

gig ENTERTAINER RAMP



rebooking / referral / testimonial

The best leads are the warm leads. Here's how to connect with a past customer and at least get into a relationship with them.

LONGTIME NO SEE EMAIL #1

Sara

Hi! Happy holiday times! Looks like you're busy with the new house! I'm trying to figure out how to do more local shows. Could you please help me? Two easy questions... **1** When you booked me for the Camelot event, what did you want to get from me? **2** What did you end up getting from it?

Thank you, I'm super grateful for your valuable time.

Scot

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#### **notes:**

1. don't make it feel like a mass email
2. put in a timely greeting

3. put in a personal note if you have time (catch up on social media if you don't know what's going on with them)
4. tell them a reason. make it clear that you have ambition and they can join you on the mission another example might be "I'm trying to get more local bookings so that I can spend more time with my mom"
5. ask for help. people like helping
6. question one is the before, question two is the after
7. make it easy to respond
8. don't include links or any other questions. only two paths for the recipient – respond or ignore
9. This email will:
10. remind them you exist
11. bring good energy to your relationship
12. show them that you're always trying to improve and may have improved since last time!
13. give them a chance to give you feedback in case they were afraid before
14. give you insight into what you've done right or wrong
15. give you insight into what your clients care about
16. give you insight into what potential clients come to you for
17. give you insight about where you're falling short or over-achieving
18. give you insight about what you might be wasting your time on

## LONGTIME NO SEE EMAIL #2

Sara

OMG! Thank you!!

Scot

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notes:

1. respond right away to show that you care
2. add positivity!
3. The reward of her responding is immediate
4. It's easier for me to respond with something short right away even if I'm on my phone

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LONGTIME NO SEE EMAIL #3

Sara

Thanks again for that feedback! Since that show, I've been working so much on improving my show with more jokes and interaction just like that blue turtle joke. Your email also motivated me to order a book on team building yesterday. That's a major thing that I love

about the stuff I'm doing. It's so good to hear that that made an impact on you and your team!

I saw on linked in that you're working on setting up a podcast studio in your garage. My friend is a sound engineer and he made a checklist of the things that every home studio needs you can check it out on [his blog](#). I'm glad to introduce you to him if you're having any audio questions answered!

I also just created a new show that can be done in smaller settings and has my same style of humor. Do you have anything coming up that could use another killer show?

Scot

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### **notes:**

1. thanks again
2. say that either you've either fixed an issue that they were unhappy with, or you worked harder to enhance the value that they loved
3. show that they had an impact on you. that when they give you help, it doesn't just go in the trash. it matters
4. show passion or tell her some value that she might not know about what I do
5. when i looked on LinkedIn, it shows that i have an interest in sara
6. then i go on to see if I can give her anything. Here, i'm giving an offer because i don't want to give unsolicited advice (criticism). If there's a link that i could give her that would help her instantly, that could be cool. like "it's been so incredible following your path thru divorce this year on facebook. Here's a funny meme i saw about new beginnings"
7. encouragement, a compliment, talking to them as a peer instead of a gatekeeper. when we pity or kiss up to someone, we separate ourselves from them. Our job is to connect and build a wonderful relationship

## **LONGTIME NO SEE NEXT EMAILS**

This is a conversation, so it could go in a million directions. This last email, I'm asking for a rebooking.

## **REFERRAL**

She says no, I could say ...

“I loved what you said about me bringing together so many different age groups and having them all laugh together. I love that universality of juggling and comedy. Who do you know that also needs to bring a diverse group together?”

## TESTIMONIAL

I could wait a little bit and say

“I have some people that are thinking about hiring me and I thought you would be able to tell them better than me what I do. You said that I . . . is there any chance you could elaborate on that a little bit and I could use that as a customer testimonial? I mean, I like bragging - I’m good at it! I just think it would be better received if it was coming from another awesome person.”