

# GO FROM 0 TO 60 IN 30 MINUTES!

## SUCCESS WITH WIRELESS BUZZERS - ULTIMATE GUIDE

1. First, one quick hardware mention: On your laptop you see EVERYTHING - "Game Board", Q&A's, controls, correct answers, etc. On the projector (optional) the players and audience only see the "Game Board".



Hold on the Windows key and press "P" for "Projector", select "Extend" **BEFORE** launching the software.



2. **DON'T DEDUCT POINTS!** Who likes something taken away from them that they worked hard to get? NO ONE! If a player is wrong press "P" (Pass) to reset without removing their hard earned points, which encourages player participation too!
3. **If you encounter CHEATERS!** There is nothing worse than seeing people trying to Google questions to get the answers. Generally, this is not a problem if you have a wireless buzzer system from us because people will buzz in long before any cheaters can find any answers in the internet. However, with some of our other products, like QandAtime, you will want to consider the following options.
  - A) Put a time limit on your questions. All of our software games allow you to do that. A timer of 30 seconds makes it difficult, if not impossible for your players to cheat.
  - B) The best way to deal with this is to simply walk over to the cheaters with your microphone and yell loudly in the mic "Looks like we have some cheating going on over here! What do we think about cheaters? Let's hear you give this player the biggest and loudest "BOOOOOOOOO" that you can possibly give them!" The entire audience will boooo the cheater, especially since cheaters are also adversely affecting THEIR game (so they have more to lose than you!). Because of the embarrassment that the cheater will experience at that moment you never have to worry about them cheating again. The audience will be watching the cheater like a hawk!
4. **You will encounter speed reader players** who constantly ring in half way through a question and get points. The other players will be discouraged from playing. You can prevent this 1 of 2 ways:
  - A) Switch over to "Manual" mode. This locks out all the players from buzzing in until you finish reading the question. When you read the last word of the question simultaneously click on the question itself to activate the buzzers. A visible red box will turn green on both your screen and player screen. This box indicates the 'go ahead' to buzz in.
  - B) Use the option "Delay audience view [x] seconds". This delays the showing of the question on the projector screen for the duration of time you specify. 5 seconds is a good delay period for you to read the question.
5. **Tournaments.** A common misconception regarding tournaments is a tournament runs for weeks or months. While that is an EXCELLENT plan to work towards, why not do mini tournaments that start/end the same night? Each table can be a team. The 3 tables with the top score at the end play the next game. After that round the table with the top score splits to competing players. Top 2 score earners compete for grand prize (or 'bragging rights'). Previous players who have lost can 'buy' into the game (with money for a fundraiser) or "First person who can shout out the answer to this very difficult question can re-enter the tournament." If time permits, do another one. Use Trivia Board for your 1st round or 2 and change the game format for subsequent rounds with a special grand finale game.
6. **Get as many people involved as possible.** A powerful icebreaker to get the show started is to have 2 buzzers center stage. Pick 2 people from the audience who you have determined to be outgoing from your initial opening pump up remarks. These 2 people each pick 9 from the audience to be on their team. Now you have 2 teams of 10. In a mini tournament style game ask a question. If the player buzzes in and is correct, they go to the back of the line. If incorrect they are eliminated from the game. Repeat until you have 1 final winner.

It is OK to balance out the teams towards the end if there is only 1 remaining player on 1 side and 5 on the other side, for example. Allow the 1 player to 'steal' 2 players from the opposing team.

