

Home Page Email Follow-Ups

Email 1: 2 days after fees are sent

SUBJECT LINE: Sushi at McDonald's?

BODY:

Hi [FIRST_NAME],

Assembly presenter Tim Jennings, AKA "Tricky Tim" here. A couple of days ago you requested information about my amazing magic shows. If you did not receive that information, please let me know as soon as possible. I don't want you to think I'm "asleep at the wheel." 😊

I wanted to tell you about a bizarre Google search I did today. I was curious if McDonald's has ever sold sushi. As it turns out, even in Japan, McDonald's does not sell sushi.

Do you know why?

Sushi is too far outside of McDonald's comfort level in mass-producing food. It doesn't fit. Even in Japan, Big Macs and other standard McD's fare is popular. McDonald's knows what they do well and more importantly, what they don't do well.

They're great at quickly whipping out burgers, fries, and other fast-food items that people enjoy.

It reminds me of good children's entertainers. A good children's magician sticks in that field. They don't also offer corporate shows, trade show presentations, or other kinds of entertainment unsuitable for children.

I know you have an endless supply of magicians to choose from for your upcoming event. But many of them are “Magic for All Occasions” performers. That usually means that they prefer the corporate gigs but will take kids' shows to make a little extra money.

That's doing the kids at those shows a major disservice.

When you book me for a school assembly, library show, birthday party, or virtual event, you're going to get my 20+ years of experience delivering incredible shows your guests will remember for years...guaranteed!

I'm a children's show specialist and proud of it!

Are you ready to bring a customized-for-your-kids experience to your event?

Contact me today so we can get started. Simply reply to this email or, if you like the personal touch like me, call me at (661) 373-6770.

I look forward to hearing from you soon...even if I won't be bringing the sushi.

Sincerely,

Tim Jennings, AKA “Tricky Tim”

Web: www.TrickyTim.com

Phone: (661) 373-6770

Email: Tim@TrickyTim.com

“Amazing & Interactive ‘Broadway Production’ School Assemblies that Captivate Your Students & Thrill Your Faculty”

Email 2: 3 days after the last email

SUBJECT LINE: Why “Sesame Street” has lasted so long...

BODY:

Hi [FIRST_NAME],

Assembly presenter Tim Jennings, AKA “Tricky Tim” here. A couple of days ago you requested information about my amazing magic programs. Today I’d like to ask you a question...

Why has “Sesame Street” remained so popular for so long?

Simple – the show’s producers know their audience. They are serving young children. While “Sesame Street” is an educational show, it’s also highly entertaining to young pre-school-age kids.

Educating kids while entertaining them isn’t easy. You’ve got to strike a delicate balance. If the show is too heavy on the messages, the kids will lose interest. If it’s too entertaining, the kids may like it, but they don’t retain the message.

I’ve seen countless children’s entertainers go too far in both directions. Their shows are fun for the kids, but without the necessary content, you’ve pulled your students out of class for an ineffective show. Or you’ve burned through valuable funding for your library.

But the opposite is true, too. Many school assembly or library show performers go too far in the educational direction. The kids get enough lecturing in school so when an entertainer does it too, they tune out.

If you’ve seen this happen, you know what I mean: As the so-called entertainer drones on, you can see youngsters in the audience on their backs making “snow angels” on the floor!

I understand how important this balance is. After 20+ years as a children's entertainer, I've delivered programs to hundreds of schools and libraries across California.

When your kids watch my program, they won't be bored. I promise. How can I do that?

Simple. I keep your children engaged by making the show interactive, wacky, silly, high-energy, and kid-friendly. Along the way, I skillfully 'weave' the messages and important content into my magic routines.

This is key: You'll never see me say to the kids, "Okay kids, that was a fun trick. Now let's talk about respect..."

By connecting the magic directly to the lessons, the kids stay engaged and listen to the content because they want to see how the trick will turn out. Merging the two creates an irresistible hook that captivates kids and educates them in the same show.

Want to find out more?

I'll happily answer any questions you have. I've got a great track record, hundreds of satisfied clients, and vast amounts of experience holding the attention of children of all ages.

I'd love to talk to you about your upcoming educational program needs. And don't forget to check out my satisfied clients' comments on my site. I have not performed as long as "Sesame Street," but my track record speaks for itself.

Feel free to email me at Tim@TrickyTim.com or call me at (661) 373-6770. I look forward to hearing from you soon!

