



## Before the Doors Opened: How One Entrepreneur Captured the Hearts of a Community and the Attention of Facebook

By Jonah D Sandler

Scene75 Entertainment, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Jonah Sandler, CEO of Scene75 Entertainment Center, sat down with his partners one evening to explain his predicament. He and his team were three months away from opening the largest indoor entertainment center in the country. Scene75, a 124,000-square-foot facility, had been his brainchild and his life's labor for more than three years. However, numerous city-imposed plan revisions, all in the late stages of construction, had led to significant cost overruns, ultimately consuming the entire project's budget and handcuffing any proposed marketing expenditure. While free local media coverage, including front-page articles in the Dayton Daily News and exposure on prime time television news broadcasts, had previously highlighted the facility's progress, his brand remained practically unrecognizable. His partners were terrified! But Jonah had a plan—a plan for which even he underestimated the results. He bet his entire relative pittance of a marketing budget on Facebook ad campaigns. His gamble paid off, in a very big way. Over a three-month timeframe, Jonah grew his fan base to 23,000 local and engaged fans—all prior to opening the...



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### Reviews

*This publication may be really worth a go through, and a lot better than other. It really is written in simple terms and never difficult to understand. Once you begin to read the book, it is extremely difficult to leave it before concluding.*

-- **Natalie Abbott**

*This book will not be simple to get going on reading but extremely exciting to read through. Yes, it can be playful, still an interesting and amazing literature. I am very easily could possibly get a delight of reading a written book.*

-- **Rene Olson**

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### **No Friends?: How to Make Friends Fast and Keep Them**

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Do You Have NO Friends ? Are you tired of not having any friend and being lonely all the time...



### **Never Invite an Alligator to Lunch!**

Lucky Me Publishing, LLC, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. NEVER Invite an Alligator to Lunch! delivers a fun, action-packed, entertaining story featuring delightful characters. The...



### **To Thine Own Self**

Dog Ear Publishing, United States, 2011. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Carefree and self assured Carolyn loves her life. Her uncle runs the day-to-day details of her company leaving...