7. **Prizes.** Everyone loves to win a prize, even if it is just a small simple one. Dollar store items are just fine and don't break the bank. If you are performing at a bar or restaurant you will be surprised to find that virtually all bar owners receive a large amount of promotional items for free from food and alcohol distributors that pile up in a closet somewhere. Put these items to good use as prizes for game winners. A prize can also be priority song requests if you are doing a dance or karaoke after the trivia show.
8. **Diversify.** Don't just do the same type of game each time. Trivia Board, for example, allows for not just questions and answer games, but also media files for "name that tune" and "name that video" formats. Add pictures too for "name the celebrity" and "name the cartoon character" games. Use DigiGames' Trivia Squares, Trivia Feud, and Trivia Fortune in your show lineup to create excitement.
9. **Take a Break.** Contrary to popular beliefs, taking a break is acceptable. If you are doing a 2-hour game show, for example, take a break after 1 hour. "We are going to take a quick break as we set up for our next game. Feel free to stretch your legs on the dance floor while play 2-3 hot tunes." This short break refreshes you for the next session but gives players a chance to use the bathroom, get food, etc. They will appreciate it!
10. **5-minute trivia games.** Have 2-3 buzzers with you at each event and never do a show without doing a 5-minute game, even if you aren't booked to do it. This is true for any event where 10 or more people are present, like weddings, anniversaries, school dances, corporate events, etc. The 5-minute trivia game can be at the beginning of the show or a pre-show 'gift' to the bride/groom or client. There is no need for any elaborate setup at all. Simply use the "Test Controllers" option in Trivia Board, without setting up a special projector and screen and ask a series of 10 questions. Entertainers often report that the short trivia game turned out to be one of the highlights of the show which earned them tips, bookings and referrals.
11. **Use a Windows tablet.** You can buy a Windows tablet from Wal-Mart for \$97 which will convert your computer controlled game system into 'stand-alone' with a program we made called "Extreme Quiz Lite". This is perfect for a 5-minute trivia game concept for a fast setup.
12. **Off-the-wall random game ideas.**
  - **Name that tune/video.** Either put the clip in the software, or play it in a separate media player. Players buzz in to state the song title, artist/band, year released, etc. For more visual effect, play "Name That Video". Use a variety of fun categories. For example: Era based, like "Music from the 80's"; Genre based, like "Disco Favorites"; Artist based, like "Best of Billy Joel"; Band based "Best of Kiss"; Abstracts, like "One Hit Wonders", "Female Hair Bands", "1990's Top 10" or "Most Requested".
  - **Complete the lyrics.** Edit a song (use Goldwave, it's free....ish!) so that it stops before a popular phrase in the song. Players buzz in to complete the lyric line. Alternatively, you can put it in text question form in the software like "GOODNESS GRACIOUS GREAT \_\_\_\_\_" (balls of fire, of course!)
  - **Fact or Crap.** Buy the game from Amazon then throw away the game but keep the cards. In an elimination style game, 2 teams of 10 people compete to answer correctly to the statement you read from the card by responding True or False (or Fact/Crap) depending on if they think the statement is correct or not. Review and mark the questions in advance. Some are tough. Some are easy, fun and funny.
  - **Family Feud** – A much more fun variation. 2 long lines of players (families) have to guess the #1 surveyed answer to the questions. Buy the Family Feud game from the internet, toss the game and keep the book of valuable questions and surveyed answers. How it works: Ask the question, players buzz in to guess the #1 answer. If they do they get the points. If not the other team has a chance to steal. The closest guess to #1 gets the points. No need to make the players solve all answers, just move to the next question in this fast-paced fun game variation.
13. **Make your own games!** Get creative, make it fun! The above are examples, but you can also include physical challenges, like Minute-to-win it style games into the mix. Using Extreme Quiz Lite on a Windows tablet will simplify the process of inventing your own games. You can also use the "Test Controllers" program built into Trivia Board for any unique game variation you come up with.
14. **Will somebody think of the children?** Undoubtedly there will be children in most events you do. Get the young children up to start the show, even if they are barely old enough to talk. Having 1 parent with each child will often be necessary and should be encouraged, but the child should be in control of the buzzer. Ask simple questions about shapes, colors, nursery rhymes, cartoon characters, etc. THIS IS A KODAK MOMENT!! There will likely be more pictures taken at this time than any other point in your event. These pictures are often posted on social media, so set up in close proximity to your DJ signage (use your discretion, of course).
15. **If you do weddings** there are 4 ways trivia is a huge money maker:
  - A) Upsell trivia for BIG BUCKS. You aren't spending more time at your event, you are adding on a service.
  - B) Offer to do a short Family Feud game at their rehearsal dinner. This is a huge opportunity for you to get to know family and close friends on a personal level. When you are at their wedding dance the following day

you will feel like you know half the people in attendance. That familiarity with such ones endears them to you and the rest of the audience will observe it. You won't be "just another DJ" but will be viewed as a close friend of the family, which is great for securing more events.