Sincerely,

Tim Jennings, AKA "Tricky Tim"

Web: www.TrickyTim.com

Phone: (661) 373-6770

Email: Tim@TrickyTim.com

"Amazing & Interactive 'Broadway Production' School Assemblies that Captivate Your Students & Thrill Your Faculty"

Email 3: 3 days after the last email

SUBJECT LINE: Bare shelves after the holidays...

BODY:

Hi [FIRST_NAME],

Assembly presenter Tim Jennings, AKA “Tricky Tim” here. A couple of days ago you requested information about my amazing magic programs. Today I’d like to share a memory from my childhood with you...

When I was a kid, I noticed something very strange that would happen after the holidays.

My family and I would go to a local department store. Maybe one of us needed to exchange a gift that didn’t fit. Or the wrong color. And as we made our way to the “Refunds & Exchanges” line, I noticed many of the shelves in these stores were quite bare.

After the holiday rush, many stores had not gotten around to restocking their shelves. Or they were in the middle of clearing out old holiday-related inventory. Either way, there were plenty of empty shelves.

The store owners were probably delighted they were able to move so much merchandise.

That kind of reminds me of libraries.

I’ve performed in libraries for years, so I understand how much librarians love to see kids check out books. The more books that are checked out, the better it is for the library. While the number of checked-out books is directly tied to that library’s funding, I know that’s not the real motivator for librarians.

They like to see people read. That's where I come in.

As a children's performer with 20+ years of experience, I understand why I'm booked in libraries. It's not to just deliver a fun magic show. No, I understand my purpose.

I'm brought into the library to:

1. Encourage kids to check out more books
2. Motivate new library visitors to sign up for a new library card
3. Let visitors know about special programming, contests, and events the library is sponsoring

When you bring one of my amazing and hilarious magic shows to your library, you won't just be getting a fun show. You'll be bringing in a fun advocate for the library, one who understands why the library is so important.

I'd love to visit your library and get your patrons fired up about reading and checking out more books.

If we have never worked together before, you probably have questions for me about my shows. I'd love to answer them!

Email me at Tim@TrickyTim.com or call me at (661) 373-6770.

Looking forward to hearing from you. Let's work together to "empty your bookshelves!"

Sincerely,

Tim Jennings, AKA "Tricky Tim"

Web: www.TrickyTim.com

Phone: (661) 373-6770

Email: Tim@TrickyTim.com

“Amazing & Interactive ‘Broadway Production’ School Assemblies that Captivate Your Students & Thrill Your Faculty”

Email 4: 3 days after the last email

SUBJECT LINE: Get rid of stress in 10 seconds or less...

BODY:

Hi [FIRST_NAME],

Assembly presenter Tim Jennings, AKA “Tricky Tim” here. Today I’m here with a quick ‘stress reliever’ for you to try.

A friend of mine is a stress management specialist, and he swears this works.

Next time you feel anxious or stressed out, grab a pen, cell phone, or any small object. Pass the object from hand to hand. Right to left, left to right. Just pass it back and forth for a few moments.

You’ll almost immediately feel your stress levels dropping.

My friend explained it to me. He calls it ‘bilateral stimulation’ or something like that. Apparently, by getting both halves of your head involved, stress or anxiety just falls away fast.

I don’t claim to understand how it works, but it does work. It’s amazing!

I don’t claim to be an expert in psychology or stress management, but I can guarantee you a completely stress-free event!

Too many children’s entertainers show up expecting to be treated like visiting royalty. I once heard a story about a kids’ entertainer who threw a tantrum because the school did not have his favorite brand of bottled water for him when he arrived.

Can you imagine the nerve?

But I'm not like that. When you book me for your school assembly, library show, or birthday party, I show up promptly and I bring everything I need with me. I even provide my own PA system and microphone!

I'm so easy to work with that all you have to do is point to where you want me to perform, and I take care of everything else.

Want to find out more about how my incredible children's magic shows will make your event a completely stress-free experience?

To find out more about my "all-in-one" magic shows, email me at Tim@TrickyTim.com. Or feel free to call me at (661) 373-6770 with any questions.

I look forward to hearing from you soon!

