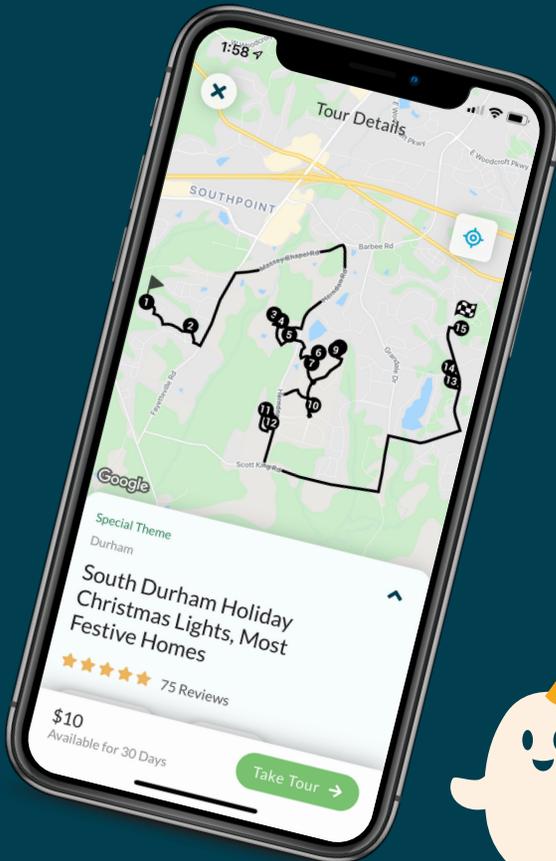


Tips & Tricks

For creating self-guided Halloween and Christmas Light Tours that make your audience smile, quickly go viral, grow your revenue stream, and that don't take up oodles of your time!



1

Register

First things first, create an account!

www.builtstory.com

2

Create

Build your tour, from your home computer.

→ Add addresses, or drop a pin.

→ Add a sentence or two at each "stop".

→ Add a photo.

3

That's it!

Click publish, and you're done! Your tour is for sale!

This part is up to you...

Optional! You can choose to add audio or video at each stop. Maybe some spooky Halloween music, or a round of *Jingle Bells*, to set the tone.



Tips to make tour creation fast & easy for you:

Crowdsource from your audience. Who wants their home included? From our experience last year, people are **EAGER** to showcase their homes on your tour!

Use sites like nextdoor.com to even further discover homes that want to be featured!

Do a Google search. Which homes have been public about their Halloween and Christmas lights in the past?



Now to make a truly stellar, everyone's-talking-about-this, viral tour:



→ Keep your tour **HYPERLOCAL**. We can't emphasize this enough!! By far, feedback from last year showed us that your Tour Takers DO NOT want to drive all around town. **Keep all your stops in about a 10-15 mile radius.** Don't let your audience go tons of time in between stops. Hint: you can always make more than one tour, if you have lots of spots all over town! It's free!

Make it easy on yourself!

→ Your homes ***do not*** have to all be award-winning, over-the-top, ABC Light Fight homes. Special, just-merry-enough community tours are perfect!

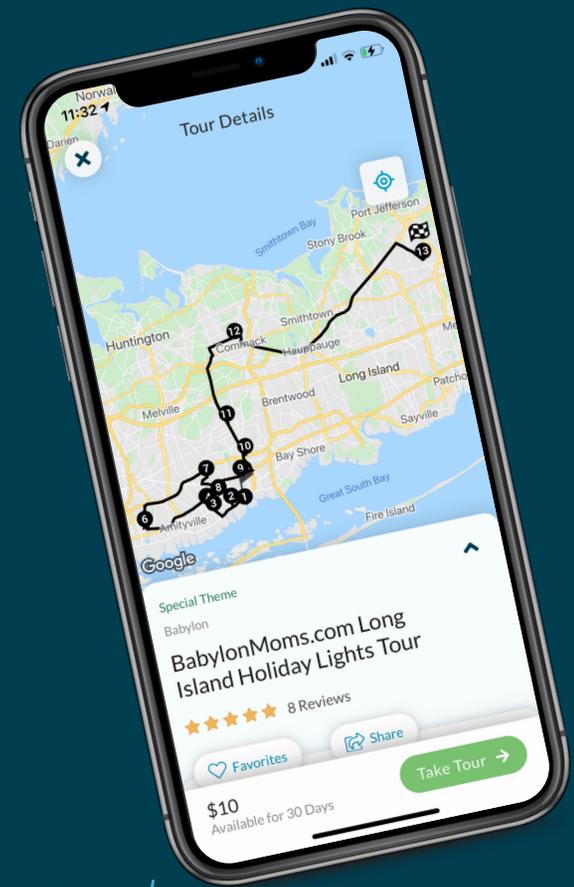
→ Aim for 10 - 15 homes ("stops") per tour.

→ This is obvious, but, make sure the outside of the homes are actually decorated this year. 😊

→ Are the homes you are including best viewed in daylight, or in the evening? Don't mix the two. This will lead to bad reviews! You can create a "nighttime tour" and a "daytime tour", if desired!

→ (Though not necessary!) Add some extra pizzazz at each tour stop. **A holiday knock knock joke**, a childhood story from Christmas, or one of your families saying "Happy Halloween!" makes a tour extra special!

→ Consider including a local coffee shop as one of your stops! A hot chocolate or peppermint mocha never made anyone sad! And your community can always skip the stop if they'd rather not.



One final tip:



Once you have completed your tour, **DO drive it**. Do a little quality control. Are the stops easy to get to? Is there a major gate hiding the home? Is the home on such a busy street that people cannot slow down to enjoy?

Happy Creating!!

Can't wait to see what you come up with!

You can always edit your tour, if needed.