price

Pull their competitors' pricing (we use Bounce-Rate.com) and see where they land. The big lesson: **price should match reputation**. If they charge more than competitors but have fewer than 50 reviews, they'll lose. Reviews unlock price increases — 50, 100, 150+ are the milestones. Three pricing strategies to teach:

Strategy	The idea	Best for
Spirit Airlines	Low sticker price, make it up on delivery/setup fees	Getting clicks & attention
Kohl's	Higher base price, big attractive discounts	Established, strong inventory
Chick-fil-A	Steady prices, win on value & service	Shifting focus off price

Natural upsell here: the **Bounce Rate app** (~\$10/mo) that alerts them when competitors change prices.

Key 2 — Website

Walk their site together, desktop and mobile, 15 minutes max. Above the fold should instantly say *what they do, where they are, and what to do next*. Reviews widget with no reviews? Remove it. Categories in the menu need keywords ("Bounce House Rentals," not "Inventory"). Real photos beat stock. Test the checkout for anything broken. Homework: have them install **Microsoft Clarity** (free) so they can watch where visitors get stuck.

Key 3 — Product Presentation

Their photos are the first impression. Teach the "picture day" system big companies use: clean background, 7 standard shots per unit (front, back, two sides, two diagonals, plus a 360° video). White backgrounds convert better. Consistent, professional images build trust and let them raise prices.

Key 4 — Product (the inventory itself)

The one thing we don't fully control: *"If people don't see what they want, they won't book, no matter how good the marketing is."* Teach the **Phantom Rental Method** — add "dummy" units they don't own yet to gauge demand and look bigger, with social-proof stickers ("Most Popular," "Kids' Favorite") on the real ones. Show them what rents best in their region, point them to trusted manufacturers, and if they want to grow inventory, introduce our financing resource.

THE PATTERN TO NOTICE

Every key **helps the client first** and creates an honest upsell second — Bounce Rate, a custom website, a microsite, SEO. That order is the whole philosophy. Solve the problem; the sale follows.

How we grade Google Ads accounts

We sort every account into a "level" based on how it's performing. This one system drives your meeting schedule, your alerts, and your upsell timing.

Level	What it means
Pending / Overflow / Off-Season	Not really running yet — waiting on setup, suspended/payment issue, or paused for the season.
Level 1 (A, B, C, d)	Early days. 1A just launched; 1B is getting leads/quotes but no sales yet; 1C has no conversions (often a tracking or website problem).
Level 2 (A / B)	Getting real results. 2A = ROAS 2.5 or lower; 2B = ROAS between 2.5 and 5.
Level 3	Top performers — ROAS of 5× or more. These are your upsell-to-Pro conversations.

Here's why you care:

- **Cadence:** Level 1–2 clients meet more often; Level 3 clients move to quarterly Zoom reviews.
- **Alerts:** If an account is live 60 days and still sitting at **Level 1d or 2a**, the system flags it as an *underperformer* and a ticket lands on the coach. Climb to **2b+** and the flag clears.
- **Upsells:** Hit **Level 3** (steady 5×+) and it's time to pitch the Pro Plan — Meta Ads + SEO.

Note: in a *sales* call we sometimes simplify this for the client ("level 5 = 5×, level 2 = has sales, level 1 = leads only"). Internally, use the real levels above.

When a client is struggling

Underperformers are where coaching earns its keep. Don't panic, don't guess — diagnose. Most "bad" accounts have a specific, findable cause.

First, is it actually underperforming?

A client qualifies as underperforming when, during peak season (April–September), they hit all of these:

- Active 45–60+ days
- Still stuck at Google Ads Level 1
- Fewer than 100 clicks in 30 days
- ROAS under 2× (or negative)
- Conversion rate under 6%
- Fewer than 30 leads in 30 days

Then, work the checklist in order

1. **Audit the basics.** How many units (5–20 is the sweet spot)? Right region and city? Does their inventory match what actually rents in their region?
2. **Check the market itself.** Small town (under 100k people) or thin search demand can cap results no matter what we do. There's a formula for this: $(\text{monthly searches} \div \text{population}) \times 100$; healthy is 0.4%–0.6%.
3. **Bring it to the Google Ads team — don't tinker yourself.** Check ad copy, targeting radius (≤ 20 miles per \$10/day), click-through rate, landing page, keywords.
4. **Check the funnel.** Is the website converting? Test the checkout on phone and desktop. Watch Clarity recordings.
5. **Check traffic mix & CAC.** If free traffic is high but paid isn't working, the market may not respond to ads — a standalone package could fit better.

