



## ANNUAL REPORT

FY 2019

*SLG2, Inc - 401 Hughes Road, Suite 2, Madison, AL 35758*



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# TO OUR CORPORATE PARTNERS

## To Our Corporate Partners

### A FOCUS ON OUR “WHY”!

I am so thankful to all of Shoot Like A Girl’s corporate partners who enable us to reach our goal of empowering women with confidence.

One of my mentors recently recommended I read the book, Start With Why by Simon Sinek. The book talks about how successful companies focus on the “Why”, their purpose; then the “How”, their process; to end at their “What”, what they sell or accomplish. Shoot Like A Girl is based on a clear foundation of our “Why”. However, over the years, I am guilty of focusing on the “What” in terms of providing you with updates focused on data and results.

I started Shoot Like A Girl for one primary reason. I felt that every woman should be able to feel the confidence that comes from shooting sports. My first-time shooting was as an adult at a very low point in my life. Even though I had a successful career, I was experiencing difficulties in my personal life and had lost some of my self-worth. I had the opportunity to shoot a bow and a rifle, and the experience was life changing. Shooting restored my confidence, there was something so self-gratifying and so empowering about aiming at a target and hitting it. Years later, I started Shoot Like A Girl because I felt every woman needed to feel that same emotion of empowerment, self-satisfaction and confidence. Our tag line, “Empowering Women with Confidence”, is the “why” of Shoot Like a Girl. Our “how” of introducing women to shooting sports delivers our “what”, which coincidentally ties back to our “why”.

Shoot Like A Girl’s “how” is a unique process of introducing women to shooting sports, for free. The free part is vitally important to our success and is attributable to our Corporate Partners. The experience of shooting is shared across the country with ladies via our semi-tractor trailer mobile range, equipped with a military grade firearms simulator, a live fire archery range, and a team of NRA certified female instructors and archery coaches. The ability to conduct this massive operation without charging our clients removes a barrier to entry. The investment by companies in Shoot Like A Girl is greatly appreciated and provides a return on the investment in the “what”.

These results provide the “what” Shoot Like A Girl accomplished in 2019. The report is as of November 20, 2019 and is statistically sound from data consolidated with two surveys. The first survey is our initial survey, sent to clients three weeks post their experience with Shoot Like A Girl, it applies to a sample size of 2,880 at 99% reliability rate and a 3.76% margin of error. The second survey was sent to our clients who experienced Shoot Like A Girl from June 1, 2018 to May 31, 2019 it applies to a sample size of 2,783 at 95% reliability rate and 5.09% margin of error.

Thank you for your contributions to empowering women with confidence. We look forward to new experiences as we kick off the Shoot Like A Girl – 2020 Coast to Coast Tour.

Sincerely,



Karen Butler  
President/Founder SLG2, Inc.

