

Range Market Dominance Framework™

Shooting Range GROWTH PLAYBOOK

The Self-Audit Commander's Manual

I. Strategic Objective & Context

Welcome, Commander! Running a shooting range isn't just business, it's a battlefield. This Playbook is your strategic operations framework, breaking your marketing into clear Missions, each one a tactical operation designed to target a specific weak point in your business structure.

The Strategic Objective: Build a self-sustaining, profitable shooting range that consistently:

- Attracts new shooters.
- Converts traffic into bookings.
- Retains customers and builds loyalty.
- Expands influence and recognition.
- Operates with predictable revenue.

Why Ranges Fail (The Weak Points):

- Weak Google visibility.
- Outdated or confusing website.
- Not tracking conversions.
- Wasting budget on ads that don't convert.
- No retention system.

II. Mission Directory – The Self-Audit Checklist

Use this checklist to conduct a full operational audit of your shooting range's market dominance framework.

Mission 01: Establish Local Visibility (Fix Your Google)

Your Google presence is your Forward Operating Base (FOB). If customers can't find your base, they'll never report for duty. Visibility is survival.

Objective: Fortify your Google profile and local SEO.

Strategic Gains: A well-configured local presence stabilizes your organic search ranking, ensures new customers can locate you quickly, and cuts your overall customer acquisition costs (CAC).

Status (Check)	Audit Question	Notes
☐	Is your Google Business Profile (GBP) claimed, verified, and fully optimized?	
☐	Is your Name, Address, and Phone (NAP) data standardized and consistent across all online listings?	
☐	Have you uploaded high-impact, activity-focused visuals to your GBP?	
☐	Do you have a proactive system to acquire and respond to reviews (Mobilizing Your Infantry)?	

Mission 02: Paid Reach (Fix Paid Ads)

Paid ads are precision targeting tools for acquiring motivated customers, not for general traffic. You must transition from firing rounds with no confirmed hits to demanding profit.

Objective: Deploy precision-targeting tools for acquiring motivated customers.

Strategic Gains: Paid campaigns become a steady pipeline of new visitors with a predictable cost-per-acquisition (CPA) and measurable return. You transition from "hoping for bookings" to commanding demand.

Status (Check)	Audit Question	Notes
☐	Have you implemented a comprehensive negative keyword list to eliminate wasteful spending?	
☐	Are your campaigns structured by customer intent (e.g., stag group, certified training) rather than broad themes?	
☐	Are you tracking conversions (calls, bookings, forms) using measurable actions?	
☐	Are you continuously refining your campaigns based on Cost-Per-Acquisition (CPA), not just impressions?	

Mission 03: Tactical Partnerships (Fix Partnerships)

The era of wasting budget on vanity metrics ("Gold Stars") is over. Partnerships must be tactical, generating traffic that converts, not just surface-level fame.

Objective: Convert digital fame into measurable foot traffic.

Strategic Gains: You gain targeted, high-intent traffic from trusted sources, high-authority backlinks for SEO fortification, and a measurable ROI from all alliance efforts, eliminating budget waste.

Status (Check)	Audit Question	Notes
☐	Have you defined an Ideal Partner Profile (local groups, niche experts) based on your best customer segment?	

☐	Do you implement unique tracking links (UTM links) or unique codes for every partner to measure ROI/CPA?	
☐	Are your partnerships structured as "win-win" exchanges that include a clear Call to Action (CTA)?	
☐	Do your partnerships generate high-authority backlinks for SEO fortification?	

Mission 04: Digital Command Center (Fortify Your Website)

Your website is your command center, not a passive brochure. It must be clear, authoritative, and conversion-focused to align all future campaigns and prevent wasted redesign cycles.

Objective: Ensure your website is clear, authoritative, and conversion-focused.

Strategic Gains: Future upgrades and campaigns will align with a clear purpose. Your website becomes the fortress that secures predictable, sustainable revenue and organic search dominance by satisfying E-E-A-T.

Status (Check)	Audit Question	Notes
☐	Identity: Does your website clearly communicate what your range stands for (Brand Authority)?	
☐	Message: Can a new visitor understand what you offer within 3 seconds?	
☐	Pathways: Is there a single, obvious booking action (Clear CTA) on every page?	
☐	Proof: Are there visible outcomes and social validation (reviews, testimonials) to establish E-E-A-T?	

☐	Is your website optimized for a seamless mobile-first user experience?	
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Mission 05: Operational Fire Control (Fix Your Analytics)

Without reports, you are shooting blind. Data is not about dashboards; it is about adjustment, direction, and control. You must track what influences bookings to stop guessing.

Objective: Make data your scope; transition from guesswork to data-driven precision.

Strategic Gains: When you operate with controlled iteration, every week improves your accuracy. You stop wasting resources, and every action becomes intentional, driving controlled, profitable growth.

Status (Check)	Audit Question	Notes
☐	Is your analytics system correctly tracking actions that lead to real bookings (e.g., calls, third-party bookings)?	
☐	Are you focusing on Cost-Per-Acquisition and Conversion Rate, rather than vanity metrics (impressions, traffic)?	
☐	Do you use data to make small, deliberate adjustments (Controlled Iteration) instead of major, un-tested changes?	
☐	Is data used for adjustment, direction, and control, not just passive reporting?	

Mission 06: Reload Phase Doctrine (Fix the Off-Season)

The off-season is a decisive tactical advantage, not downtime. Ranges that stop operating restart from zero every year. You must reload and refine when the market is calm.

Objective: Build systems and campaigns during the quiet period to win in the surge.