THE RULE THAT KEEPS US OUT OF TROUBLE

When a client is underperforming, **never make changes to their ads on your own.** Gather your findings and bring them to the Google Ads team. Coaches diagnose and coordinate; the ad experts execute. That division of labor exists for a reason.

At the end, you land in one of a few places: it's a **market problem** (recommend standalone or a downgrade), a **performance problem** (keep optimizing), a **conversion problem** (fix the website/funnel), or a **strategy gap** (add Meta retargeting or SEO). Whatever it is — call the client, set expectations, and book the follow-up.

Growing them, and keeping them

Four conversations live here: upgrading, downgrading, saving a cancel, and calming someone down. They're different tools for the same goal — a client who stays and grows.

Upsells — but only when they're ready

The right upsell at the right moment feels like advice, not a pitch. Match the signal to the solution:

What you see	What you pitch
Hit Level 3 (5×+ ROAS)	Pro Plan (adds Meta Ads + SEO)
Organic traffic under 20%	SEO package
Basic/template website	Custom website
Running ads for a niche (tents, foam...)	Microsite
Pricing questions	Bounce Rate app
Wants to scale & see everything	Metric Hub (our analytics app)

If they say no, that's fine — write down what you pitched, why they passed, and when to bring it back. A "no" today is often a "yes" next quarter.

Downgrades — offered before they ask

A downgrade isn't a loss; it's how we keep a client instead of losing them entirely. If the numbers say they're paying for something that isn't working (e.g., high organic traffic but weak paid ads), get ahead of it: *"This isn't about doing less. It's about making sure every dollar you spend brings results."* Common paths: Pro → Takeoff + SEO, or Takeoff → Event Hawk Standalone (just the CRM).

Cancellations — always a conversation first

When someone wants to cancel, first find out if they mean "pause for the off-season" or "leave for good." A form triggers the process, but a real **cancel call** is where we try to save them or offer a better fit. Off-season pause options are cheap on purpose: **\$19/mo** (CRM only) or **\$59/mo** (CRM + popup) until March. We hold their account for 30 days before deleting anything, just in case.

De-escalation — when someone's upset

Stay calmer than they are. Prepare before the call, then listen fully before you respond. If it's our fault, own it completely. If they're mistaken, explain kindly with the facts. You have the authority to offer a credit (\$100 is standard, more for serious cases) — use it. Never say "let me check with my boss"; you *are* the person who fixes it. Then document everything and follow up.

THE THREAD THROUGH ALL FOUR

Integrity and retention. We'd rather keep a client on a smaller plan that works than lose them from a big plan that doesn't. Every one of these conversations is a chance to prove we're on their side.

The market analysis email

Sometimes a client's expectations need gentle, honest setting. The market analysis email does that — with data, not judgment.

We send these during onboarding or when we need to reset expectations. The tone is professional and confident, never alarmist. We never say words like "failure" or "struggling," and we never promise guaranteed results. The whole thing follows one shape:

THE STRUCTURE

Data → Insight → Plan → Confidence. Here's what the numbers show → here's why they look that way (it's structural, not personal) → here's our 12-month plan → here's why you're well positioned.

We have a ready-made prompt the team drops into ChatGPT with the client's details (their city, region, inventory size, ROAS benchmarks, years in business, focus areas, mentor). It fills in the template. A great example we use: a Florida owner with under 5 units. Instead of "your ads aren't working," we explain that in Florida the constraint isn't leads — it's **capacity**. Their inventory caps growth before marketing does. Then we share a real success story of someone who started with two units and grew to six figures, point them to funding and trusted vendors, and end with the line that matters most:

"You are not behind. You are in a normal early growth phase for this market."