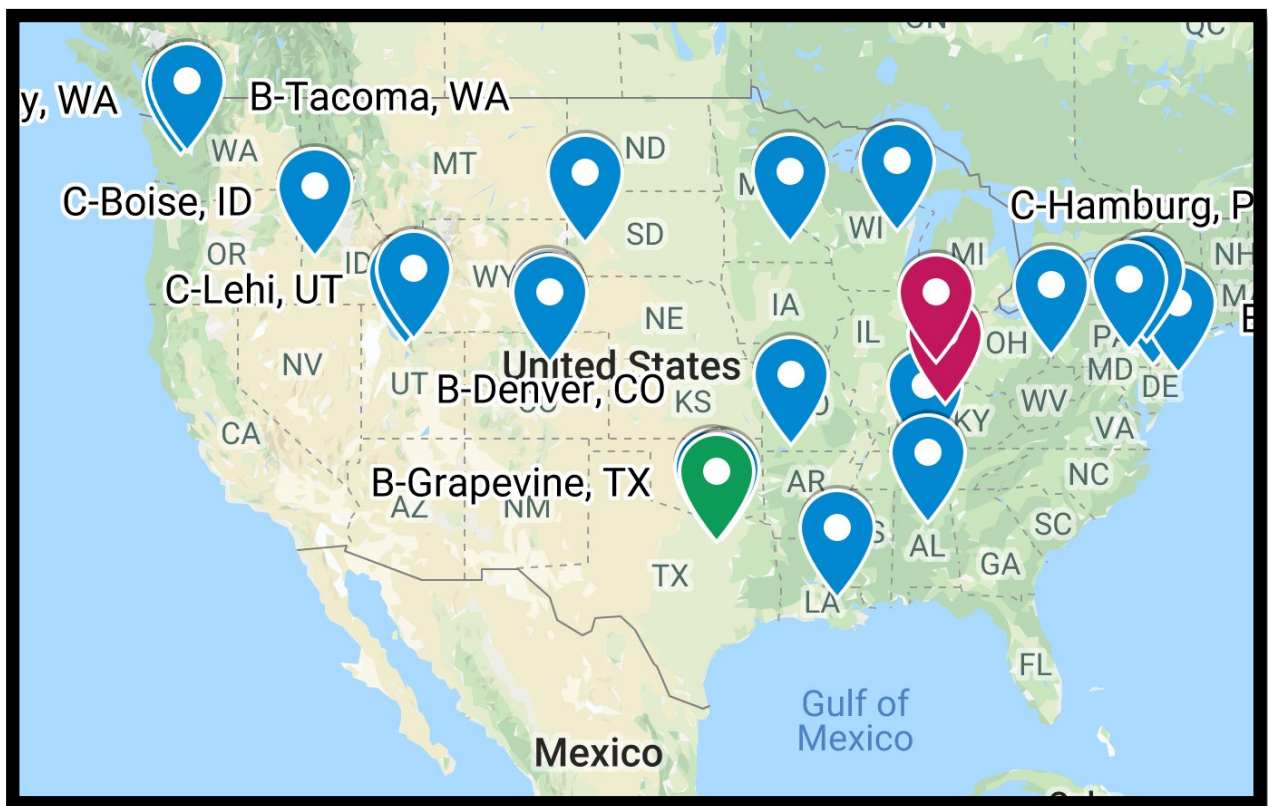
# SUMMARY OF EVENTS

## Summary of Events

### THE GREAT AMERICAN TOUR:

2,880 women (and some men) experienced shooting across the country in the Shoot Like A Girl Mobile Range in 2019. This attraction provides the opportunity to shoot a pistol, rifle and bow in a safe controlled environment with the guidance of NRA Certified Instructors and Archery Coaches.

Shoot Like A Girl's mobile range traveled over 21,000 miles to visit 26 locations as part of their 2019 Great American Tour. The tour included stops at Bass Pro Shops and Cabela's, Conservation Events and Corporate events. This year, several stops had lines out the door and record numbers of attendees.



# FIREARMS STATISTICS

## Firearms Statistics

### CLIENTS' EXPERIENCE LEVEL WITH FIREARMS BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 25% Shot Frequently
- 34% Shot Infrequently
- 26% Shot Years Ago
- 15% Had Never Shot

### 3,802 FIREARM PURCHASES AND PLANNED PURCHASES, SINCE SHOOT LIKE A GIRL' EXPERIENCE. CLIENTS REPORTED THE FOLLOWING:

- 27% bought one or more than one firearm
- 69% Committed Semi-Automatic Pistol Sales
- 17% Committed Modern Sporting Rifle Sales
- 21% Committed Shotgun Sales
- 17% already owned a firearm
- 21% Committed Revolver Sales
- 26% Committed Traditional Rifle Sales
- 8% will NOT purchase a firearm

### INTENDED PURPOSE FOR FIREARM:

- 69% Home Defense
- 59% Target Shooting for Fun
- 53% Concealed Carry
- 30% Hunting
- 4% Competition

### ATTENDANCE AT SHOOTING COURSE AND/OR BASIC SAFETY COURSE SINCE VISITING THE SHOOT LIKE A GIRL TRAILER:

- 16% Have Attended a Shooting/Safety Course
- 35% Plan to Attend a Shooting/Safety Course
- 29% Had Previously Attended a Shooting/Safety Course
- 20% Don't Plan to Attend a Shooting/Safety Course



# ARCHERY STATISTICS

## Archery Statistics

### CLIENTS' EXPERIENCE LEVEL WITH ARCHERY BEFORE SHOOTING WITH SHOOT LIKE A GIRL:

- 13% Shot Frequently
- 12% Shot Infrequently
- 29% Shot Years Ago
- 46% Had Never Shot

### BOW PURCHASES, SINCE SHOOTING IN THE SHOOT LIKE A GIRL TRAILER:

- 1,214 Committed Bow Sales
- 15% already owned a bow
- 7% bought a bow(s)
- 36% plan to buy a bow(s)