Strategic Gains: When the busy season returns, you are executing a fully tested plan, not reacting. You advance with structural advantage, readiness, clarity, and pace while competitors scramble.

Status (Check)	Audit Question (The Reload Cycle)	Source
☐	Assess: Did you review the last peak season to identify operational strengths and bottlenecks?	
☐	Recalibrate: Did you adjust scripts, messaging, and operational processes based on the assessment?	
☐	Rebuild: Did you produce new offers, campaigns, and high-margin products (like corporate packages) during the off-season?	
☐	Was staff training completed on consistent tone, briefing, and guest experience delivery?	

Mission 07: Strategic Doctrine (Solution Prime's Method)

Growth happens from a clear system, not random promotions. This doctrine defines the tactical framework (Range Market Dominance Framework™) to ensure predictable acquisition and structured retention.

Objective: Apply the Range Market Dominance Framework™ for predictable growth.

Strategic Gains: Growth stops being unpredictable. Bookings stabilize, experience quality becomes consistent, and brand reputation compounds without increasing operational strain.

Status (Check)	Core Principles Audit	Notes
☐	Clarity over Noise: Do you eliminate tactics that look busy but produce no measurable gain?	
☐	Experience as the Product: Do you sell the <i>feeling</i> and the <i>story</i> (the outcome) rather than just the gun and the lane?	
☐	Controlled Scaling: Is capacity grown in line with operational strength, not ahead of it?	
☐	Staff as the Brand: Do your instructors understand that their tone and presence are key to the experience?	

Mission 08: Customer Psychology (Fix Audience Targeting)

You cannot market effectively until you know the core emotional needs (adrenaline, pride, story) of your segments. You must sell the outcome, not just the activity.

Objective: Decode your target profiles to hit the core emotional needs of your customers.

Strategic Gains: You stop selling activities and start selling outcomes. This dramatically increases click-through rates, conversion quality, and customer lifetime value (LTV).

Status (Check)	Audit Question (The Intent Doctrine)	Notes
☐	Have you defined 3-5 distinct Shooter Profiles (e.g., Stag/Hen, Local Hobbyist, Training Seeker)?	
☐	Have you identified the core emotional need (e.g., adrenaline, pride, bucket list achievement) for each group?	

☐	Are your packages and messaging explicitly aligned to those needs and emotional drivers?	
☐	Does your conversion messaging focus on the outcome and not just the features?	

Mission 09: Brand Authority (Fix Market Presence)

Brand Authority is the armor that protects you from price wars and low-effort competitors. It's built through repetition, presence, and consistent, authoritative messaging.

Objective: Turn your range into a name the market salutes; secure a position against price wars.

Strategic Gains: A strong brand reduces customer acquisition costs, allows for premium pricing, and creates a loyal "squad" of returning customers who actively defend and promote your range.

Status (Check)	Audit Question	Notes
☐	Is your brand voice and visual assets standardized and consistent across all platforms (Standardizing the Gear)?	
☐	Do you proactively seek and respond to reviews, making your customers your loyal 'squad'?	
☐	Do you intentionally create shareable moments (experiences guests <i>want</i> to post about) for organic word-of-mouth?	
☐	Does your established authority and consistent experience justify a premium pricing model?	

Mission 10: Topical Dominance (Fix Your Authority)

Topical Authority is Google's measure of your expertise (E-E-A-T). This mission consolidates the authority built by all nine preceding missions into a powerful, cohesive content cluster.

Objective: Build your content cluster and maintain your position on Google's front line (Topical Authority).

Strategic Gains: You move from competing in the search results to owning the search results. This position provides maximum passive organic traffic, unshakeable brand trust, and resilience against competitor tactics.

Status (Check)	Final Audit Question	Notes
☐	Have you executed a final internal linking audit to ensure all related content (M1 to M9) links back to the main hub?	
☐	Is your content structured to cover every relevant sub-topic, signaling comprehensive expertise (E-E-A-T) to Google?	
☐	Are you committed to the perpetual cycle of plan, execute, measure, and repeat to maintain the high ground ranking position?	

III. Final Briefing

By completing this operational audit, you move from competing in the search results to owning them. Your perpetual commitment to this cycle is how you successfully place your flag and secure a flow of passive, organic traffic that guarantees resilient and compounding business development.

Every mission is part of a campaign, your campaign.

You have meticulously completed your self-audit, running a full reconnaissance across your entire marketing and business development structure. This detailed review confirms whether your range operates on guesswork or a systematic, high-precision framework.

What if you made a solid work and nothing has changed?

If your audit showed few issues, yet your bookings remain unpredictable, your budget is still stretched thin, or your cost-per-acquisition is too high, it means the fault is not in the execution, but in the calibration. An amateur eye can spot an unoptimized profile; only an expert can spot a miscalibrated strategy.

Your Next Command: Secure an External Audit

Don't let internal blindness cost you the high ground. The next step is to transition from self-assessment to strategic validation with an external, field-tested expert.

Mission Debrief: Ready for Your Recon?

Need Our Expert Opinion?

If you have completed the audit and your results still fall short of market dominance, it's time to bring in the Elite Unit.

- Contracted Partners: Let's find out, plan, and execute your perfect plan side-by-side.
- Objective: Have Solution Prime's experts review your completed audit, pinpoint the hidden bottlenecks, and provide a clear, prioritized path to predictable revenue.

Take the final tactical step and check out your opportunities:
Write us an email and let's start the discussion:

hello@solutionprime.co.uk

Don't just survive the battlefield; secure the high ground. Focus on your profession and the satisfaction you provide; we will ensure the world gets to know you and your business.