

Bootstrap your Haunted Attraction

a Hunter's Guide to saving time & money

Brian Foreman

What you will learn:

- Ways to save more time & money by focusing on the right things at the right time.
- Action steps you can do right now to start your first Haunted Attraction or improve your current one.

Save time & money in these categories.

- Idea Stage
- Business Plan
- Design Stage
- Build Process
- Decorating
- Staffing
- Marketing

But first, a little about my journey as a haunter..on saving time and money

- Back Woods Terror in 2008-2011
- Home Haunter 2011-2014
- Dead Factory 2014-present



“to save time”

to do something more **efficiently** such that less time is required. (and has a domino effect after)

“to save money”

to budget, to economize; to put money aside for the future

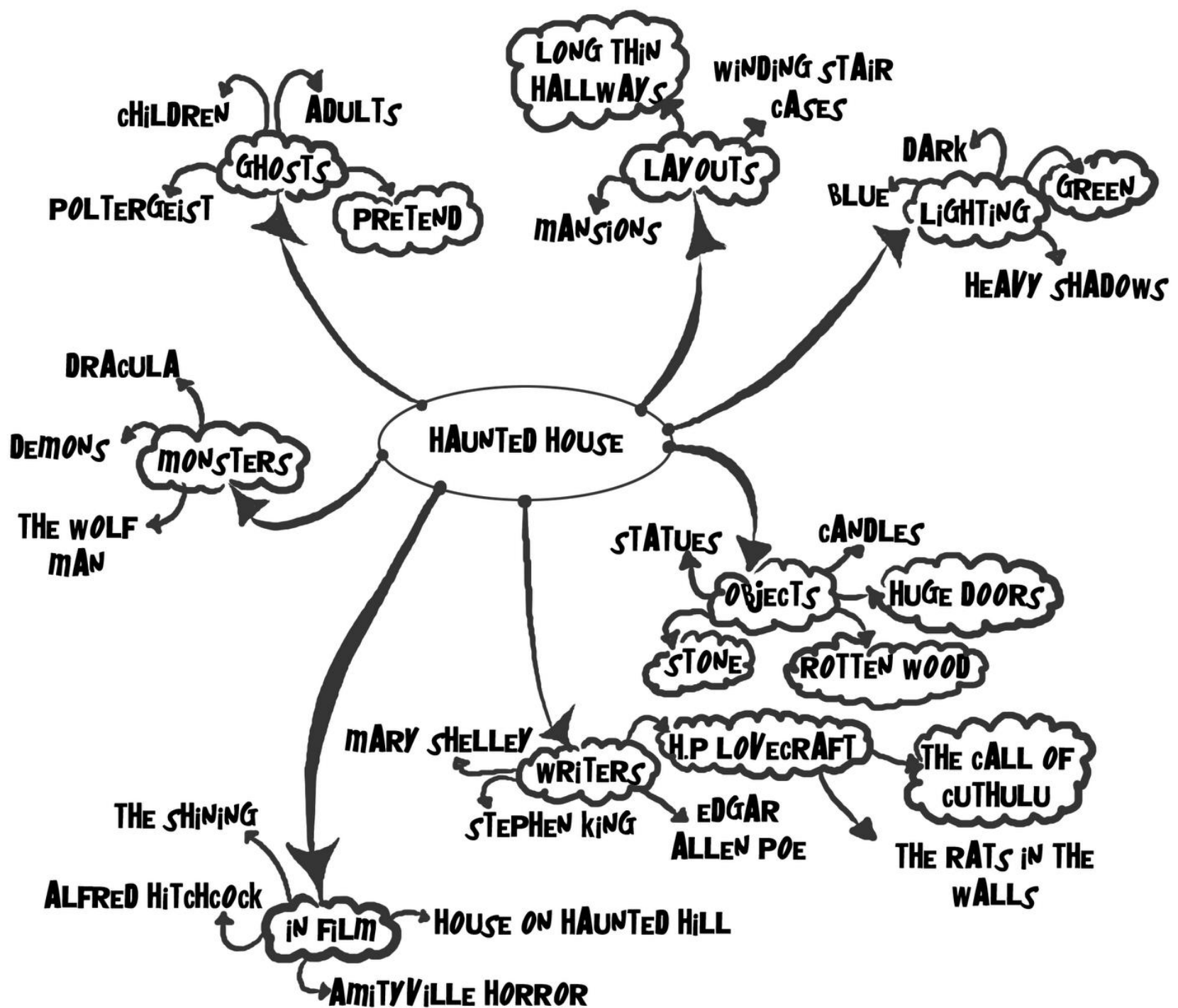
How To Find More Time & Money (overall)

