

The Fully Booked Engine — On One Page

Every kit in this bundle runs on the same engine. The market changes, the buyer changes, the pricing move changes — but the flow underneath is identical. This page is the whole system at a glance. Keep it nearby; reach for the kit when you need the exact words.

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Two truths under every market

1. **Speed + confidence win the gig.** The performer who replies fast and sounds sure of his fee out-books more talented performers who dither. The inquiry is rarely the problem — the next 48 hours are.
2. **Reliability earns the rebook.** *"Will the show be good?"* gets you the first booking.
"Will he show up, and is he easy to work with?" gets you the next ten. Most of your income is in the second question.

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The 7-stage engine (every kit, in order)

1. **CAPTURE** — A contact form that grabs *exactly* what you need to quote or qualify — no more, no less. The right fields turn a cold inquiry into a same-day quote.
2. **RESPOND FAST — and make the pricing move.** Reply the same day. Wrap the number in value; never send a naked price. *The pricing move itself is the one thing that changes by market* — see the table below. *Ask only the logistics you actually need; don't gate the booking behind an interrogation.*
3. **FOLLOW UP 6–8 TIMES.** Most gigs don't book on the first reply. Stories, value, and soft asks — never nagging. **Stop the instant they respond.**
4. **HANDLE OBJECTIONS.** Reframe the value, offer a structural alternative, or bow out gracefully. **Don't drop your fee.**
5. **LOCK IT.** Confirmation → agreement/contract → pre-show emails, so nothing slips between

"yes" and showtime.

6. **POST-SHOW FLYWHEEL.** Thank-you + receipt → testimonial harvest → referral request → annual rebook. ~60% of a booking's lifetime value lives *here*, after you've walked out with the check.

7. **PULL THE BIGGEST LEVER.** Each market has one multiplier that can roughly double your take from work you're already doing. Add it once the core flow is running.

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What changes by market (Stages 2 & 7)

Market	The pricing move (Stage 2)	Inbound / Outbound	The biggest lever (Stage 7)
Library	Quote fast on distance — 3 set fee brackets	Inbound	The multi-library day
Birthday	A 3-package ladder + one "marquee trick" pulls parents up	Inbound	Referrals + cross-market funnel
School	One all-inclusive, distance-scaled two-assembly day	Inbound	The fundraiser double-up
Corporate	Never quote first — discovery call, then a 3-tier proposal	Inbound	The year-round / house-magician client
Daycare	One simple flat fee	Outbound (cold call)	Chains + recurring rebooks
Family & Festival	Flat fee for a block of time	Mixed	"Fill the day" + the annual circuit

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How to use this page

- **Pick the market you work most.** Open that kit. Do its **2-minute quick win** at the top.
- Use this page to keep the *whole* system in view so each email you send knows where it sits in the flow.

This page is deliberately the what, not the how. The word-for-word emails, phone

scripts, exact fees, contract clauses, and objection responses — plus the nuance that makes each

one actually land — all live inside the six kits. This is the map; the kits are the territory.

Don't mistake reading the map for making the trip.

Part of "Fully Booked" — A Cris Johnson Production