

Murder

By Magic:

Marketing

Introduction . . .

Thank you for purchasing “Murder by Magic: The ULTIMATE Corporate Magic Show!” I’m Cris Johnson, creator of the course. In this booklet, we’re going to touch upon some simple strategies for actually selling the Murder show and making money with it.

People have to know about the show and what you offer. Therefore, you can take some of the info on the fliers and emails I’ll be providing you and adapting it for your own use in your websites and/or direct mail pieces, phone book ads, etc. I’ve found that the “Murder by Magic” name is very catchy – “murder” is a buzz word. In conjunction with the idea of entertainment, it is – pardon the expression – very sexy!

So, get the “Murder by Magic” name on your business cards, websites, etc. so people will see it. Obviously, this will not be enough, so the tools I will provide you will help quite a bit.

Psychology . . .

The first thing I want to cover in depth is the psychology of the booking process from my experience. In my experience (your mileage may vary) I have found that much of the time, HR directors and event planners (the typical ‘bookers’ of entertainment for corporate events) are more comfortable sending out an exploratory email.

They don’t want to ‘get roped in’ by a slick-talking sales guy (or gal) so they send out an email and of course the biggest thing they want to know is price. With that in mind, I feel the WORST thing I can do in this case is just spit out the price. Although I have a nice little blurb about the Murder show on my website, it’s not nearly in-depth enough (I’m working on that), so when someone contacts me, I want to give them a LOT of information before we get to price.

Therefore, if they ask me for information via email, they are going to get a LONG email with a ton of information backing up my claims as being ‘an awesome entertainer’ as well as detailed info about the show and also specific sections of the email designed to alleviate any fears they may have. Here’s the email I send . . .

Email . . .

Hi <<name>>

Entertainer Cris Johnson here. Thank you for requesting information about how my Murder Mystery program of clean comedy magic, mind reading and audience participation can make your event unforgettable, interactive and fun!

Clients who have used my programs in the past include: Verizon, General Motors, United Airlines, Footlocker, Bank of America, The Home-Depot, Canadian Tire, Canadian Imperial Bank, Mini Media International, US Foodservice, Corning, Inc. and many others over 15 years.

I look forward to working with YOU and making YOUR event unforgettably successful and fun!

What's the main point or goal of bringing in an entertainer?

By having your group engaged by an interactive presentation where members of the audience become the stars of the show in ways that do not embarrass anyone creates an environment of appreciation: appreciation for the workplace, appreciation for the decision maker who provides this experience, and appreciation for the skills and abilities of co-workers and even themselves.

In short, people associate the good feelings of the event with the workplace and the person responsible for making it happen...It means that YOU will look great for your decision!

Before I detail the one-of-a-kind murder mystery I can offer you, I just want to tell you a few things about my programs that will set your mind at ease...

1 - 100% NON-OFFENSIVE MATERIAL: In my programs, you won't find a single off-color remark, four letter word, or anything else even remotely objectionable. If anyone is unhappy or offended, you get my program for FREE. I personally feel it takes more skill to make people laugh with CLEAN humor...and my programs are VERY funny!

2 - 100% PROFESSIONAL & EXPERIENCED: I've been performing at corporate events such as yours for over 15 years in 18 states (so far) and I always guarantee my work, but we'll cover my guarantee in a moment.

3 - AUDIENCE INTERACTION: What makes my programs such a laugh-filled great time is the fact that I use many volunteers for the program. Your guests will be involved, amazed, and empowered!

4 - FUNNY & AMAZING MIND READING: While some audiences enjoy the old magic "tricks" like cutting a rope in half or separating those metal rings, I specialize in what I call "Mind Illusions," in which guests' thoughts are read, guests pick up MY thoughts, and guests even send thoughts to EACH OTHER! All of these demonstrations are presented in light-hearted, entertaining ways with funny plots and hilarious encounters.

5 - EASY-TO-USE PROGRAMS: I've presented hundreds & hundreds of programs in many different situations, including for just a few people in a restaurant to hundreds of people in a banquet hall. I have different version of my programs to fit anywhere.

6 - NO ONE IS EMBARRASSED! This is incredibly important. Many magicians and comedians like to "show off" and get laughs at your guests' expense. Not me! Who wants to be embarrassed? No one! Your guests who participate will be the STARS of the show in fun ways that make them feel good about themselves...although I make myself look rather foolish during the show a few times!!

7 – BETTER THAN MONEY BACK GUARANTEE: I am so confident that you are your guests will love my programs that I will put my money where my mouth is. Simply put, if you don't feel my program was everything I promised and more, not only will you get the program free, but I will also pay your company \$500. Try to find another presenter who even offers a guarantee, let alone one who will match my guarantee.