- Track your daily & weekly habits
- Batch projects together
- Focus on only the things you need to get done this season. (Just in Time Learning)
- Give yourself some ADE:
Automate. Delegate. Eliminate.

Idea Stage

Idea Stage: Save Time

- Keep a notebook of your ideas. Get them out of your head. Focus on your theme.
- Visualize the attraction you want. Practice *Frequency Bias* (Baader-Meinhof).
- Try Mind Mapping or Post-it Notes



Idea Stage: Save Money

- Take inventory of what you have.
- Work at another Haunted Attraction while you plan.
- If you're a Home Haunter, build your themes around your future attraction.
- Start a Haunt fund...take on a side job or other business.



© P R

Business Plan

Business Plan: Save Time

- Hire a consultant. Or team up with an experienced Haunt Owner.
- Find a business partner.
- Register your domain name, social accounts, Business entity (LLC), bank accounts.
- Start gathering your tribe now. Build crew, artists, actors, staff.



DEPARTMENT OF PSYCHIATRY
RULES
1. NO SMILING
2. NO CELL PHONES
3. RUNNERS ONLY

not squirrels?

PHIL

MEXICO

THE

DEAD FACTORY

HAUNTED HOUSE

DEAD FACTORY



Business Plan: Save Money

- Look for budget locations.
Outdoor trails, corn maze, malls, parking lots, stadiums, banks, paintball, amusement parks, fairs, caves, vacant buildings, mobile.
- Do your local research now. Fire marshal, inspectors, permits, insurance, **your target market**.
- Plan out **estimates** for everything. Materials, labor, marketing, etc





