



# How to Become Your Area's #1 Magician!

By Cris Johnson

Visit [www.TheProfessionalMagicianClub.com](http://www.TheProfessionalMagicianClub.com)

for services to 'super-charge' your magic business



# Introduction

Are you ready to dominate your market and become your area's #1 magician?  
Follow the steps in this free guide and you will be well on your way. You'll discover how to:

- Separate yourself from your competition
- Increase your prices
- Book as many shows as you like!

This strategy is all about giving your clients what they want. Show them you understand them, their needs, and their desires. When clients understand that you 'get' them, they'll choose your show. It's that simple.

But first, you may be wondering...

# Who Is This Guy?

**I'm Cris Johnson, host of The Professional Magician podcast**

I've built multiple successful businesses of my own over the years, with my most successful being my full-time career as a six-figure magician.

I'm not famous, I've never been on TV, and I've never won any awards for my sleight of hand skills. I've done it using ethical, modern business-building and marketing strategies.

I've used what I'm going to share with you in this guide to build THREE very different businesses.

What were those businesses you ask?

First, I was (and still am) a magician. I also built a successful hypnosis/hypnotherapy business. And finally, my third is that as a copywriter/digital marketer. I write copy for business blogs, email series, newsletters, and web pages.

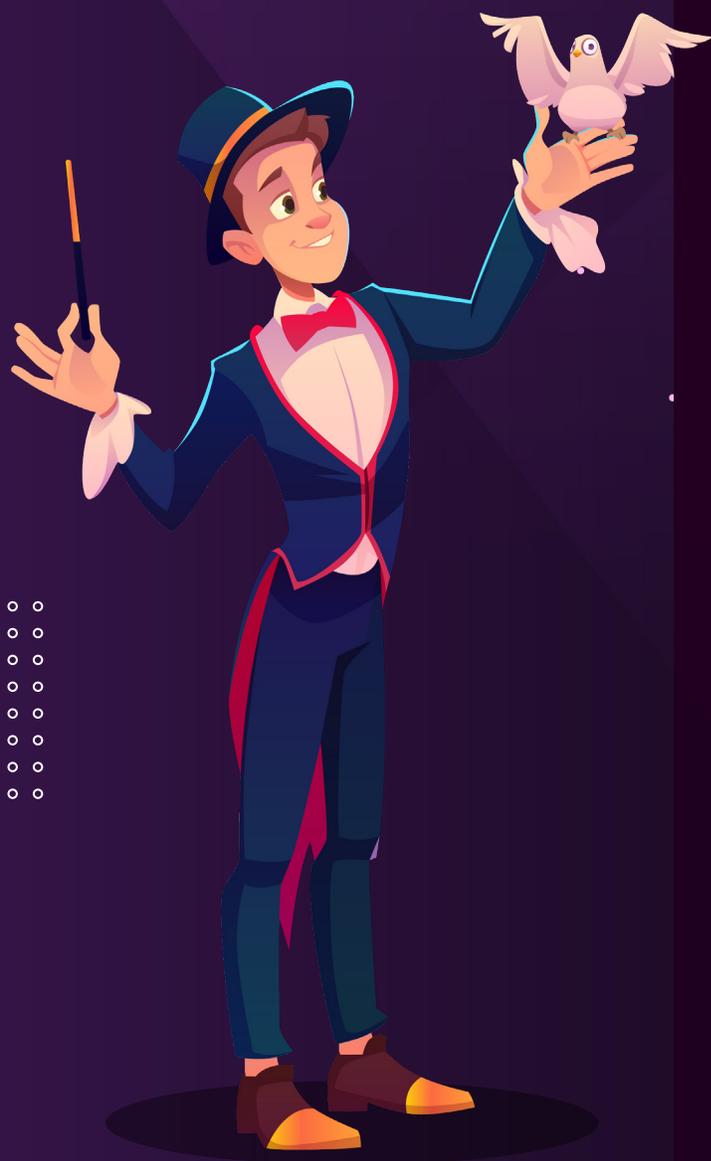
I have mostly left hypnotherapy behind as I simply did not enjoy the work. I became a copywriter partially in response to COVID-19. But I am still an active professional magician and perform several shows every month.

I have built all three businesses into high-dollar one-person businesses. I know these techniques work for any business. They are effective for small mom & pop businesses to the largest corporations.

I've also written and published several books, including my book on unusual dog behaviors, "Why Does My Dog Do THAT?"

But because I still love magic, I've dedicated myself to helping performers like you succeed.

Let's get started!





# What is the Secret Strategy?

This entire strategy depends on something called...content marketing.

Content marketing is giving clients or prospects the information they want and need. It's about building trust in the minds of your ideal prospects and clients.