8 - SAFETY CERTIFIED – Before I was able to obtain performer's insurance, my carrier required me to take a safety certification course, which means I have had the proper training to insure you will have an incredibly successful and SAFE event with NO incidents!

9 - ALL INCLUSIVE FEES - This means you are not billed separately for travel expenses. There are no "hidden" charges. The fee quoted is the ONLY fee you will receive.

Many murder mysteries involve a half dozen or so actors running around pretending to be part of your group as they solve the murder. While this can be rather interesting, I wanted to create something different!

Introducing...Murder by Magic!"

In this program, guests are interacting with a hilarious and amazing game of 'who-dun-it' as I use magic and mind reading to determine who is "killed", how it is done, what the motive was, the time of death and much more. Your guests will make all the decisions and help determine the plot. Please Note: Unlike dinner theaters, no "acting" is required of your guests. This is an amazing & magical program with a central plot to keep things moving swiftly in a way that is hilarious, amazing, and fun.... guaranteed!

Here are some details about the 'plot' of the show:

The host introduces the evening's entertainment. Some intro music plays...but the entertainer never arrives! Suddenly, from the back of the room, an "investigator" arrives, announcing to the group that the entertainer will not be performing. Further, the entertainer has been MURDERED...and the suspect is in the room!

From there, the investigator uses mind reading, magic, illusion, and group participation to discover who in your group is the KILLER!

Here are some of the things your guests will see, experience, and participate:

WHAT YOUR GUESTS WILL SEE & EXPERIENCE

THE HANDCUFFS: In my haste to demonstrate how the murderer will be apprehended, I have two guests handcuff my hands behind my back. Unfortunately, the keys turn up missing and hilarity ensues as I try to escape from the handcuffs!!

BE A MIND READER: In this segment, two guests (a husband & wife work very well, but any two people can participate) come up to me and after I try a few comedic "tests" to test the pair's compatibility, one person actually sends thoughts to the other! This is EXTREMELY amazing and fun...and this is important: NO ONE is "in on it!" Your guests will be just as amazed at their new "abilities" as everyone watching. These guests reveal the time of death of the entertainer in a fun, dramatic way!

THE BLIND FOLD: Two guests are asked to help blind fold me...with duct tape! That's right, they tape up my entire head with duct tape, coins over my eyes, everything! The whole process is REALLY funny! After my eyesight is completely gone, I ask guests to draw pictures of "clues" in the murder investigation – maybe a baseball bat, for example. Even though my eyesight is taken away, I am able to reveal what everyone drew with 100% accuracy!!

THE SPIRIT BELL: A crystal clear bell is hung on a hook by one of your guests. The bell rings, moving by itself, as though touched by invisible (or ghostly) hands, indicating which suspect is in fact the killer.

THE BULLET CATCH: Many famous magicians have tried catching a bullet in their mouths, and in fact that is how the entertainer is apparently killed before the show. I have a fun, unique spin – once the killer is revealed, I'll have the "murderer" write his/her initials on a paintball. The paintball is then loaded and fired by the person at me...I then catch the signed paintball in my TEETH!

THE PLOT TWIST: This is the most fun for everyone! One person is selected and is handed a sealed FedEx envelope at the beginning of the show. AFTER the person is holding the envelope, at the end of the show, I list the names of who was randomly chosen during the show, the drawings, the freely-chosen time of death, the name of the killer and more. When the FedEx envelope is opened, it has a record of EVERYTHING that happened during the show, including names and details about the performance. It's one of those things guests remember for years.

In other words, the information inside the sealed FedEx envelope predicted with 100% accuracy what your guests would come up with...and again, NO ONE is "in on it!" The selected person can keep the prediction postcard as a keepsake to remind everyone of the wonderful time they had at the event!

There's plenty more in the program, but that should give you a good idea of how amazing, how interactive and how unforgettable my program will be for your event.

AND...as a FREE bonus and a way to "break the ice," before the "main" show, I can stroll among your guests and cause silverware to bend in their hands and other "close up" illusions to get them excited about the show. It's your choice--if you choose to add the "strolling" close up entertainment, I'll include it FREE.

WHAT CLIENTS SAY...

Here's what a recent client who booked "Murder by Magic" had to say...

Dear Cris:

On behalf of the Board of Directors and members of the New Jersey Bankers Association, many thanks for a wonderful evening at our Former Chairmen's Dinner on May 19, 2010, during our Annual Meeting in Florida.

You made my job as a meeting planner – VERY EASY! Your professionalism and humor made the entire event, from the initial phone call through the event night, a wonderful experience.