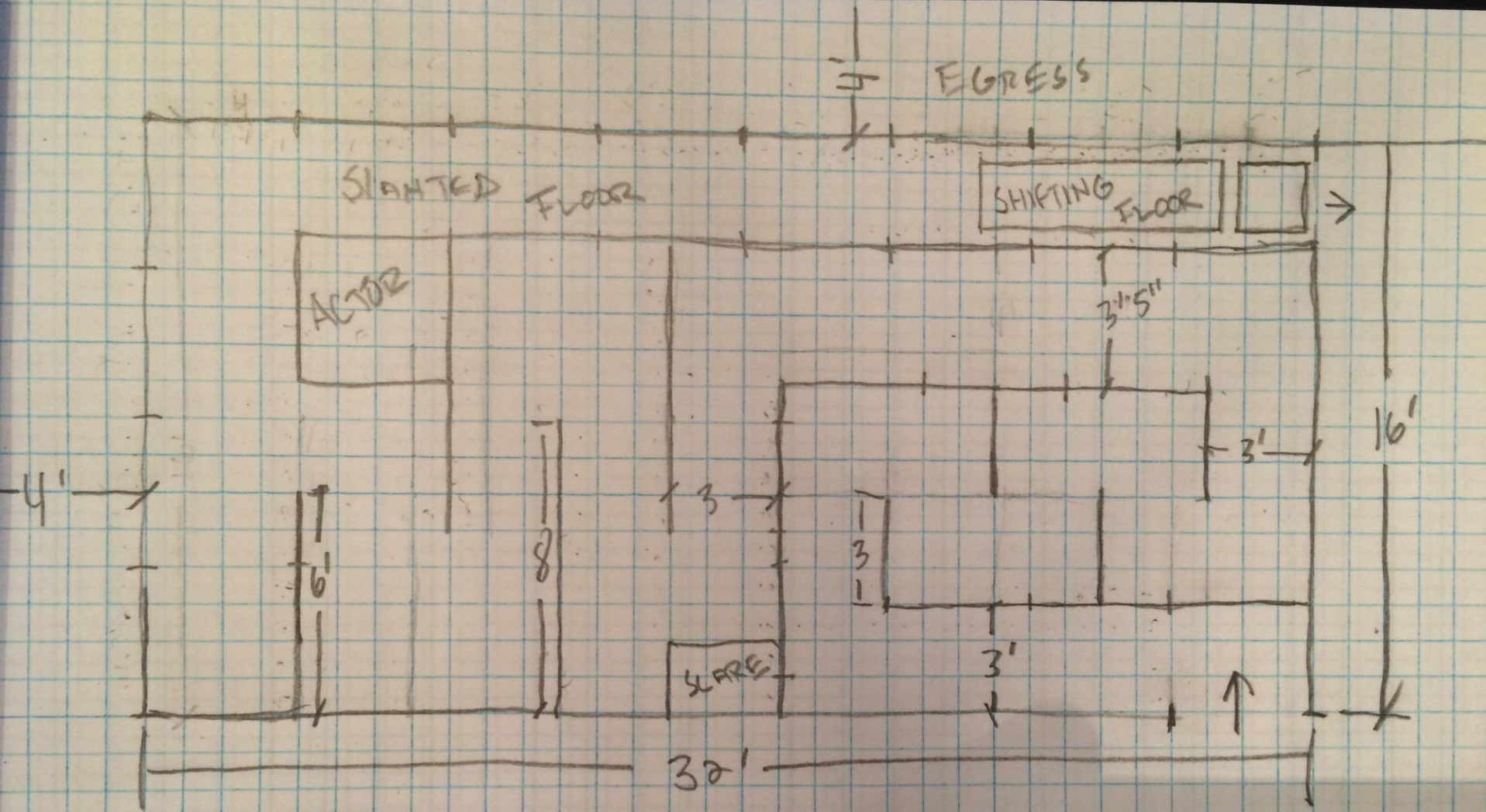
Design Stage

Design Stage: Save Time

- Design for large props, moveable walls, ADA (36"), multiple scares, places for actors, exits, egresses.
- Visit other Haunts and get inspiration and ideas.
- Hire a Haunted Attraction Designer for professional blueprints.

Design Stage: Save Money

- Use graph paper or low-cost design apps for rough drafts.
- An “average” attraction is 2,000-3,000 sq ft. (\$1 per minute rule?)
- Use every square inch of your property.