There is so much information available online! Customers in search of any product or service can find details they didn't have access to in prior decades.

This means the old ways of convincing customers to buy from you are not as effective as they used to be.

People are more skeptical about what they buy. Because so much information is widely available, people can research anything.

Customers have more choices than ever before. They know this and aren't afraid to dig further than ever to make sure they are getting exactly what they want.

What does this mean for you and your magic performing business?

The digital age can provide you with the opportunity to establish yourself as an expert in your market.

Here's an example of how it works.

Let's say your ideal niche is performing at corporate banquets. While you want (and need) effective sales copy (words on a page) to sell your services, an added strategy is to make yourself an expert on corporate events.

Let's imagine an ideal corporate client is online. She's an HR manager looking for ideas for her upcoming banquet. She's not looking for entertainers just yet. Right now, she's trying to get ideas to plan the meal.

She's never planned a corporate banquet before, but her boss dumped this task on her. So, she's online digging for any useful information.

**Soon, she finds an article with this title online:**



## How to Plan an Amazing Corporate Holiday Party on a Budget That Will 'Wow' Your Guests and Impress Your Boss

They read the article and find the information useful. Pleased with what they found, they look at the byline and see it's part of a blog for a local entertainer...you!

What luck! They've been preoccupied with planning the meal, but they know they were going to look for entertainment at some point, just not yet. This article demonstrates this entertainer (again, YOU) is an expert on all kinds of topics related to corporate banquets.

She starts reading your other articles and soon she's convinced you're the ideal person for your show.

She contacts you and asks for more information.

She doesn't bother to look for other entertainers because she's already reassured that you're the perfect choice because you understand her event's needs.

And because you're the expert, she's already "pre-sold" and doesn't mind if your fee is higher.

All because you're an expert and not just some random magician.

That's the power of content marketing.

Content marketing is about establishing yourself as an expert. And then showing your ideal prospects you can solve their problems.

From there, establish an ongoing relationship with them and earn their trust.

This strategy works for any kind of business.

And I know it works for magicians. I've used it myself for years. I've done a lot of writing for other magicians and my own business and it's more powerful than you can imagine.

But this all starts with one thing...





# Understanding Your Ideal Client

Before you can give your clients what they want, you have to know who they are to find out what they want!

Your knee-jerk reaction might be, "But I know who my clients are. They're people looking for a fun show."

Nope.

Every magic market has its own unique needs.

A birthday mom wants her child to have a good time. And she wants her child to see her efforts as the source of her child's happiness.

A school principal wants a fun experience for his students...that primarily highlights important curriculum concepts and values the school teaches.

Every market where you might perform may have its own needs.

Who are your ideal clients? Do you want to perform in corporate events? Libraries? Trade shows? Cruise ships? Every person booking you is going to want your show to solve different problems or fulfill different needs.

Once you understand your ideal market's hidden needs or desires, you know how to appeal to them. By giving them the information they need to do their jobs or accomplish their goals.

These are just starter considerations, but the idea here is simple. Know your clients intimately so you can give them what they want.

Once you have this information, you're on your way to giving your clients what they want.

"Wait a minute," I can hear some of you say. "Why can't I just sell my services to everyone at once?"

It comes down to two things: time and resources.

You likely don't have enough time or budget to appeal to every person who may need a magic show to fill a need.

Try to appeal to everyone and your efforts will be too diluted and bland to draw in all kinds.

So, pick your preferred markets. The kinds of shows that bring you the most joy.



Maybe your ideal market is schools, like me. I like the whole 9:00–5:00 (well, 9:00–3:00) aspect of weekday school performing.

Or maybe your ideal clients are families looking for entertainment parties, reunions, and other weekend events. Weekend work appeals to you because you have a weekday job you enjoy. If that's you, great.

The point is you likely have venues and markets that fit your lifestyle needs and ones you enjoy more than others.

Craft everything about your business to appeal to these prospects and markets.

Distill everything you learned about your ideal client into a customer persona. It's an imaginary single person you'll visualize when you write any marketing message.

There's a misconception about customer personas.

Some business owners think if you focus on one segment of your market, you must turn away clients that don't fit that persona.

Not true!

If you focus your efforts on reaching your ideal clients, you'll have more business. You'll also draw in people who may not be your ideal client. You can then decide whether you will accept them or not. It's your choice.

I practice this myself.

I perform magic primarily in schools and libraries. But if someone wants to perform a daytime luncheon for a ladies' group, I'm happy to do it.

I'll take clients in other markets, but I love working with schools the most.

My copywriting business is the same. I've written for the pet industry, legal industry, and too many more to name. But I love writing about (and for) performers just like yours!

