

Welcome to Fully Booked

The complete system for turning "what's your price?" into a booked, high-fee show — across all six markets working magicians actually work.

— Cris Johnson

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What you just got

You have leads. Most magicians do. The problem is almost never *getting* the inquiry — it's what happens in the next 48 hours, when a librarian, a parent, an HR manager, a daycare director, a PTA volunteer, or a festival committee asks the question that loses most magicians the gig: **"How much?"**

Fully Booked is the answer to that moment, six times over. Each kit is a complete inquiry-to-booking system for one market, built on the same engine and tuned to how *that* buyer thinks about money.

The six kits

1. **The Library Kit** — quote fast, priced on distance. Plus the multi-library-day lever that can double your library income.
2. **The Birthday Kit** — quote fast through a three-package ladder, with a marquee trick pulling parents up to the middle tier.
3. **The School Kit** — quote confidently with all-inclusive, distance-scaled pricing, and the fundraiser double-up that doubled my school income.
4. **The Corporate Kit** — never quote first. Discovery call, then a three-tier proposal. Built around the longer corporate sales cycle.
5. **The Daycare Kit** — the one *outbound* market. The cold-call script is the centerpiece, plus the free-show funnel and the chain strategy.
6. **The Family & Festival Kit** — flat appearance fee for a block of time, then fill the day. The trickiest, most weather-dependent market — handled.

See the whole system first (2 minutes)

Before you open a single kit, read **"The Fully Booked Engine — On One Page."** It's the entire system on one page — the seven-stage flow that every kit runs on, and the one pricing move and one big lever that change from market to market. Two minutes there and the whole bundle clicks

into place. (It's the map; the kits are the territory.)

How to use this

- **Start with the market you work most.** Read that kit's guide front to back once. It explains the buyer before it hands you the templates — the templates only make sense once you understand who's on the other end of the email.
- **Then open the matching templates.** Every kit has a `Templates` folder with a copy-paste **Email & Script** swipe file. Fill in the brackets, send.
- **Set up the universals once.** In the `Universal Templates` folder you'll find the Performance Agreement, Information Checklist, Three-Tier Proposal, Technical Rider, and the Corporate Discovery-Call Script. Customize each one with your business details a single time, and they're ready for every booking forever after.
- **Don't try to run all six markets at once.** Pick one, get the flow working, then add the next. Specializing is how you raise fees; this bundle just makes each market a system instead of a guess.

A word on the fees you'll see

Throughout these kits I share my *actual* numbers — what I charge, what I've raised to, where I've had pushback (almost none). They're there as a real-world anchor, not a rulebook. Your territory, your experience, and your market are yours. Use my numbers to calibrate, then set your own — and on your next few quotes, raise them. You'll be surprised how rarely anyone blinks.

That's it. Pick a kit. Read it. Send the first email today.

Go get 'em,

— Cris