Your show was the talk of the convention the entire week we were in Florida! Our guests also commented, not only on the great performance, but also that you were easily approachable to chat with after the event.

Please feel free to use myself and NJBankers as a reference in the future. Any association or company would be well advised to book your act!

Thank you again for everything.

Sincerely,

A handwritten signature in black ink, appearing to read "Jenn Zorn". The signature is fluid and cursive, with the first letter of each word being capitalized and prominent.

Jenn Zorn
Vice President/Director of Education
New Jersey Bankers Association, New Jersey

And one more...

Cris was great. He gave everyone a taste of what was in store with the preview "upclose" show which was very mindbending to say the least. It was great how he included the audience in his Murder by Magic show. It kept everyone involved and in awe throughout the show. Everyone enjoyed it immensely and we'll definitely be asking Cris to perform for us again!

-Jackie Sanders, Hyndman Transport, Wingham, Ontario

And finally,

"Cris, I have to say that you are amazing...and I am still trying to figure out how you did all those tricks...and how I ended up being the murderer!!! Everybody loved it you were so entertaining and very good at what you do!! Thanks so much!!"

- Ange Garofalo, Brand Manager ck Watch & Jewelry
The Swatch Group Canada Ltd.

NOW IT'S UP TO YOU...

Since I travel all over the country, I do book up fast. Please book soon to avoid losing your date & time.

Should you have any questions, please feel free to call me TOLL FREE 1-866-553-0077 so that I may address any questions or concerns that you may have. I WON'T try to sell you...I just like all of my clients to be completely informed.

I look forward to entertaining you and your guests!

Sincerely,

Cris Johnson

Office: 716-283-1373

Toll Free: 1-866-553-0077

Email: crisjohnsoninfo@verizon.net

Web: www.MotivatingEntertainment.com

P.S.– Here are some comments from past companies who have used my programs...

Some Case Studies...

“A special thank you and the highest of recommendations.”

“We contacted Cris two months before our conference was to take place. We knew that we would have about 300 people from all around the world and that we needed to have a “fun element” in our two-day finance conference, but that was all. About a month before the conference, Cris met with the design team, we provided him a brief background on what the audience would consist of, and he left. That evening we had an e-mail providing us with three options that he felt would work. Interestingly enough, he also suggested the middle-priced option as the one he felt would work best. He was right, his suggestions were amazing. He even helped us to understand our own global audience, knowing what may cause concerns with different religions and cultures. For a group of 300 accountants, we had a wonderful time. He had a surprise entrance at the beginning of the day with a 15-minute skit, offered 1:1 magic throughout the day, and ended with a magnificent 60-minute skit that concluded our conference. It was everything that we could have hoped it would be. A special thank you and the highest of recommendations.”

-Kristina Nickerson

Corning, Inc., Elmira, NY

“The show ended up exceeding our expectations.”

“We were a little nervous about the show. Unsure what to expect. The show ended up exceeding our expectations. Cris was very professional. He did a very clean and non-offensive show. It was fun for everyone including those hypnotized. We are looking forward to another show.”

-Angela Miller

Killbuck Savings Bank, Berlin, OH

“...lots of fun!”

“We had a great time and are still trying to figure out how you read our minds with such accuracy. Thanks again, it was lots of fun!”

- Paula Miller

Nanomat, Inc., North Huntingdon, PA

“Outstanding!”

“Your performance was outstanding! Thank you again for your wonderful performance, and we look forward to dealing with you in the future.”

-Kathy Scandinaro

Westinghouse Nuclear Services, PA

“I would not hesitate to recommend Cris Johnson as a high-quality entertainer.”

“Cris Johnson deserves top scores for his recent engagement as part of the “Summer Magic” event held at Westminster Village. The entire process [from resume presentation, e-mail

response, booking, event logistics, props, stage presence and performance content] was handled in a professional and timely manner. Cris tailored each of three performances to fit the variations in audience demographics. He presented an extremely audience friendly and entertaining show. Cris worked hard to determine the specific atmosphere desired for the event and tailored his program to meet the various needs of the day long event. I would not hesitate to recommend Cris Johnson as a high-quality entertainer.”

-Jan Cockrell,

Westminster Village, Terre Haute, IN

“...perfect blend of humor and surprises...”

“You had the perfect blend of humor and surprises that fit perfectly into our eclectic bunch. I look forward to working with you again in future special events sponsored by Magnetek.”

**- Tassie Lucidi,
Magnetek-Innovative Power Solutions, Pittsburgh, PA**

“...a tremendous show!”

“Your walk around sleight of hand magic impressed everyone and your stage show kept everyone sitting at the edge of their seats! Thanks again for a tremendous show! We hope to see you perform again!”