And every one of these emails ends the same way: a reminder to show up to coaching, because that's where the plan actually happens. Signed, always: **Event Hawk — Your Business Growth Partner.**

The money side: packages & billing

You don't need to be a billing expert, but you should understand the shape of it — because pricing decisions affect trust, and trust is your job.

The packages, simply

Package	Roughly	Who it's for
Event Hawk Standalone	~\$97/mo	Just the CRM. Off-season pause: \$19 (no popup) or \$59 (with popup).
Pay Per Booking (PPB)	Per booking	Pay as you get bookings. Min \$5/day ad spend.
Takeoff	~\$197/mo	Unlimited bookings, the core growth plan.
Pro	~\$397/mo	Adds SEO (Oct–March) + more. Ads run year-round.
Pro Plus / Premium / Boss / Elite / Legend	Higher	More SEO, more Meta graphics, bigger operations.

The handful of rules worth knowing

- **Subscriptions start at the Launch Call**, not the sale. And if a website isn't live within 45 days, tickets fire and we may pause the marketing sub.
- **Upsell:** new package charges right away; we pro-rate the difference for the current month. **Downsell:** we credit the difference. Fair both ways.
- **Refunds go through Billing only**, and generally only within 90 days of signup (for clients who qualify — 5+ units, doubled their money). Disputes are void after 30 days.
- **Paused because of a billing problem?** We wait 10 days before changing anything — gives the client room to fix it.
- **Money-back guarantees:** 7 days for any reason, 90 days if we don't double their money.

WHY A COACH CARES ABOUT BILLING

Because a surprise charge or a clumsy downgrade can undo months of trust in a single day. When you touch anything money-related, be accurate, explain it clearly, and loop in Billing. "I don't know, but I'll find out and be straight with you" beats a confident wrong answer every time.

How the machine runs itself

A lot of Event Hawk happens without a human pressing a button. You don't need to build automations — but you should trust them, and know when one has misfired.

Under the hood, three tools talk to each other:

Tool	What it holds
GHL / the "EH app" (GoHighLevel)	The client-facing side: their CRM, forms, popups, texts, and email workflows.
HubSpot	Our side: deals, tickets, pipelines, contact info, lifecycle stages.
Zapier	The wiring between the two — it passes information back and forth.

What the automations actually do for you

Hundreds of little workflows quietly run the day. A few examples so it feels real:

- A client's ads go live and sit at Level 1d/2a for 60 days → **you get an underperformer ticket automatically.**
- A cancellation form gets submitted → tickets fire to pause services, pause billing, and assign a cancel call — all at once.
- A red or yellow (at-risk) account gets a ticket → it's auto-renamed, assigned an owner, and marked urgent so it can't be ignored.
- A Pro client's yearly renewal is coming → the system waits 11 months, then tickets someone to call them.
- Someone refers a friend → a whole "Spreading the Bird" referral flow tracks it through to the reward.

YOUR JOB WITH AUTOMATIONS

Two things. First, **trust the tickets** — if the system hands you an underperformer or a cancel call, act on it. Second, **speak up when something's off** — if a client gets a text they shouldn't have, or a status looks wrong, flag it in 90 (our daily meeting board) or Slack. Half our best improvements started with a coach noticing a glitch.

By the way — a huge amount of this got built by our own team using AI (a lot of it with Claude): reports, SEO audits, status updates, even a support GPT. That culture of "if it's repetitive, automate it" is part of who we are.

What we measure and why

We track a few things closely — not to police you, but because what gets measured gets better, and because our clients' success shows up in these numbers first.

Your coaching KPIs

We review these twice a week (Mondays for the big picture, Fridays for specific clients). Enter your numbers into 90 before the meeting so the picture is accurate.

KPI	What it really tells us
Missed coaching meetings	Client happiness — a low miss rate usually means they're satisfied.
# of upsells	Are we spotting real growth opportunities? Aim ~3–4 per coach.
Cancel calls & cancels saved	Who's at risk, and how well we're saving them.
NPS & CSAT	Would they recommend us? Were they happy after our calls?
Reviews mentioned	Our reputation, growing (or not).