Want to learn more about how to build an entire performing business from the ground up? Visit my website, [www.TheProfessionalMagicianClub.com](http://www.TheProfessionalMagicianClub.com). I offer trainings and mentorships to help performers fine-tune launch or grow six-figure performing careers.





# Blog Your Way to Expert Status

One effective way to use this information is to create a blog on your website. Create multiple articles each month. Stick to one topic per article.

Don't write one article on the basics of stress management for the workplace. Instead, create a series of articles, with one article per topic.

Maybe one article is about encouraging kids to do more recycling at home or in school. Or one article that talks just about the need for conserving water.

Part of the strategy is inserting ideal keywords into your articles. This signals to Google that your article is giving readers what they are looking for.

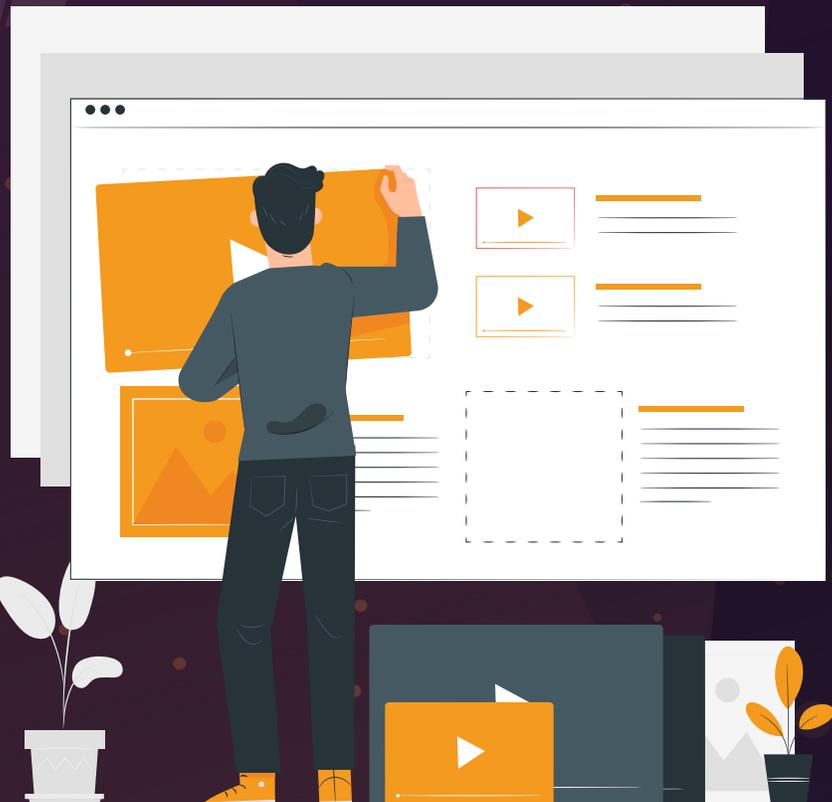
Effective SEO is far too complex a topic for this guide. But you can find out more about search engine optimization training and my services on my website, [www.TheProfessionalMagicianClub.com](http://www.TheProfessionalMagicianClub.com).

The most important part of blogging?  
Consistency.

Google likes it when websites add valuable content on a regular basis.

So, start researching and blogging!

But Google is not the only reason you write articles. They also serve as a fantastic way to get prospects off Facebook and onto your website.



# The Facebook Strategy That Works

Are you on Facebook?

Considering billions of people on the planet use Facebook every day, chances are you are.

Many people think posting on Facebook will equal success.

Not true.

Posting on Facebook has a short shelf life. Unless you get engagement on a post, it won't show up for long.

Posts need engagement to be effective in your business.

Many business owners post a picture of their latest appointment and think that will get people interested.

The truth is, Facebook wants businesses to pay money to boost posts and/or advertise.

And because Facebook is all about social, trying to use posts to make the sale is fighting an uphill battle.

A sales message is an interruption in a conversation. Trying for the hard sell is not an effective way to use social media.

The main strategy I recommend to my clients? Use Facebook to post free content for readers.

What kind of free content?



That's easy – the articles you write for your blog!

Post an intriguing teaser for your content along with a link to your article. You draw the reader into your content, get them off social media...and into your online world.

Once they are on your website reading your blog, you have a much better chance of holding their attention.

Social media is loud, chaotic, and hard for anyone to focus on.

Get your ideal customers off social media and into your world...and then?

Ask for permission to continue the conversation!

# Get That Contact Info!

Once you get someone on your blog or website, you can ask for permission to reach out and contact them regularly.

The challenge when someone reaches your website? How to keep the conversation going.

You've got their attention.

Now it's time to get your prospects' permission to stay in contact.

