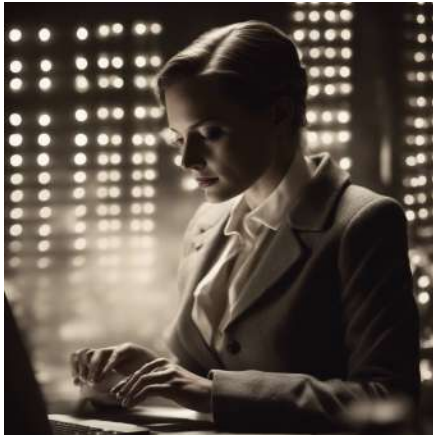


gig ENTERTAINER RAMP

how to give a price

2024-01-09 update

This process is based on what's taught by Barry Friedman in the Showbiz Blueprint course. It's stellar and has made millions of dollars for entertainers.



QUOTE REQUEST RESPONSE #1 (QUICK REPLY)

Viçki

Thanks for the message! I love Buzzy Corp! I use your chemicals every day. I'm available Sept 3. Could you hop on a call (zoom or phone) tomorrow so I can understand what you're looking for?

Tina

notes:

1. keep it really short
2. zero contact info or links
3. you only have the option for her to reply
4. if possible, add genuine positivity. If you don't know the company, look them up. You could give positivity about the location of the event, the company, the message you received, their name, etc . If you look them up, try to not sound too stalkery
5. if they ask you a direct question that you can answer without asking them any other questions (like "are you available?" "do you have a 45 min show?" answer it super simply and quickly and directly. questions like price and details about performance are usually too complex to be answered until there has been a conversation
6. if tina has included her phone number, you can just call her and jump right to the discovery call.



QUOTE REQUEST RESPONSE #2

(vički says something like “sure”)

Vički,

Fabulous how about 2pm ET? Please gimme your phone number and I’ll call you!

Tina

~ or ~

Vički

Great If it’s easy, please pick a timeslot at this link and it will automatically setup a Zoom meeting for us and send us both invites 📌
calendly.com/tina

Tina

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notes:

1. single call to action
2. easy to reply or take action
3. no contact info or other links
4. positive energy always
5. get specific so that there isn’t a lot of back and forth
6. making things simple is valuable to people
7. take on as much of the burden of planning as possible



## QUOTE REQUEST RESPONSE #3 (THE DISCOVERY CALL)

Bring positive energy, Ask smart questions, Say "I'd like to put my thoughts together. If I send you some options by email tomorrow, would you be able to respond?" "Okay so we don't lose track, if I don't hear from you, I'll check in on Wednesday!"

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See if you can answer any questions for yourself before the call. That way you're not wasting Viçki's time asking stupid questions. eg: "You're in the Massa Ballroom, that's huge. Will the show be the only thing happening in there?" is a way better question than "What's the venue like?"

notes:

1. Don't try to get the gig. You don't even know what the gig is at this point.
2. Don't give a price on the call because you don't know what the gig is
3. Don't be specific about what you'll provide because you don't know what the gig is
4. Ask questions. Lots of questions until you can 99% imagine the gig and the contingencies that may come up
5. you're a trusted entertainment expert, not a serf trying to get hired. The prospect is an expert at what they do, you're an expert at what you do.
6. Don't talk about what you do. Talk about what they're doing and what they want. There's plenty of time to sell yourself later.
7. Treat the call like your cousin is calling to ask for advice. Get the whole picture
8. Most crucially try to discover what is going to cost time, money, and headaches for the PERSON you're talking to (not necessarily the organization)
9. Understand the entertainment challenge as well as the personal challenge (they're trying to get status in their company, they want a performer they don't have to deal with so they can deal with other aspects of the event, they are trying to avoid getting fired, etc.)
10. Don't be shy about asking any question that will help
11. Ask smart questions
12. It's okay to think ahead of time about questions to ask, but don't try to make a template of the questions you always ask because this is a real conversation with a real person and you need to be open to creative thinking
13. time, money, headaches

Here are some examples of questions that could be asked. This could go in a million directions...

- Have you hired a ventriloquist before?
- How was your last performer? Who was it?
- This is a big event, How many stages are there?
- Do you have a stage, lighting, a tech person?
- Could you tell me why it's important for you to bring your team together?
- Why did you think to hire a ventriloquist?
- How did you hear about me?
- You have an engineering company. Will everyone be an engineer in the audience? What are they like?

Try to understand the challenges of the situation.

A show that brings together shy people and gets them talking, protects the brand, works well in a noisy situation, and introduces the CEO in a surprising way is much more valuable to the right client than a ventriloquist show that has some funny jokes.



QUOTE REQUEST RESPONSE #4 (THE INVITATION)

This is your proposal



QUOTE REQUEST RESPONSE #5 (THE DECISION)

will they buy? We want to set up and commit to a decision time with the client. Before sending the proposal, we possibly commit to meeting with them again. "I want to put my thoughts together. I'll send them to you by noon. Do you think you'd have time to look over a proposal and I can call you at 4pm tomorrow for any other questions you might have?"