**- Chris Bushik,
The Home Depot, Greensburg, PA**

“...absolutely fantastic...”

“I want to take this opportunity to thank you for an absolutely fantastic show! Your show was the highlight of the evening, and I would not hesitate to recommend you for any party or meeting.”

- Robert Duchin, President,

Robert J. Duchin & Associates, Ltd. Certified Estate Planner, Pittsburgh, PA

“...we here at REPUBLIC WASTE SERVICES would highly recommend you.”

“For trade shows, parties, or any type of event that is looking for a performer to send a message to potential customers, not just to entertain, but to entertain with a specific agenda, we here at REPUBLIC WASTE SERVICES would highly recommend you.”

-Tim Mikos,

Republic Waste Service, Elizabeth, PA

OK, I'm back. Trust me when I say that email took me a LOOOONNNGG time to fine tune! I started out with a two-page email, and it kept growing. This format is what I always use whenever someone asks for information on my services. It's broken into several different "chunks" of information, and I'll cover them one by one, but first some main highpoints.

Separating Sections of the Email

First, you notice that different sections of the email were separated not just by skipping spaces in the text, but by having dotted lines above AND below the main headings. Since many email systems only allows text (and I don't know HTML anyway) using this technique really sets the main titles apart from the rest of the text as opposed to doing ALL CAPS, WHICH IS ANNOYING AS HELL IF USED TOO MUCH.

You'll notice that when describing a benefit or a routine, I do put a word or two in caps, but not whole sentences.

Next, I do not have page after page of solid text running forever...I use short paragraphs, as it breaks the wording up, so it doesn't look intimidating. I bought similar courses as this from other magicians and one in particular was page after page of complete text, with no paragraph breaks. Psychologically it was too intimidating to read and forget taking notes!

Benefiting My Clients

Secondly, the first "chunk" of the email was about how my services will benefit them...NOT about how cool I am, but rather how what I do will make them feel good, make the company look good, etc. I also added in a LOT of things about safety, the fact that I'm insured and so on.

All of this is designed to make the client feel comfortable and safe, knowing that with me they are not dealing with a "diva." I do mention some of my higher-profile clients, which does make the client feel better as no one wants to think that they are the ones booking you for the very first time!

Describing The Show

Next, I do get into the show, again by using short blocks of text and CAPS and other ways of making things stand out. Also, there is no magic terminology – I never talk about "producing" anything...using lingo like that to other laypeople makes one sound a little strange!

I do give a short intro to the idea of the show describing it in a basic way so the client gets a

‘feel’ for how it will go. I then do describe separate routines in fun ways while writing the descriptions in ways which hopefully create a picture in the client’s mind of how, emotionally, the effect will play, never focusing on my skills, but only focusing on how the show will benefit and entertain the audience.

What Clients Say...

Here is a CRITICAL section of the email – several client testimonials. If you’ve got video testimonials, transcribe a few here. If a client emailed you after the show, cut-n-paste it here. Put some generic testimonials from past high-profile corporate clients in this section and after you’ve done a few Murder shows, cut-n-paste a few murder-specific testimonials here.

Testimonials are of UTMOST importance! Spewing all of your good traits yourself sounds like bragging, but if someone ELSE does it about you, then it becomes an endorsement which is very strong.

Book Now...

In this brief section, I mention how busy I am and use that to ‘nudge’ the client to contact me soon, as a call to action should get the client to move rather than set an offer to the side where it can be forgotten.

More Testimonials...

I then finish the email with still more testimonials, as it’s still more proof that I can do everything that I promise and more.

I am assuming that as a purchaser of this course (and the price tag that came with it) you have a good knowledge base of marketing already, so I don’t have to explain marketing terms like ‘benefits.’

Super Cool Email Marketing Secret...

You may have noticed that there was one paragraph in red, near the end, the bit where I mention getting an hour of close up magic FREE. This is strictly MY point of view, and I know it will not be popular among many magicians, but the truth is this...I do not place a lot of value on close-up magic.

I don’t like to do it very much because I do not care for the “approach,” the point where you have to break into a group or table, interrupting the flow of conversation and show your ‘tricks.’

Also, because of the way many corporate events run, I'm required to get there early and set up the show before dinner so I'm not setting up in the banquet room while people are eating – just not professional – so as a result, usually I'm set up and waiting for 90 minutes to two hours before I actually perform.

I explain all of that because if I have a client who really wants a two-hour show (something I am loath to do onstage) I will add this email paragraph as a way to seal the deal.

You see, so many HR directors and planners don't realize that a two-hour show is wayyyy too long, because with dinner, drinks, awards and everything, these people will have been in those chairs for 3-5 hours by the time my show starts! It's just too long.