- C) Note all incoming calls from any bride shopping around for a quote (name, date, and phone number). 2 days later, when she is feeling overwhelmed by all the options available you call her to seal the deal by waiving the fee for adding trivia to her wedding night, as your gift to her, if she books you right there.
  - D) Whether she hires the trivia or not, offer it for free on her wedding night. The young people running around the dancefloor will be brought into your trivia game. You will be the hero AND get more bookings!
16. **Customize your questions.** Not all of them, but adding in a few custom questions into each round is important. For corporate events dig up the dirt on the most extroverted employee there (the office prankster, the shop practical joker, etc.) and find out from the client some details about that person and turn it into trivia questions. For weddings, pit bridesmaids against groomsmen to answer questions about the bride and groom. This is far better than "Who is the 23<sup>rd</sup> President of the USA?" Who cares?? Find out information about the company or bride/groom from their social media sites. You will find a treasure full of information.
17. **Get to know your audience!** After you are done setting up, grab a soda and start socializing with audience members. You will quickly hear things like "We wish Pete could be here tonight, he is on a vacation to Thailand (or is sick, or whatever). Ask a few questions and you now have on-the-spot trivia you can use!
18. **One question leads to another.** Especially for bridal trivia, don't just jump around with your questions. Instead do a 3-6 question span where each question relates to the former. For example: In which city was the bride born? How long did she live in [city]? Did she like living there? Why? What prompted her to move? A chain of questions like this sets you apart as a professional. Next move onto hobbies, likes and dislikes, but in 3-6 group questions.
19. **Do a demo game for a prospective client.** Many tell us their close rate is around 90% when they do a short 30-minute demonstration at the prospective bar but a 10-20% close rate when just explaining the services offered. 1 speaker, 1 microphone, 1 laptop, 5 buzzers takes less than 5 minutes to set up and well worth the effort! A video example is fine, but nothing beats the real deal! **ONLY MAKE SURE** you do the demo with the client present, or you will be wasting your time. Engage the audience with some trivia during your show? This is a great way to demo your new gear while getting paid!
20. **"There is a typo in the question!"** So what! "You aren't playing for a million dollars!!". If you find this happens from time to time (hopefully not with the content we supply!) then make a game out of it. "Tonight there will be at least 1 typo hidden in the questions. If you can spot it then you will get an extra 200 points!" or whatever you deem necessary. Then use the manual controls, arrow up/down buttons, to apply the points.
21. **"My buzzer doesn't work!!"** Unfortunately, you will get to experience this claim, when in fact their buzzer DOES work, they just weren't first to buzz in. Remind the audience "These are lockout buzzers. In other words, the first person to buzz in locks out the other players." **NEVER** stop the show to address the issue, at least without consequence to the player. To avoid this, do the following:
- A) Prior to the start of the show launch the tester program (In Trivia Board Pro 4 at the top of the screen click the option "Test Controllers". Let the buzzers sit idle or at least 5 minutes before you distribute them to the players. If a battery is low, the buzzer will send a signal to the tester. So, if you see a "7" in the tester then you know to replace the battery in buzzer #7 before starting.
  - B) Leave the tester running and distribute the buzzers to the players. One by one have them press their buzzer and they will see on the projector screen that their buzzer does work.
  - C) If they challenge the situation make a deal with them. "Well, I tested the buzzers beforehand. If you want me to test your buzzer again I will. However, if it works you lose all your points. If you are correct and there is something wrong (unlikely) then I will double your points. What do you say?" Player: "Um, never mind." You: "Ok, ON WITH THE GAMES!!!"
  - D) If this is an ongoing situation, you may consider our ABCD response systems, like the Trivia Pads and Extreme Cubes. These products allow everyone to answer every question. The claim about a buzzer not working is only in "fast finger" type games, but not in multiple choice games where everyone gets to submit their guess to a question.
22. **"That answer is not correct"**. Maybe they are right, maybe not. Who cares? Unless you are giving away a million dollars it really doesn't matter. **DON'T** stop the show to address it. **AT THE MOST** say "Meet me in the back alley at noon tomorrow and we can discuss it." and move on. People will laugh.
23. **If people are drunk and stupid** just pretend they are kids. Mentally and emotionally they are. Don't talk to them like kids, or treat them as such, but mentally view them as such and your performance will be greatly improved, instead of being frustrated by the situation.
24. **If you mess up, or offend someone don't despair.** It happens. You might ask a question, or say something that REALLY upsets a person and now they are in your face about it. Don't stand your ground. No one wins in

that situation. Instead, take the high-road and apologize. Buy them a drink (unless they are already drunk, in which case come up with something else). Buying a player that is upset at you a drink will quickly diffuse the situation and you are out a whole whopping \$2 (the bar should give YOU discounts, of course). If you screw up and now a whole table is ticked off at you, buy them a pitcher of beer. You will be out a whole whopping \$5. In the grand scheme of things this \$5 investment is NOTHING by comparison to potentially losing a client (or account) with the bar/restaurant owner.