### DID YOUR EXPERIENCE AT SHOOT LIKE A GIRL CONTRIBUTE TO YOUR DECISION TO COMMIT TO PURCHASING A BOW?

- 11% Yes by a lot, I would not have bought a bow without the Shoot Like A Girl experience
- 23% Yes, Shoot Like A Girl helped me make my decision to start shooting a bow
- 18% No



# IMPACT AT EVENTS

## Impact at Events

This is the first year we surveyed management from events we attended. The following was reported by leaders at 12 of the locations we attended. Those sampled reported:

### INCREASED TRAFFIC DURING SHOOT LIKE A GIRL EVENT:

- 19% reported an increase in traffic by more than 10%
- 81% reported increased traffic

### INCREASED SALES DURING SHOOT LIKE A GIRL EVENT:

- 13% reported increased sales by more than 10%
- 81% reported increased sales

### INCREASED FIREARMS SALES DURING AND AFTER SHOOT LIKE A GIRL EVENT:

- 72% reported increased firearms sales

### INCREASED ARCHERY SALES DURING AND AFTER SHOOT LIKE A GIRL EVENT:

- 67% reported increased archery sales

### MANAGER/LEADER TESTIMONIALS:

“A group of wonderful and knowledgeable women, who provide a needed service to a new and growing demographic in the outdoor sporting world. We loved having them here and hope they return soon.”

“The team was very professional and engaging with our customers. We had calls from customers after the event inquiring on their next visit. The number of women who went through the training proved it was well received. I would love to see them here on a woman’s day out event.”

“Great team and many great comments from customers who went through.”

“We really enjoyed having Shoot Like A Girl here in Mitchell. We heard nothing but positive comments from our customers and outfitters.”





# IMPACT TO INDUSTRY

## Impact to Industry

### PARTICIPATION SINCE VISITING THE SHOOT LIKE A GIRL TRAILER:

- 72% are more active in shootings sports
- 26% joined the NRA
- 20% joined women's shooting groups or clubs



### HUNTING:

- 30% Don't Hunt, But Want To
- 30% Hunted Before Visiting Shoot Like A Girl

Shoot Like A Girl is engaged in growing the number of hunters and will host a Bass Pro Shops/Cabela's VIP Experience Turkey Hunt in 2020.

### NEWS:

Shoot Like A Girl was featured in a myriad of media; including radio interviews, print, television news casts, web outlets and mainstream media.

### MORE COOL FACTS:

- Shoot Like A Girl celebrated 10 years in business
- Shoot Like A Girl licensed backpack released by Alps Outdoorz, designed with our market research
- Shoot Like A Girl hosted photo shoot at Upper Canyon Outfitters in Alder, Montana
- Christa Forrester joined the team as a contracted Accounts Executive
- Shoot Like A Girl has surpassed 22,000 clients, since the start of the company



# IMPACT TO CLIENTS

## Impact to Clients

Shoot Like A Girl's "Why" is to "empower women with confidence." Clients were asked, "Did your visit with Shoot Like A Girl have a positive impact on your life?" 88% said "YES".

### CLIENT TESTIMONIALS:

"I could not speak highly enough for this venue. I told all my friends. Those working were so knowledgeable and willing to help. I came in scared and **felt very confident** leaving just an hour later." Bristol, TN

"I had no idea I would be good at shooting, but I was, and it was **empowering**." Springfield, MO

"I appreciate that WOMEN helped women!!!! Not intimidating at all. Each woman was PATIENT, HELPFUL, it gave me **CONFIDENCE** that I could learn and master this!!!" Leeds, AL

"They made it extremely comfortable and easy to learn how to handle a bow. It helped build my **confidence** that **I can** do whatever I want as long as I put my mind to it!" Lehi, UT

"All the girls were great and very knowledgeable. None of them made me feel inferior (or stupid) for knowing very little. The one that worked with me was very patient. It was a lot of fun. Time was short, but I did learn the basics. I plan to take a class and I plan to register for concealed carry. I will be purchasing 2 handguns. I recommend Shoot Like A Girl to all women. I left feeling so **empowered**, I left happy." Green Bay, WI

"I really enjoyed the experience. It is easy to feel nervous and overwhelmed, especially in a male-dominated area. Having other knowledgeable women to talk to **made me feel** extremely comfortable and **confident**. It was and is a valuable experience." Christiana, DE

