

# HOW TO GENERATE INCOME FROM IDLE RENTAL EQUIPMENT

## Recreation Rental Operators



1

### JOIN A DIRECTORY

Industry - specific Directories can provide you access to a stream of customers most likely to be interested in the experiences you offer



2

### CREATE A COUPON

Even if its only 10% off, many buyers out there are compelled by just knowing they get a discount, and it will encourage them to buy



3

### SEND OUT FLYERS

Create flyers on free tools such as Canva.com, which have pre-built templates. Then have these printed and sent out to local hotels, AirBNB's, colleges, and Tourist Information Centers



4

### RUN AN ADVERTISEMENT

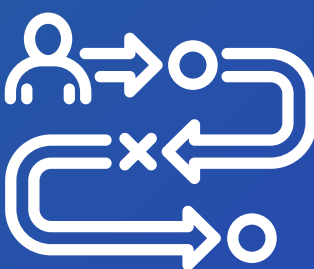
There is no comparison to reaching customers while they are in the act of searching for experiences you offer. Run an ad to put your company name in front of them at the right time.



5

### LOWER YOUR PRICES

Lowering prices seems counter-intuitive when times are slow, but its a great strategy to pull in enough revenue to pay the bills



6

### CUSTOMER JOURNEY

These days, you want to focus on the customers journey to finding you, and make the point from interest in your service to a transaction with your company as short as possible.