



The #1 Strategy for Using Social Media for Your Magic Career

By Cris Johnson

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Are you on Facebook?



On the surface that may sound like a ridiculous question. Of course you're on Facebook. Everyone is on Facebook! But are they?

I've heard more and more stories of people leaving Facebook because of how toxic it is.

In this report, I'm not going to bother quoting you the statistics showing how many people are or are not using social media. The numbers would probably be out of date as soon as I finished writing them.

But there's a bigger reason to be wary when using social media.

Social media is fickle. It seems that every time you turn around, there is a new social media option available. Or one channel is the "flavor of the month" while another falls out of favor.

Using social media to boost your business can be very effective. But there is one simple mindset shift you must make to properly benefit from social media, regardless of the channel.



Here it is: *When using social media for your magic business, start with the goal of getting them off social media and onto your website as fast as possible.*

That's it. That's the endgame you want to have. Before I explain my reasoning, let me introduce myself.





Cris Johnson

Who is This Guy and Why Should I Pay Attention to What He Says?

I'm Cris Johnson, host of **The Professional Magician podcast**, listened to by magicians all over the world. I've been a professional magician since the late 1990s and a full-time magician since 2003. I've earned six figures a year most years ever since I quit my day job in 2003.

Even during the height of the pandemic, I continued performing. I haven't collected a paycheck from an employer for nearly 20 years. Ever since I started performing professionally, I have approached my career like a business.

I'm also a professional copywriter and digital marketer. I've invested heavily in my marketing education throughout the years and continue to do to this very day. And I have trained under and been mentored by some of the copywriters and marketers in the game.

My teachers include Bob Bly, Ed Gandia, and Jay White. Chances are you won't know those names. They're not magicians. But they are marketers and experts in copywriting.

I've also been certified as an SEO expert by Heather Lloyd-Martin, an expert in SEO and a pioneer in the field. Google her name and the others I've mentioned. I've been trained by the best and more importantly, I've implemented what I have learned. My site has been on page one of Google search results for keywords in my chosen niche for around five years as of this writing.

All of this makes me uniquely qualified to back up my claim that using social media to get visitors to your website is the single best strategy.

The Hidden Danger of Social Media



When social media really began taking off, the sheer numbers convinced many businesses, both small and large, that they could make millions with social media. But social media of any platform comes with hidden danger.

The danger? The companies behind social media.

As a copywriter, I've read horror stories about social media channels changing their algorithms on a whim. Suddenly, businesses that were making money off social media see their views or traffic evaporate overnight.

By tying yourself to social media, you're betting the farm that nothing will change. But it does and has.





I'm not terribly active on social media. And because Facebook decides what my friends see, I don't invest a lot of time. If you're reading this, you're likely a magician. I currently have about 600 friends on Facebook. It's not a lot. But when I post something, I know my friends would be interested in, like the latest episode of my podcast, my stats say only 10 or so people see that post.

Most of my magician friends reached out to become friends after I started the podcast. Word spread and more people friended me on Facebook. So currently the main reason these folks reached out to connect with me is because of the podcast.

Yet my posts about the podcast are only shown to ten or so people at a time. Why?

Simple. Facebook decides what my friends see. And Facebook would rather I pay money to boost a post than show something to my friends for free. It's their right, of course. Unlike a lot of business people, I'm not bitter at Facebook.

I just choose to use a different strategy. And my strategy is not to put all of my eggs into the social media basket. Social media has its uses, which I'll cover in a moment. But first, let me explain why...



Why Most People Fail at Social Media

We've all heard the metaphors before.

Social media is a conversation. When you try to butt in on a conversation with a sales message, you run into resistance. It's like meeting someone at a party and trying to inject sales into a casual situation.



But you've likely heard that before, so I won't belabor that point. The big takeaway is to not try to make a sale when posting on social media.

But unless you are willing to devote a ton of time to fostering conversations, I wouldn't bother to worry about likes and such either.

I'm all about measurable results. And the sudden algorithm changes scare the stuffing out of me. Let's dive into...

How to Use Social Media Effectively

When posting anything on social media, craft a message that spurs curiosity or interest...and requires the viewer or reader to click a link to leave social media.

That's right, use social media to get people off it. But how do you do it? There are lots of ways. Tempt them with a free offer. Post a captivating video or meme. Have a contest.

But the most effective strategy is to use a bribe. Offer your viewers something free they will want. And the thing you offer for free should help them solve a problem.

"What problem," I can hear some of you ask.



That depends on your market. If you are a birthday party performer, you could offer a free guide that promises to reveal the single most important strategy for hosting the best birthday ever.

If you're a corporate performer, you could offer your readers a free report that reveals the most important thing your corporate holiday banquet meal must include.

The point is, what you offer will depend on your market. So, the idea is simply to tempt your viewers with a free goodie of some sort. Something they would naturally have an interest in knowing. They click on the link in your Facebook post, LinkedIn post, Twitter feed, whatever.

They are then taken to where your free content is. It could be your website or blog, etc. Now they are off social media and on your turf.

Once they are on your territory, you have a better chance of holding their attention. Let's face it, if you show up in your prospects' feeds, they are going to be distracted by the next political rant. Cute cat videos. Or whatever. (Ever seen the dog from the Pixar movie Up? Yeah, like that.)

Once you've got their attention, now it's time to build the relationship.



Get Their Contact Information



A basic marketing strategy, one underused by magicians, is that of a lead magnet.

That cool free offer you tempted the person reading your social media with? The only way they get it is by entering their email address. Your website offers to deliver the content they want instantly via email.

Once you have their email address, you can follow up with them. You can email them every few days with another free goodie. Or a link to another relevant article on your blog.

And occasionally sprinkle in a sales message about your shows. But don't overdo it and don't be too aggressive.



Getting in Front of The Right Audience



To make sure your free offer gets in front of the right people, you need to target your efforts. Rather than just relying on your personal (or even professional) page, you can spend a small amount of money on ads. Using the techniques available on a given social channel's ad features, you can get your ads for your free offer in front of the right eyeballs.

Yes, you're paying money to advertise something free to your potential clients. But this strategy is all about the long game. You're playing chess and thinking eight moves ahead.

It's simple, elegant, and effective. And you're not at the complete mercy of the ever-changing social media algorithms.





Other Ideas



There are more strategies you can try with social media. Some experts recommend giving away the content for free on social media. The idea is the viewer will want more and may explore your site.



But I don't think that way. I don't give them the content until they leave social media.

But you don't always have to get their email address, either. You could simply link to the article they want. Then at the end of the article, include a call-to-action to sign up for the next free offer, and this one is even better.

And because this one is better, it will cost the reader. The cost? Their contact information. Their email. Never underestimate the value of a simple email address. It allows you to rapidly build a client base. And this gives your business much more stability.



What Now?

As mentioned earlier in this report, I am an expert in digital marketing for magicians. I can help you book more shows at higher fees.

To learn more about how I can help you, visit www.TheProfessionalMagicianClubPro.com. You can learn about the services I offer, set up a free, no-obligation Discovery Call, and more.

You can also contact me directly. My personal email address is crisjohnsoninfo@verizon.net. Thanks for reading this report. Please let me know if there is anything I can do to help you grow your business.

- *Cris Johnson*