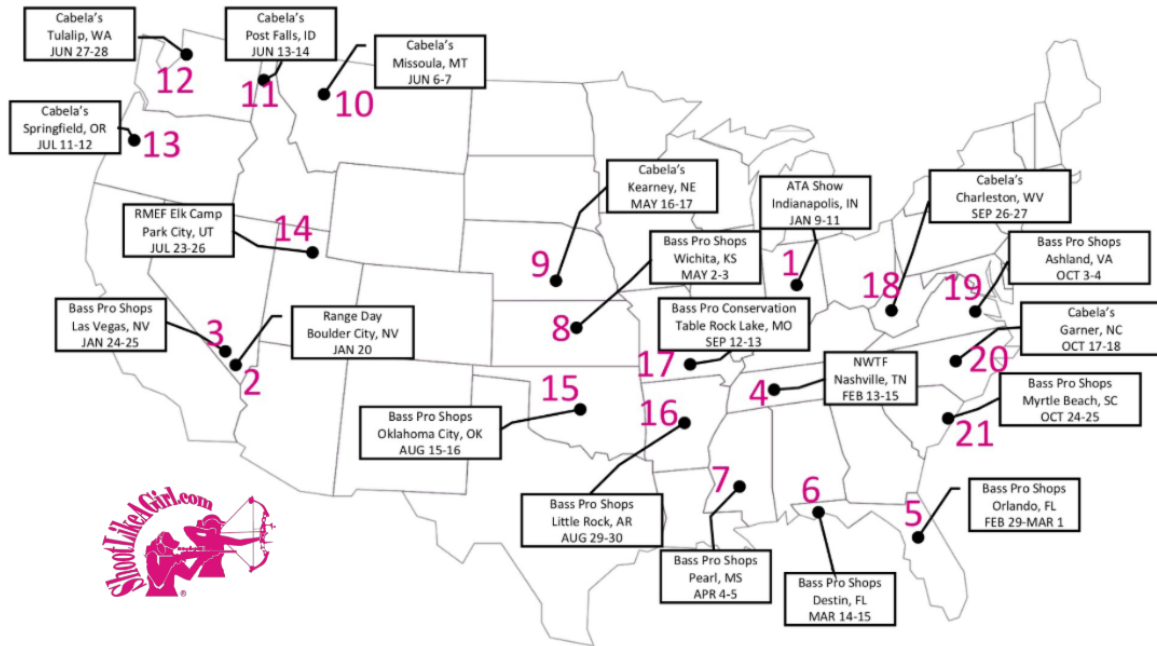
"Made me realize I had the strength to shoot a bow ... awesome ... also ... even though I have taught Hunters Safety, I haven't felt comfortable around firearms ... doing the range with the handguns gave me some **confidence**. Thank you." Green Bay, WI

"Realized how fun it is to shoot a now—a **real confidence boost**." Grapevine, TX



# SHOOT LIKE A GIRL – 2020 COAST TO COAST TOUR

## Shoot Like A Girl – 2020 Coast To Coast Tour



## 2020 SHOOT LIKE A GIRL COAST TO COAST TOUR

**JAN 20: NSSF RANGE DAY – LAS VEGAS, NV**  
**JAN 25–26: BASS PRO SHOPS – LAS VEGAS, NV**  
**FEB 13–15: NWTF CONVENTION – NASHVILLE, TN**  
**FEB 29–MAR 1: BASS PRO SHOPS – ORLANDO, FL**  
**MAR 14–15: BASS PRO SHOPS – DESTIN, FL**  
**APR 4–5: BASS PRO SHOPS – PEARL, MS**  
**MAY 2–3: CABELA'S – WICHITA, KS**  
**MAY 16–17: CABELA'S – KEARNEY, NE**  
**JUN 6–7: CABELA'S – MISSOULA, MT**  
**JUN 13–14: CABELA'S – POST FALLS, ID**  
**JUN 27–28: CABELA'S – TULALIP, WA**  
**JUL 11–12: CABELA'S – SPRINGFIELD, OR**  
**JUL 23–26: RMEF ELK CAMP – PARK CITY, UT**  
**AUG 15–16: BASS PRO SHOPS – OKC, OK**  
**AUG 29–30: BASS PRO SHOPS – LITTLE ROCK, AR**  
**SEP 12–13: BPS EVENT – TABLE ROCK LAKE, MO**  
**SEP 26–27: CABELA'S – CHARLESTON, WV**  
**OCT 3–4: BASS PRO SHOPS – ASHLAND, VA**  
**OCT 17–18: CABELA'S – GARNER, NC**  
**OCT 24–25: BASS PRO SHOPS – MYRTLE BEACH, SC**