The problem is many HR directors equate “length of show” with “value of investment.” So, sidestepping a longer show via strolling/close-up magic is my own sneaky way of dealing with this.

Of course, with other clients, ones who simply request an hour-long show, I will (once I secure the booking) sometimes pitch the on strolling/close-up magic as a way to “double the length of their entertainment” at a lower price. (IE stage show may be \$1850, an hour of closeup may be \$500 in my case, but I'll give them the hour of close-up for \$350, so they save \$150 instantly and now I'm getting paid \$350 for that hour I was going to have to stand around and wait anyway!

In the ad for this course, I mentioned the juicy little secret that you could do to double the length of your show and you could drop it in your pocket – this is the idea I was talking about! Drop a few of your favorite close-up tricks in your pocket and voila – you've doubled the length of your show.

As magicians, we don't see it that way, but believe me, EVERY time a client wanted a 2-hour stage show, once I came up with this policy (and my new mindset) I sold them on the close-up instead and avoided a tough situation for myself.

As I said, I do not care for close-up all that much anymore, but there have been some clients who wanted to book me, money was not an issue, but they really wanted to do a longer show, so this was my answer.

Don't overlook this little secret.

One-Sheeters . . .

The next marketing piece is a physical full-color flier or “one sheeter” that I add to a promotional package if a client wants me to send them a physical package as opposed to an

email.

In fact, many times it's a two-step process – a prospect will ask for email info, be very intrigued, and then want a full package to share with the committee.

Knowing this, I made the one-sheeter look very nice and eye-catching. It's on the following page...



Cris Johnson's one-of-a-kind program...

Murder...By Magic!

You'll DIE Laughing....



During "Murder By Magic," a stage entertainer is introduced...but he fails to show. A "psychic investigator" interrupts the proceedings and reveals that "something terrible" has happened to the entertainer...and that foul play is suspected – and the killer is one of the guests in the room!

By participating in exciting mind reading demonstrations, guests will help solve the mystery of who killed the entertainer by revealing the time of death, the murder weapon and much more.

During the show, your guests will:

- laugh hysterically as Cris' "Mind Reading Raccoon" reads guests' minds
- clap and cheer as someone from YOUR group is revealed as the criminal mastermind!
- gasp in amazement as Cris is blindfolded and reads guests' minds...*telling them what they're picturing in their minds!*
- sit on the edge of their seats as one guest signs a paintball, shoots it at Cris... and Cris catches it in his TEETH!
- drop their jaws in unison as a sealed envelope (handed out at the beginning) predicts EVERYTHING that happens during the ENTIRE show!
- witness objects in the room move by themselves!
- and much, much more...

PLEASE NOTE: After witnessing these unbelievable feats, some clients insist that we "set up" some of their co-workers to "play along." Not true! We 100% guarantee that no one is "in on it"...and we'll pay \$10,000 to anyone who proves otherwise!

Your Guests Will:

- **Laugh**
- **Participate**
- **Cheer**
- **Talk about your program for months**

"Thank you for a wonderful performance at our company retreat. Everyone thoroughly enjoyed the show, they were totally engaged and one hour after the performance they were trying to figure out how you did most of your tricks. Your ability to use 'safe' humor coupled with the fantastic magic you performed made for a most enjoyable evening. I would not hesitate to recommend you for any event. Thanks again, Cris!"

**- Stuart Boyar, President
Cooley Group, Rochester, NY**

To see if Cris Johnson
is available
for your program, please call
1-866-553-0077

First, notice the color – people do like color. I’m not a great design guy by any stretch of the imagination, but this works pretty well. You’ll notice the dominant color on the flier is blue, which a relaxing color. I like the red for the murder show, but this blue theme runs through my entire promo package. I do NOT want my promo package to be filled with red fliers and while one alone would have worked for the Murder show, I really wanted the blue look I developed to be consistent with my entire package. Notice too how I have pictures of audiences smiling and laughing which sells itself.

Then I’ve got a really good testimonial on the right side of the page. Because my promo package has a separate testimonial book, I did not want to ‘clog up’ the look of this piece, as layout in the physical form is much more important than in an email.

Of course, the actual description of the show is similar to what I have in the email. Interestingly, when I was putting this course together, I noticed this flier still mentions The Mind Reading Raccoon, which has not been part of my murder show for a couple of years now, which is a lesson on how often I send this out! (I’ve found the vast majority of my clients book me direct over the phone or off of email with very few physical packages of any kind being needed.)