Sincerely,

Tim Jennings, AKA "Tricky Tim"

Web: www.TrickyTim.com

Phone: (661) 373-6770

Email: Tim@TrickyTim.com

"Amazing & Interactive 'Broadway Production' School Assemblies that Captivate Your Students & Thrill Your Faculty"

Email 5: 7 days after the last email

SUBJECT LINE: Was YouTube the answer?

BODY:

Hi [FIRST_NAME],

Assembly presenter Tim Jennings, AKA “Tricky Tim” here. Today I have another question for you...

Why didn't more people just use YouTube to entertain kids in 2020?

After the pandemic started, people were scrambling to find ways to keep kids engaged and entertained in our new world of social distancing.

It wasn't easy. Many people had never interacted with each other virtually before COVID hit. They had to get up to speed quickly, leading to a lot of confusion and stress.

Yet oddly YouTube never caught on as a viable way to occupy kids until schools figured the whole 'streaming thing' out.

And there's a simple reason why.

Kids couldn't interact with a YouTube video. As attention spans continue to shrink (thanks, mobile devices), kids need real, live engagement more than ever.

That's where I come in.

I was an 'early adopter' of this wonderful technology. And I knew early on that an effective virtual magic show couldn't involve me just doing tricks for the camera. Kids get enough passive content on their phones and tablets.

My virtual shows are fun, interactive kid-friendly, and very professional. Best of all? You don't have to lock up the dog or worry about a dozen kids running wild through your house tracking muddy footprints everywhere.

It's easy, fast, and fun. Want to find out more about how my virtual shows can make your upcoming birthday party or special event fun and exciting?

Feel free to call me at (661) 373-6770 or email me at Tim@TrickyTim.com. I look forward to hearing from you!

Sincerely,

Tim Jennings, AKA "Tricky Tim"

Web: www.TrickyTim.com

Phone: (661) 373-6770

Email: Tim@TrickyTim.com

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Email 6: 10 days after the last email

SUBJECT LINE: "I find your lack of faith disturbing..."

BODY:

Hi [FIRST_NAME],

Assembly presenter Tim Jennings, AKA "Tricky Tim" here. Today I have a weird trivia question for you...

Do you know who said the quote I used in my subject line?

If you said Darth Vader, you're correct!

In the 1977 classic movie "Star Wars," Darth Vader says the line while meaning one of his soldiers who dared question the existence of the Force.

It was a scary scene that established Vader as one of the greatest movie villains of all time.

But that line made me think of you.

As you requested, I've sent you detailed information about my fun-filled magic programs. I've also sent you the free report I promised as an informative gift to make your job easier.

I've also sent several more emails outlining my qualifications and why my magic shows are perfect for your upcoming school assembly, library show, or birthday party.

Yet you haven't responded.

Do you lack faith, as Vader would say?

Faith in my abilities to hold the attention of your kids? Faith in my abilities to deliver on my promise of holding everyone's attention with an educationally significant show?

If so, let's talk about it. I want to answer any questions you may have. You want to bring in the best live program possible for your kiddos. I admire that.

Let me take away any concerns you may have.

Email me at Tim@TrickyTim.com or call me at (661) 373-6770. I look forward to speaking with you soon.

Sincerely,

Tim Jennings, AKA "Tricky Tim"

Web: www.TrickyTim.com

Phone: (661) 373-6770

Email: Tim@TrickyTim.com

"Amazing & Interactive 'Broadway Production' School Assemblies that Captivate Your Students & Thrill Your Faculty"

Email 7: 300 days after initial contact

SUBJECT LINE: Your upcoming school assembly...

BODY:

Hi [FIRST_NAME],

Assembly presenter Tim Jennings, AKA “Tricky Tim” here. Last year, you contacted me to request more information about my fun-filled and interactive magic programs.

This school year I wanted to re-connect and remind you of what I can provide for you and your kids. Here are a few highlights of my programs:

- 20+ years of experience
- Educationally significant programs
- Interactive fun for your kids
- Different versions of my programs to fit the grade levels
- “Broadway” style assemblies to give a truly theatrical experience
- High-energy fun to captivate audiences of any ages

If you're looking to bring an educational assembly program to your school or library that your students and faculty will both love, contact me today!

Email me at Tim@TrickyTim.com or call me at (661) 373-6770. Let's connect soon before my schedule fills up.

Sincerely,

Tim Jennings, AKA “Tricky Tim”

Web: www.TrickyTim.com

Phone: (661) 373-6770

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