Metric Hub — the client's scoreboard

Metric Hub is our own analytics app (built by Tariq). It puts a client's marketing performance in one place — leads, CAC, average ticket, conversion ratios, all filterable by platform and region, with AI helping read the data. It's a Level-3 upsell, and it makes the "telling the story" conversation visual and undeniable.

RULES OF THUMB WORTH MEMORIZING

- Aim for around **50 leads a month**.
- **CAC under \$50** is great; over \$100 is high — but not terrible if their average ticket is 3–4× their CAC.
- If their average event is **3–4× their CAC**, the business should be profitable.

Our department goals, if you want the north star: 80% coaching show rate, CSAT of 80+, churn under 5% long-term, and clients staying with us for years, not months.

Our numbers, and where we're headed

A quick look at the business behind the coaching, so you understand the stakes and the momentum.

Event Hawk is growing, and fast. The company did about **\$1.09M** in 2024 and **\$1.41M** in 2025 — and we crossed our first cumulative million in early September 2025. Early 2026 is running well ahead of both: January was up nearly 50% year-over-year.

Year	Company revenue	Note
2024	~\$1,089,875	The base year
2025	~\$1,409,194	+30%, hit \$1M cumulative in Sept
2026	On pace to beat both	Projected ~\$1.28M+ and growing

The **Pro Package** and website/SEO/PPB sales are consistently our biggest revenue drivers — which is exactly why your upsells to Pro and your website/SEO conversations matter so much to the whole company.

And here's the part that fires me up

Our clients' results in 2025, in aggregate:

- Over **half** of our clients with 11–20 inflatables made **5× or more** on their ad spend.
- Across all managed accounts, **Meta ads returned ~14.9×** and **Google ads returned ~4.5×**.
- Clients running *both* Google and Meta saw the best overall returns — that's why we recommend the combo.

The five-year plan is to reach **1,000+ clients** without ever losing the thing that got us here: recommending what's actually right for the client. Growth and integrity aren't in tension for us. They're the same strategy.

Our people, our clients, our culture

Numbers are the scoreboard. People are the game. A few words on who we are.

Our clients become our heroes

The best part of this job is watching an owner win. Monica Lambert did \$380k in a single quarter. Edgar Garcia spent \$900 and made over \$200k on Meta. Nina Butrick left a competitor, hit her goal, and calls her rep her "Peach." Michaela Crelly booked \$30k for October off a new website. These aren't just wins — they become our mentors, our podcast guests, our proof. When you help a client succeed, you're not just retaining an account. You're building the next success story we tell.

The mentor program

Clients who've been with us about a year and are crushing it can become **paid mentors** — featured on the Bounce House Bosses podcast, available to newer clients. It closes the loop: today's struggling Level 1 owner is tomorrow's mentor. That's the "Legacy" stage, and it's real.

How the team works

We move fast and we build. Every week the team ships something — a new automation, a smarter playbook, a fixed website, a saved cancel. We celebrate it openly (yes, we call the good reports "sexy"). We use AI heavily to do more with less. And we take clients from competitors regularly, because we simply care more.

THE CULTURE IN ONE LINE

Solve the client's real problem, build a tool so the next person solves it faster, and celebrate each other while you do it. That's Event Hawk on a good day — which is most days.

If you only remember five things

You'll forget most of this book. That's okay — it'll be here when you need it. But please keep these five.

1. **Fit over volume, always.** Recommend what's right for the client, even when a different answer pays us more today. It pays us more over years — and it lets you sleep.
2. **Turn numbers into a story.** A client doesn't need a dashboard read to them; they need to understand what it means and what to do. Diagnose, explain simply, give clear next steps.
3. **BamFam — never leave a meeting without the next one booked.** It's the quiet habit that prevents most churn.
4. **Solve first, sell second.** Every upsell should follow a solved problem. If you led with the problem and the fix is genuinely the next step, it isn't a pitch — it's coaching.
5. **When in doubt, be honest and follow up.** "I don't know yet, but I'll find out and get back to you" builds more trust than any perfect answer. Then actually get back to them.

That's it. That's the job, and it's a good one. You're not just running ads for people — you're helping someone's family business grow, one booked weekend at a time. Take it seriously, keep it human, and lean on the team.

Thanks for picking up where I left off. Go be great to these people.

— Lionel