Just for fun, I also added the standard mentalism ploy of promising to pay \$10,000 if anyone can prove that I got anyone to “play along” for the show. It’s an old bit, but it’s fun. In recent years, I’ve added the little sub-head, “You’ll die laughing,” and to me, this is very cute because it’s a play on words and it does in a subtle way focus on a benefit – laughter.

Finally, notice the box in the lower corner. It’s another call to action with my phone number. Ask for that sale!

For completeness’ sake, I’ll list what’s in my promo package. (For clarity, please realize that a lot of it has the same color scheme and layout as this one sheet.)

- About Cris Johnson page (bio)
- Client list
- Several sheets of benefit-rich other programs (hypnosis, motivation, etc.)
- Cover letter
- Business Card
- Separate book of bound testimonial letters
- Demo DVD

That’s pretty much it and even my DVD really isn’t very good, as so many of my shows are in these dimly lit hotel banquet halls, so all I get is grainy footage that sucks. Thank goodness for testimonials!! The next sheet will be the flier some clients want to promote the event...

At Jewels Dance Hall...

You'll "Die" Laughing!

On August 19, join us for
a one-of-a-kind

COMEDY EVENT!

Murder...By Magic!

During "Murder By Magic," a stage entertainer is introduced...but he fails to show. A "psychic investigator" interrupts the proceedings and reveals that "something terrible" has happened to the entertainer...and that foul play is suspected – and the killer is one of the guests in the room!

By participating in exciting mind reading demonstrations, guests will help solve the mystery of who killed the entertainer by revealing the time of death, the murder weapon and much more.

During the show, the audience will:

- laugh hysterically as the "psychic" Cris Johnson escapes from handcuffs...with hilarious results!
- clap and cheer as someone is revealed as the criminal mastermind!
- gasp in amazement as Cris is blindfolded and reads guests' minds...*telling them what they're picturing in their minds!*
- sit on the edge of their seats as one guest signs a paintball, shoots it at Cris... and Cris catches it in his TEETH!
- witness objects in the room move by themselves!
- and much, much more...

PLEASE NOTE: NO ONE is embarrassed and no one is "in on it." This one-of-a-kind, interactive comedy experience is incredible fun!

TIME: Show starts at 8:00pm
LOCATION: 1770 Mill Street, Austinburg, OH

OK, now that you've read the flier, the first thing I want to state up front is the fact that in no way shape or form am I a great graphics guy. I get by, but that's it. Nevertheless, this little flier is pretty effective.

This flier is what I customize and give to a client they are publicizing the event and trying to sell tickets, for a dinner theater event, a way to bring more business in and so forth.

First, I do use a lot of red as it's eye-catching. Next, I don't put the "Murder by Magic" name in a huge font...why? Benefits! I focus on "Comedy," making that big. In my experience, regardless of the nature of the beast, people want to laugh.

If people are laughing, they are engaged. As a hypnotist, I can also tell you that when a strong emotion like this occurs, people are in a form of trance. They're "hooked."

Knowing that emotion sells, makes this an easy thing to put in huge letters. There's an old rule of marketing and that is "Your name as a headline is a deadline." Basically, unless you're world famous, slapping your name at the top of a flier is the quickest way to poor ticket sales.

I see this all the time. Things like.

Come See

Master Magician

Bob Jones

And then there's a picture of "Bob" waving his hands in a mysterious (read: silly) manner.

I'm sorry, but it's not going to draw unless people already know who it is. So, focus on a benefit. I've also made the location of the show very large, so people know where to go. Then, I do describe the show in fun, benefit-rich ways, but it's not about me directly.... it's about how attendees will have a good time.

It's basic Marketing 101, and as a purchaser of this course, I assume you've got a basic knowledge of such principles.

Phone Sales...

Why A Phone Script?

Before I continue, I just want to get one thing out of the way first...

THIS IS NOT ABOUT COLD CALLING!!

This section is about how to conduct yourself in a professional manner when incoming calls come to you, allowing you to present yourself and your services in a way that clearly convinces your prospects that you are the right person for whatever event he or she is having.

I know most entertainers out there HATE cold calling, so I just wanted to get that out of the way.

Back to the matter at hand.

A lot of entertainers look at me with a blank look when I talk about phone scripts. Not so coincidentally, those are the entertainers who are usually struggling the most to get any gigs at all. They just wing it when someone calls.

Not a good idea!

I'd like to pose a hypothetical question to you: Why do we need phone scripts? (Note: If you're a seasoned pro, then chances are you already know the answer.)

Well, for me having phone scripts has meant an increase in bookings, plain and simple. The scripts have made my life a lot easier, because I no longer have to 'think' much when I'm on the phone with the client. I already know how I'm going to present myself, so therefore my attention isn't divided—I can concentrate completely on what the prospect has to say.