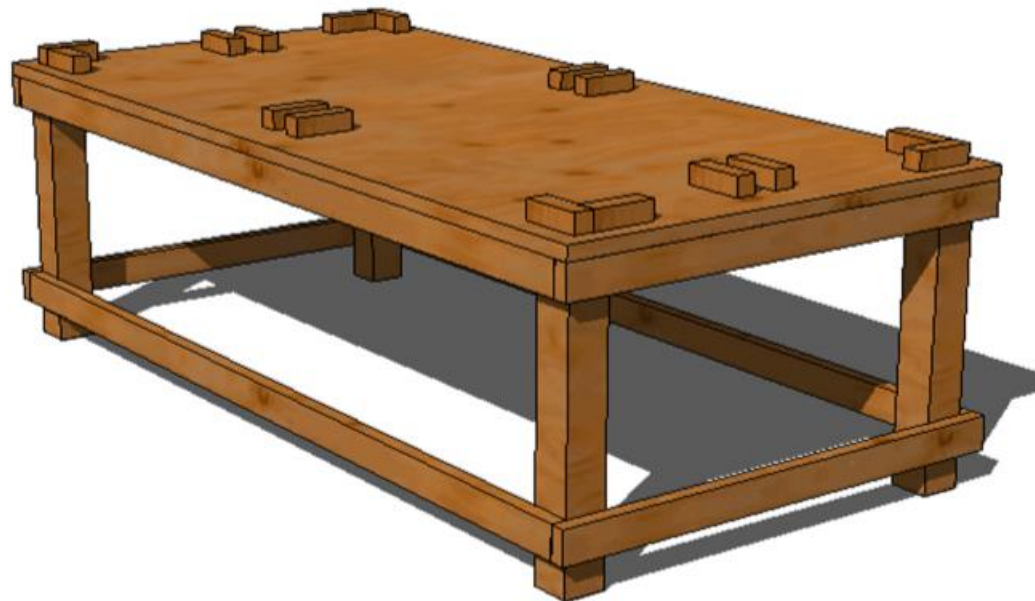
50 PANELS
 4 3' panels
 1 2' panel

24
 15

Build Process



Wall Panel Jig





1 A PRIME
STIMSON



Build Process: Save Money

- Look for free/cheap materials at construction sites, curbs, pallets, dumpsters, friends, social media, lumber yards (reject pile).
- Estimate price per panel. OSB?
Plywood? Business charge account
- Find a buddy with build skills. 😊
- Build offsite. Assemble in August.

Decorating

Decorating: Save Time

- Use simple yet effective scares. Loud noises, air, scents, sound, drop panels, boo holes, actors.
- Detail only areas necessary. Decorate under show lights.
- Use garden sprayer/bottles for painting.
- Use Pintrest, YouTube, etc for ideas



Decorating: Save Money

- Stick to your theme. Don't buy beyond it. Auctions, flea markets, garage sales, thrift stores.
- Buy oops paint. Distress dark over light paints. The water technique.
- Reuse everything. Or trade it for something else.
- Skip the animatronics for now.



15 YEAR WARRANTY
ColorPlace
READY-MIX
Interior Flat
64 FL OZ
GAL
Country White
REDUCED 50%

REDUCED 50%
NOW \$21.50
Available at Walmart



Staffing

Staffing: Save Time

- Train & hire early. Experiment with your methods.
- Create a schedule or system for tracking your crew
- Reach out to your personal network for trusted helpers.
- Find a way to work with local colleges and high schools for actors.

SCARE IT BADGES

MERIT BADGES FOR HAUNTERS

Haunt Couple



Haunt Widow



Scariest



Behind the Scenes



Crowd Favorite



Monster Mouth



Makeup Team



Urine-Nation



Media Mo-Ghoul



Creepiest



Build Crew



Most Dead-icated



Very Dead-icated



5 Year Slash



Staffing: Save Money

- Get creative with the way you pay. End of season, per night, seniority.
- Non-profits can use volunteers.
- Keeping your actors is cheaper than hiring new ones.
- Lead your crew. If you're not the leadership type, find a person.
- Include them in certain decisions.
- Makeup vs masks?



Marketing

Marketing: Save Time

- Start your brand early. Your customers must Know-Like-Trust you
- Focus on your story & target market. Stay within it.
- Schedule your social posts.
- Use Ticket Giveaways/contests
- Budget for marketing.
- Put someone else in charge.



DATE NIGHT
Giveaway
for Two

Dead Factory:
2 Free tickets

Dug Out Bar & Grill:
Dinner for 2



Marketing: Save Money

- Check your local Chamber/City Hall for “Tourism Grant”
- Set up Google Business & Facebook
- Team up with a Sponsor
- Track your ads and flyers
- Use your phone for “pro-like” photos & videos.
- Survey your customers

TONIGHT IS OUR LAST NIGHT.



HAVE YOU SEEN THE DOCTOR YET?



THE

DEAD FACTORY

HAUNTED HOUSE



Start a Haunted Attraction without spending tons of money

Creative strategies to build an efficient haunted house business

Brian Foreman

Thanks for sticking around to the end!

Email me anytime brian@scaryvisions.com

Get more Master Classes or to join our
monthly mentor program at
HauntersToolbox.com



**haunters
toolbox**

Helping you start & grow a Haunted Attraction