Many businesses offer an email newsletter, but that's no longer a sound strategy.

Why?

Everyone is offering a newsletter. All it does is promise the reader more email.

So, what do you do? Offer a bribe!

Create content your readers would want.

Offer it to them in exchange for their email address. Your readers' email address is valuable.





To get that value, you need to offer something of value in return.

So, what do you create?

That depends on your ideal customer persona.

In your research, you'll find information that you can use.

Create a piece of content your clients want enough to share their email addresses with you to get it.

Your offer could be a PDF outlining steps to avoid corporate banquet disasters. Or tips for media specialists or librarians to increase how many kids sign up for library cards at their next special event. Again, your research will give you the answer.

Once you have their information, you can continue the relationship.

If your free content is effective, you will have gained a bit of trust with them,

Then, continue giving valuable content. Continue proving your expertise with your audience.

They will come to see you as the expert. They'll feel more comfortable with the idea of trusting you with their entertainment needs.

You also keep yourself in front of your prospects' eyes to remind them you exist. How do you do it?

# Crafting Email Newsletters

When offering your prospects free content, include a free subscription to your email newsletter.

"Hold on! I thought you said – "

You're probably wondering if I'm contradicting myself. I mentioned earlier an email newsletter was not compelling enough.

And it's true, often an email newsletter is not enough to convince people to part with their email addresses.

But an email newsletter is a great way to keep in touch with prospects and past clients after they have signed on.

Continue producing valuable content related to your market's needs. Do this to stay at the top of your clients' consciousness.

Here's an advanced tip: Keep your email newsletters short. Include teasers for your recent blog articles.

Entice your readers to read the rest of the article by going to that blog article on your site.

There are a couple of reasons for this.

First, longer emails intimidate readers. Longer emails do work. But it takes an exceptional copywriter to hold readers' attention in a longer email.

Readers are used to shorter emails.

Second, by driving readers to your site, you get more traffic to your website which can help your rankings. And you have the opportunity for readers, once they've read the content, to look at the rest of your site.

Writing effective emails can do wonders for your business! Contact me at [crisjohnsoninfo@verizon.net](mailto:crisjohnsoninfo@verizon.net) for more information. (Yes, it's an old email address. I have several professional email addresses for my various businesses. But this old Verizon address is my personal address. You're welcome.)

# What Does All This Do?

This multi-pronged approach establishes you as the expert. Yes, I've mentioned that before, but there's another benefit.

Your prices.

If people see you as the expert, you can raise your fees. Cardiologists make more money than general practitioners. Hairdressers who specialize in hair color typically earn more money.





# But Don't Forget...

This entire strategy helps you set yourself apart from the other entertainers in your area. Other performers in your city probably have a website with their prices and a quick description of their show... and probably not much else.

Content marketing helps give your prospects more reasons to see you as the expert.

It's about building trust.

However, this strategy is not designed to replace everything else.

You STILL want to have:

- Pages on your site that describe your services
- Your contact information listed
- A professional voice message on your phone
- Professional logo
- Quality business cards
- and so many other things to properly market your business

The advantage of using content marketing?

You become the only choice in your prospects' minds. But for customers who are ready to book your services, you want to have everything else in place.



# Ready to Take the Next Step?

I've helped performers like you increase online visibility, book more shows, and make more money. I offer several business-building services including:

- Building high-quality, mobile-responsive websites
- Logo designs
- Strategies to raise Google rankings
- Email marketing & newsletters
- Consulting & Customized In-Depth Mentorships
- And much more

Here's what one magician said:

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*Cris Johnson is, quite simply, a marketing genius. For a while now, Cris has been helping me streamline and expand my marketing efforts. The results are greater than I ever anticipated. Having experienced first-hand his marketing expertise, I can say this: Whether you're looking for an analysis of your marketing process; copywriting for sales letters, blogs, or websites; increasing your search engine optimization; or developing impactful automated email marketing campaigns, Cris is without question your guy.*

*Combined with his significant marketing abilities is his devotion to provided excellent customer service. He always meets his deadlines and is available to discuss my marketing questions on my schedule.*

- Steven Craig,  
Entertainer, Boston, MA

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I can get you results just like Steven's. Contact me today via email at [crisjohnsoninfo@verizon.net](mailto:crisjohnsoninfo@verizon.net) and schedule your free Discovery Call.

We'll meet on Zoom and chat. I'll learn more about your business. I'll offer business-building tips and strategies and answer your questions.

After our meeting, I'll craft a custom proposal with options for what I can do to help you grow your business.

There's no obligation of any kind after your Discovery Call.

Thank you for taking the time to read this report. I look forward to hearing from you soon!

- Cris