Walk the Beat — Outreach Scripts

Merchant-first outreach for the Walk the Beat theme-night program. Replace [Name] with your name and [Venue] with the venue name.

30-SECOND SCRIPT

Hi, I'm [Name] with Walk the Beat. What do your slowest weeknights look like? We turn live-music nights into Walk the Beat theme nights — we get behind the band, build the theme, and run the promotion. You bring the room and a VIP special for our club members. One peak hour donates ten percent of sales to kids' music education, so customers show up and feel great about it. Fifteen minutes this week and I'll sketch what a theme night could do for your covers. Schedule a discovery meeting at rezconnect.store/sales-calendar-v3.

60-SECOND SCRIPT

Hi, I'm [Name] with Walk the Beat — we help local venues turn slow weeknights into theme nights with live music. Here's how it works: every theme night is a different venue in a different area with a different band — that's the beat, and you walk it, night after night. Your room picks its night, usually once a month. Already have a band booked? We'll get behind them and amplify the show. You put out a VIP special for our Walk the Beat Club members — every night is sponsored by Walk the Beat, walkthebeat.org — and we run all the promotion: social, email, and local ads. During one peak hour, ten percent of sales goes to Walk the Beat, funding kids' music education — customers love a night out that does good. Then every August, our city-wide festival draws thousands, and the crowd votes for Best Band. You'd join our licensed registry on the RezConnect platform, which handles your sign-ups, bookings, and analytics. Can I grab fifteen minutes this week to sketch what a theme night could look like for your room? Schedule a discovery meeting at rezconnect.store/sales-calendar-v3 — I'm [Name].

25-SECOND VOICEMAIL

Hi [Name], this is [Your Name] with Walk the Beat. We turn slow weeknights into themed live-music nights — we bring the band and the promotion, you bring the room, and one peak hour donates ten percent of sales to kids' music education. Fifteen minutes to sketch what it could do for your covers? Schedule a discovery meeting at rezconnect.store/sales-calendar-v3.

DELIVERY NOTES

- **Smile before you dial.** It changes your voice; people hear it.
- **Pause after the question.** "What do your slowest weeknights look like?" — then wait. Let them answer; that's your opening.

- **End with one clear next step.** Say “Schedule a discovery meeting at rezconnect.store/sales-calendar-v3.”
- **Lead with their problem, not your program.** Slow nights first, theme nights second, platform last.
- **The 15-minute ask is the whole goal.** You’re not selling on this call — you’re earning the walkthrough.
- **If they hesitate:** “No cost to hear the sketch — fifteen minutes, and if it’s not a fit, I’ll tell you.”

SOCIAL CAPTION KIT

Overlay headline (on image): Walk the Beat — Theme Nights • Live Music • Local Flavor

Caption: We’re turning weeknights into something special. Local venues + local bands + themed menus = weekly reasons to get out with friends. Our August festival raises $15,000–$16,000 for kids’ music education — and we want you on the trail. Which theme would bring you out with friends? Tag a venue or band you want to see. #WalkTheBeat #SupportLocalMusic

Engagement prompts (one per post):

- 1. What theme would you bring your crew to?
- 2. Which venue should be featured next?
- 3. Name a local band you want to see compete at our August festival.

FACEBOOK AD COPY

Variation A — Community & charity: Bring the neighborhood together with Walk the Beat — weekly theme nights, live music, and local specials that support kids’ music education. Join venues and bands now; our August festival raises $15,000–$16,000 every year. Sign up as a venue, sponsor, or band today. Schedule a discovery meeting: rezconnect.store/sales-calendar-v3

Variation B — Merchants & operators: Fresh traffic, new customers, and feel-good PR. Add theme nights + live bands to your calendar with Walk the Beat — we handle promotion, coordination, and a spot in our big August festival. Limited slots on the route. Schedule a discovery meeting: rezconnect.store/sales-calendar-v3

BAND RECRUITMENT BLURB

Love to play and support music education? Join Walk the Beat: weekly themed sets, promoted shows at participating venues, and a shot at our August festival — where the crowd votes and the winning band earns a professional recording opportunity. Schedule a discovery meeting: rezconnect.store/sales-calendar-v3