I can also concentrate on what I can do to make his/her event a complete success, which is or should be one of our primary goals as magicians.

Another benefit of phone scripts is it allows you to figure out, in advance, what you may say to overcome objections because no matter how good you are, there is no such thing as a perfect offer: people will have objections to price, what you do, and on and on and it's the true professional who recognizes this and has planned for it.

One of the biggest benefits is sounding professional on the phone! Boy, is this huge! So many times I've called a business –mechanic, pizza shop, other entertainers, etc. – and the person answers the phone and says "Hello?" (Horrible!) Or barks out the name so fast that you can barely understand it: "Tony's!" (Not much better, in my opinion.)

Another side benefit –and I hesitate to admit this – is what if you're sleeping and the phone wakes you up? Since I've gone 'full-time' several years ago, I tend to sleep in until 9:00 or 10:00 in the morning if I don't have any early shows. Many times, the first phone call of the day comes at 8:30 or so, meaning they wake me up!

I can't tell you how many times I've asked a few necessary questions to find out about the client's event and then read my script, allowing me a few moments to really wake up and focus on what the client says

after I've explained what I can do for her.

I know that sleeping in isn't looked favorably by many people, but what the heck, it's the truth.

What if you just walk in the door with a bag of groceries and the phone rings? One thing about our business is you never quite know when the phone's going to ring. I don't carry a pager or cell phone with me when I'm out running errands, so when I'm home, I take most of my calls.

Describing Your Act to Non-Magicians

I'm about to go off on a mini-tangent so forgive me. Too often I've heard magicians describe their act in this fashion: "I do an amazing coin routine, producing coins at my fingertips and vanishing them with a silk."

Huh?

People, the regular paying public doesn't understand much of what was said in that example, and even if they do figure it out (people aren't dumb), they're not going to appreciate it.

'Producing' doesn't exactly sound magical to an untrained ear. It's part of our in-talk, part of our professional terminology. Same thing with the word 'silk.' It sounds alien, foreign to laypeople's ears. A much better word is hanky. That's how people talk.

Consider, briefly, the idea of car repairs. A large portion of the population doesn't understand cars...I know I don't. I'm fortunate to have a great mechanic – he's honest and he's great at what he does. However, he does one thing that drives me nuts – he talks to me with all of the crazy jargon and technical terms that mechanics understand.

I'm not sure why he does this. I have a theory that it's either because he knows I worked for Ziebart for years (even though their main claim to fame was smearing goo on the underside of cars – nothing too technical about that) or because I'm a guy (Yes even in the 21st century, sexism still exists...I know, you're shocked.).

Anyway, I always insist that he explains things in terms I understand.

Consider the example above. I'm going to re-write it. "I do a very magical sequence where coins appear from thin air! It's kind of like everyone's dream, to be able to make money appear. Who wouldn't like that? At the end of the piece, the coins mysteriously disappear in a hanky."

OK, I'm not claiming that this is the stuff of which dreams are made, mostly because I made up both examples off the top of my head, but can you see the difference? Instead of using magic jargon, I tried to be descriptive in the second example, using words that most everyone could relate to.

In that second example, I even went a step further and tried to relate my admittedly made-up example to real emotions and feelings, linking the coin routine to the idea that most people like money and don't a

lot of people wish they could just make money appear?

Can you see why the second example is so much better? It's vital if you're going to encourage people to choose your services, especially if you're in a situation like me, where everyone else in my market is like half the price.

Getting people's emotions involved is a major weapon in your arsenal. I like to use as many possible emotions as possible when describing my act to someone. It doesn't matter if they've visited my website or were referred to me by a past client. I want them to get excited talking to ME. You can't show them anything over the phone, so you need to use words to get people excited. "Productions and silks" aren't going to cut it.

With all of that groundwork out of the way, here is my basic phone script for Murder by Magic:

The Actual Script...

(After the client calls and we've established rapport and gone through the preliminaries)

"Well, first let me tell you a little about myself. I've been performing across North America for over 15 years for many corporate clients such as yourself – General Motors, United Airlines, Bank of America, just to name a few.

"My programs are always corporate-friendly, that is, completely clean and non-offensive. My guarantee is simple – if anyone leaves offended, you get the program free...and in 15 years, no one has EVER taken me up on it!"

(This often gets a laugh, which is what I want. Laughter = emotion = connection)

"I developed the 'Murder by Magic' show because I wanted to create something unique and different – a one-man murder mystery combined with amazing mind reading and magic! Here's what happens...everyone's watching as the entertainer is introduced. This introduction is read, describing a strange entertainer, then some music plays...and after 30 seconds or so, everyone starts looking around, saying, 'what's going on?'