25. **A great way to get your buzzers back from your players.** People are NOT going to steal your buzzer. However, if you are concerned it will happen to you announce this towards the end of your show: "Bring your buzzer back to me and your name will be added into a drawing we will be having in 5 minutes." This provides a nice incentive for a fast retrieval of your valuable equipment. The prize can be a points advantage at the next show, which further incentivizes players to arrive for the next trivia show. Expanding on that: 1<sup>st</sup> place – 1000 pts, 2<sup>nd</sup> place – 500 pts, 3<sup>rd</sup> place – 250 pts.
26. **Don't get the players TOO engrossed in the game.... too much.** You want your players involved, but if they are TOO involved they will forget to purchase food and alcohol from the bar. I have known entertainers to lose accounts because the sales at the venue plummeted with the trivia. Your job is to MAKE them more money, not cause them to LOSE money. Here are a few suggestions to ensure this doesn't happen to you:
- A) **Take periodic scheduled breaks**, and let the audience know when the breaks are at the start. For example, you might announce "We will be taking a 5 minute break after each game (or every hour, or whatever you decide)."
  - B) **Put a table tent** on each table "For every \$10 you spend you will get 100 points on the next game."
  - C) **Announce** "Whoever orders a shot at the bar will get a (something) from the bartender. Bring it to me to get 100 extra points!"
  - D) **Offer discounts** on food/beverages based on points earned. For example you might announce "Everyone that earns greater than 1,000 points this next round will get 10% of their next food order." Make sure it is only redeemable that night, but also REALLY make sure you have it cleared with the bar owner first. Please note that in most states providing discounted alcohol is illegal, but you also don't want to encourage drinking and driving, so perhaps put the discount on food/appetizers.
  - E) **Find out what the bar/restaurant has a surplus of**, and feature it. Every bar/restaurant has a surplus of some item that they need to move quickly before it expires.
27. **"There's no money in doing School Fundraisers" – WROOOOONNNNNGGGG!!!!** Sorry do disagree, but this commonly made statement could not be any further from the truth. Just because you are doing a fundraiser doesn't mean you HAVE to do it for FREE. In fact, I raise my rates MORE for such events. Why? Face it; you will be out there working much harder to get your client more money. "Yah, but, they won't hire me if my rate is too high." Can't argue with that, however here is the point you will want to make with the client:

What is better for you Mr/Mrs client – A free entertainer that gets you \$300 in funds? Or a \$1,000 entertainer that gets you \$2,000 in funds? Clearly the \$1,000 entertainer (me) gets you more money for your fundraiser.

28. **"There's no money in Retirement Homes" – WROOOOONNNNNGGGG!!!!** The home makes WAY more money than you think. Many homes charge \$5,000 per month per person. Therefore, you don't need to be shy when discussing your price. Many entertainers charge \$250 for doing a 1 hour show. Don't balk at this. You only need to set up a single speaker, microphone and laptop. Your setup and teardown time is a whole whopping 5 minutes! Also, your shows will be on a Tuesday afternoon at 2pm, for example. It's gravy money! Book 2 retirement homes in your area and you are now making \$500 per week which works out to \$26,000 per year! Use Extreme Bingo to play 50's and 60's music and do trivia that exercises their brains, and use the combo of the 2 to sell your service.
29. **Misc. Review your content beforehand.** You review songs before playing them right? Never assume our default questions are good enough for your event! **TEXT ME!** It is rare, but it is sad when I get a call Monday morning "My show bombed because of [reason]. I had to refund the client!" What??? My cell number is no secret. It is even on our website and the signature line of all emails from DigiGames. Although I do not pick up the phone nights and weekends there is NOT A PROBLEM I cannot solve with a few minutes texting session. PROGRAM MY CELL INTO YOUR PHONE! "Tom Dorsher, DigiGames – 1-701-710-0034".
30. **Network with the local competition.** Never view a local competitor as "competition". Meet with them, get to know them. Talk about game shows and how you intend to use it. You will find you MAKE MORE MONEY working WITH them than working against them, especially when they refer clients to you on nights they are booked, or assist you when you are sick and in a bind. Joining a local DJ chapter is a MUST! Meeting with area entertainers monthly gives you further experience to strength the DJ community in your area, which is a huge benefit to all. DJ conferences, like Mobile Beat ([www.mobilebeat.com](http://www.mobilebeat.com)), will educate you through seminars and hands-on workshops. The ideas you get will pay for the trip quickly!

