

gig ENTERTAINER RAMP

How to educate someone so they take action

This is the format of communication that's helped me to negotiate 10x higher fees for myself and for my clients.



SALUTATION (HI! POSITIVE COMMENT)



HOPES (MAKE THEIR NEEDS EXPLICIT)



OPPORTUNITY (IT IS POSSIBLE)



ABOUT ME (THE PERTINENT THINGS THAT PROVE I CAN DELIVER)



SCOPE OF WORK



THE SERVICE



CALL TO ACTION

Examples...

► SALUTATION

hi! I'm Tina, I spoke with Cheryl about your incredible fundraiser in June in Lake Tahoe. Lake Tahoe is beautiful... my favorite place to visit!

► HOPES (WHERE THE VALUE IS)

You're taking on a big task of running a fundraiser with many people who have already given you funding, but are in love with what you do. They've been around for a while and they need to feel celebrated and that their donations will lead to more and bigger celebrations!

► OPPORTUNITY




I've been a key component in many fundraising events over the last 30 years, and I know that it's possible to breathe more life into this event and get people laughing, cheering, paying attention, donating, and wanting to come back for more. It is possible to raise more money

than ever before from groups like yours! It's also possible to make your benefactors feel more included and loyal.

▶ TINA

Say "One fundraiser like yours was the American Heart Association. They credited me with a 20% boost to their community engagement." I have done magic that brings people in and gets the party started for all these clients (client logos).

▶ SCOPE OF WORK

You said that your staff is busy at these events and you want it to be lively. I recommend you use me for  close-up magic where I walk around the event and perform magic in people's hands. I can spend special attention on your VIPs if you point them out.  a 25-minute stage show that brings everyone together and gets their heart racing for the night.  then have me host/emcee the event to make sure that the energy continues and that you get complete engagement from all the attendees.

▶ the Service

Comedy magic is powerful

It loosens people up and gives them a unifying experience. Breaking reality breaks down barriers.

▶ CALL TO ACTION

I am looking forward to bringing your people together in a way that motivates change and enriches your community. If I don't hear from you, I'll check in on Friday. Feel free to ask me questions or propose ideas. And see you in June!