"Then, I come running from the back, shouting, 'Stop the music! Something terrible has happened. The entertainer has been murdered and we have reason to believe it was someone in the audience!'

"After that, we use magic and mind reading to move the plot along. At one point, when trying to demonstrate how the killer might escape, I get locked in a pair of handcuffs and then it turns into total comedy because I can't get out, my jacket gets twisted around and it basically turns into Houdini meets Keystone Cops, because I'm just a mess!, Another segment later, I ask audience members to draw clues like one might find at a crime scene. But here's the thing –

people in the audience blindfold me, wrapping duct tape over my eyes, around my head...I look REDICULOUS, but it's a LOT of fun. Once I'm all taped up, they draw their drawings...and I'm able to describe them in detail, reading their minds!

(Often, they laugh here, too, as the idea of duct tape around my head strikes them as funny!)

“Later in the show, we reveal the killer and yes, it will be someone from YOUR group! I never know who it is when the show starts, but when the person is revealed, they get to shoot me!”

(More laughter!)

“Here's how that works – I will have them sign a paintball with their initials, THEY load the paintball gun, THEY hold the gun and from about 20 feet away, they fire it at me...and I catch their SIGNED paintball in my teeth!”

(At this point, there's usually more laughing, along with remarks like “Oh, Come ON! You have to tell me how you do that!”)

From here, I usually mention the fact that unless I'm flying, I bring my own sound system, there's no 'acting' for the guests, etc.

Honestly, the phone script is not a thing of beauty, but how I deliver it is.

Sneaky Phone Secrets...

Here are some simple phone secrets that can really boost your booking success. These are not 'tricks' in and of themselves, but they've been working great for over the years.

- 1. First, when I get the client on the phone, I listen carefully for their vocal tonality, inflections, rate of speed, etc. I then try to match it subtly, without trying to sound like I'm mocking them. In NLP terms, this is “Matching and Mirroring” but over the phone! When we meet someone who behaves as we do, we naturally feel a subconscious connection to that person.**

Knowing this, we can create this artificially and deliberately! Just listen and at least match their rate of speed. Then, listen and match their volume. That right there will help establish rapport. If a naturally quiet person hears someone who shouts all the time, it's not going to feel comfortable to them!

- 2. Next, listen for some sort of personal info that you can relate to. Important: do NOT lie!! People can sense it! For me, if the client lets it slip she has a dog, I'll**

immediately ask what kind, as I have two dogs, and I will banter with her about dogs. Bingo, instant connection.

Once again, you can't make it up as people can sense a bullshit artist!!

- 3. Next, when we get around to discussing my show, I start off calm but as I get further and further into the spiel, I get more excited in how I deliver the lines. People are social creatures and if I've successfully established rapport, we're now 'connected' just a bit and my emotions will become contagious, meaning she may feel just a tad excited, too.**

I know that I've done my job because often people will tell me they booked me because they could "sense my enthusiasm!

- 4. Also, at some point, I try to get her to laugh as once again, positive emotions connect people.**

A little more insight into people...people make buying decisions based on emotion...then use logic to (try) justify it. By appealing to positive emotions, I 'up' my chances greatly.

- 5. Finally, I describe the tricks in easy ways people can relate to...and I pick only the tricks I can easily describe verbally. Let's face it...PK Touches can sound quite invasive if you're not careful, while Confabulation can sound confusing as hell.**

Therefore, I focus on describing only the effects which can be easily understood – the blindfold, the handcuff escape and me getting shot! These are easily understood and appreciated...whereas trying to describe that coin routine comes off as emotionless and barren in so many other websites I've come across.

After I've done my thing, I then SHUT UP.... sometimes they need a moment to process what I've told them. Sometimes they want to ask questions. Sometimes they are checking their schedule to see when they can meet the rest of their committee. Regardless, at this point, I wait and listen. If they indicate they're ready to move forward, fantastic, we get to the booking details, but more often than not, they need to confer with colleagues.

If they don't say anything about committee meetings or such, I will ask for the sale and say, "Is that something that works for you?"

I know in sales, you're not supposed to ask a "Yes/No" question, but rather than trying to "maneuver" someone into a sale, I just talk to them (and listen to them!) like a person...not some call center operator on a continent five or more time zones away.

Finally . . .

Realistically, by this point, most of you who bought this course are probably comfortable with your own booking process and are probably buying this to plug it into your own show lineup.

I wish you the BEST of luck and hope to hear of your great success!

Any questions, feel free to email me anytime! crisjohnsoninfo@verizo.net.

Best,

Cris Johnson