31. **Set your calendar** to review this document at least once every 6 months! There is a lot of information here to remember and put into practice. Use this guide as your checklist and add your own ideas and discoveries. However, this document is **just a small sample of the ideas** we have in store for you. Click the "[Getting Started Guide](#)" to get SIGNIFICANTLY more ideas.
32. **JUST HAVE FUN, life is too short!** You will eventually discover this on your own, but the less you plan for in advance the more fun it will be for you and your players. Enforcing a rigid format rarely works best. Plan your games, review your questions but stop there. You don't like to be micromanaged? Then don't micromanage yourself and force the show to conform around a series of rigid preplanned events. Go out there and have fun and BE YOURSELF! Exceptions include criteria established by the client, which is very rare.
33. **THE BEST FOR LAST: If you have really read down this far** CONGRATS! Either you don't have a life, or you REALLY want to know what it takes to be a successful entertainer. Likely it is the latter of the 2. Text me the phrase "I read the document" for a special treat from DigiGames! If you don't know my cell number you skipped an important section in this document and shame on you! But, in the 'saving the best for last' department, here is your reward: Plan for **more games** than you are physically able to do in the allocated time. Without going overtime move things along quickly in the futile attempt in accomplishing the games lineup. In time you will understand why I present this as my #1 best advice to you.

## A FAST RETURN ON INVESTMENT

### **YOU CAN Make \$10,000-\$50,000 Annually!**

# TRIVIA

**SHOW ME THE MONEY!** Face it, we ALL want the numbers. We ALL have to decide whether an investment will be worth our valuable time and money.

Entertainers often report to us that they make \$10,000-\$50,000 annually hosting trivia events. How can you do it? Results may vary, however these are realistic and conservative numbers.

**Make \$5,000+ per year with RETIREMENT HOMES:** If you perform once per week, on a week day late in the morning or early afternoon **AT LEAST** \$100 per event to earn \$5,200 per year. You don't even have to bring your speakers and lights. Only 5 minutes setup and 5 minutes loading.

**Make \$13,000+ per year with FOOD and DRINK ESTABLISHMENTS:** Most local bars are willing to pay **AT LEAST** \$125 for 1.5 hours of trivia during happy hour. Find 2 bars and turn their slower nights into their busiest nights like a Monday and Wednesday night. 2 weekly accounts translate to \$250 per week or at least \$13,000 per year. The best thing about these events is they end early enough for you to spend quality time with your family. Additionally, you have time to network with corporate professionals who may utilize your services for their private events.

**Make \$1,500+ per year with WEDDING RECEPTIONS:** Upsell 15 weddings for Family Feud/Bridal Trivia for **AT LEAST** \$100. This is a great way for tables to earn their way through the buffet line while testing the audience's knowledge of the bride and groom. Some entertainers waive the upsell fee to secure the booking the same day with the bride. In this case greater than \$1,500 annual is often earned as a result of offering trivia.

**Make \$7,500+ per year with WEDDING REHEARSAL DINNERS:** Likely you perform at least 15 weddings per year. Upsell your weddings to include 1 hour of entertainment at their rehearsal dinner. Entertainers charge up to \$500 per event without bringing speakers and lights! Only 5 minutes setup and tear down. The bonus to focusing on rehearsal dinners is you build rapport with the wedding party and family prior to the wedding the following night.

**Make \$8,000+ per year with CORPORATE EVENTS:** Potential booking clients LOVE to hear that you will do more than just play music for their annual corporate or holiday party. Industry sources indicate a shift in expectations and corporate clients demand alternative entertainment. Offering trivia puts you into a prime position to secure at least 10 corporate events per year at a rate of **AT LEAST** \$800 per event.

**Make \$3,000+ per year with SCHOOL EVENTS (PROMS, AFTER SCHOOL GAMES, FUNDRAISERS):** Kids love to dance and have fun. So why add trivia? It's simple: Kids love to be in the limelight. Prom committees, school event planners and organizers love when you offer additional forms of entertainment which also happens to be educational! What do schools need the most? MONEY! Schools do many fundraisers to raise capital, trivia is a HUGE way to help the school raise HUGE capital (see our blog site for how to do this). You can secure 5 school events per year at a rate of **AT LEAST** \$600 per event.

**Make \$6,000+ per year with ANNIVERSARY PARTIES, BIRTHDAY PARTIES, AND FAMILY REUNIONS:** This is your moment to put people of special interest in the limelight. Why not add some questions about the anniversary couple or birthday girl or boy? Potential clients will love to hear that you can create custom trivia questions around their family and friends! Trivia is just the tool you need to secure 10 events at a rate of **AT LEAST** \$600 per event.