

Chapter 8 Worksheet: Analyze of Your Market

Here is the first part of that worksheet for you. If you've really been thinking about this as you read through the last section, you only have a bit more research to do in order to finish this section. It will pay you to take the time now to write out your answers:

1. Who are the organizations who are most likely to buy your show or product? Can you list three types? Give a specific example of each one (i.e., Corporate Event Producer – Jack Morton Worldwide).
2. What needs do each one of them have that they could satisfy by hiring you?
3. Let's do a short demographic analysis of the person or persons in each organization most likely to decide to hire you. I've done one as an example, for "Casino Marketing Director." If you've done business with casinos, you may have learned, as I eventually did, that it is usually the marketing director who makes final decisions about what will be in the casino showroom...not the entertainment director.

Name	General	Barb Smith		
Role	Casino Marketing Director	Casino Marketing Director		
Gender	65% Female	Female		
Age	38-60	47		
Income	\$30k-\$100K	\$65K		
Education	College	College / BA		
Marital Status	65% Married	Divorced		
Family Status	50% w/ Kids	1 child		
Location	Vegas/ At. City	Atlantic City		
Ethnicity	76% Caucasian	Hispanic		

Beyond Applause Questionnaires

Name	General	Barb Smith		
Job Concerns	Get bodies into Casino / Show up as winner	Get bodies into Casino / Show up as winner		
Buying Process	Corporate/ several levels must sign off / 3 or 4 steps	Corporate / several levels / reports to President directly		
Self Perception	Competent / Harried	Competent / A Role Model		
Personal Values	I'm an achiever & a team player	Good worker, good mother		
Positive Association	Competence, Ability to Sell Tickets, Reliability	Achieving for her kid's future / Behaving as role model		
Negative Associations	Lack of professionalism	Irresponsible people / Prejudiced people		
Notes		She is prime decision maker, but must convince President and Ent.. Director		

4. For each person listed above, list the following 5 things:

a. What about you (your show) would get their attention?

b. What about *you* would they find most interesting (not the same as getting their attention)?

c. What about your show would make them feel they really need to have it or see it? Does your show address any particular "pain points" this person has to deal with?

d. How could you ask this specific person to buy your show? What would the final line of your pitch to them look like?

e. List three ways you would measure this person's satisfaction with your show:

Worksheet: Features & Benefits

Make a list of 10 of your favorite "features" of your act. These might be a particular costume, effect, story you tell...whatever. Then, next to each feature, come up with a benefit this feature provides for your clients. Here are some examples from one of my clients:

Feature	Benefit
Interactive Video Magic	Maximum Spectacle using things the client already has for their meeting. Nothing to ship.
All original music	Not only will you not have to clear music rights, but the show will sound like nothing your audience has ever heard before.
Lots of Audience Interaction	Audiences who become part of the show commit more fully to the message of that show (or meeting). Besides that, lots of audience interaction adds to the perceived "size" of the production. You'll look as though you've spent far more than you really did on the show, and thus make a great impression on your client.

Hopefully you're getting the idea...now go make your own list!

Feature	Benefit

Worksheet: Basic Marketing Questions:

Much of this repeats our earlier work. See if you can improve on it!

1. What, other than “a magic show” or “a keynote speech” are you really selling?
2. Re-write your “mission statement” here:
3. What is your “mantra” for your business?
4. Once again, list 5 features of your show in column 1...and then the benefits to those who buy your show of each one of the features (in column 2).

Feature	Benefit

Beyond Applause Questionnaires

Feature	Benefit

5. What is unique about your show? What sets it aside from your competition?

6. Who really is your competition? List at least 3 types of competition you face, and 3 specific examples.

7. Now go to the website, social media page, or pick up a brochure for each of the three specific competitors. List them again, along with what they say about themselves. What makes each of them special?

8. It's time to have a look at your elevator pitch again. Does it include who you are, what you do, what benefits it provides and something about why we should care? Can you deliver it in 30 seconds? Write out your current version below:



9. Just for fun, now write out a 10 second version:



Worksheet: Unique Selling Proposition

1. Write out your own Unique Selling Proposition here. What features and benefits to you offer that your clients can't get anywhere else?

2. Elevator Pitch. Finally -- one more time: Write out your elevator pitch. Only this time, see if you can include some part of your USP as a part of it.

Worksheet: Your Base Materials

1. Write out the text you'll want included in your "commercial." Don't try to structure it yet...just get the ideas and testimonials collected. Remember to use the AIDAS (Attention, Interest, Desire, Action and Satisfaction) formula to structure that commercial.

2. Now create a folder on your computer labeled "Photos for Promotion." Fill it with a dozen of your best photos. There should be a headshot and a lot of action shots. When in doubt, opt for the action shot that shows an audience reacting.

3. Now, write a rough draft of your biography for publication. Keep it to three paragraphs, and write it in such a way that if you cut off the last paragraph, or the last two paragraphs, a reader would still feel they have read a complete article on you.

Worksheet: Website

1. Please go look at web sites for other entertainers, and at other kinds of sites, as well. Please list three sites you like most and write a paragraph telling a little bit about why you like each of them. Find one that you don't like, and figure out why you don't like it. Write yourself a paragraph about that, as well. By forcing yourself to articulate what it is you do and don't like about these other sites, you're beginning to educate yourself and think more clearly about what does and doesn't work. Write your notes on what you like and don't like with these sites below.

2. Additional Assignment: Find an ISP (Internet Service Provider) who to host your web site.

3. Take 5 or 6 additional blank sheets of paper and write out the text for each of the web-pages I discussed in this chapter. In each case, make sure what you write reflects your mission, how what you do serves your market, and that they all read as though they go together.

Worksheet: Press Contacts

1. Find one good newspaper contact, one radio contact and one local TV contact to send your releases to. Each contact should include a person's name, their title, company, address, phone and e-mail.

Newspaper:

Radio:

TV Station:



Worksheet: Phone Script / Book

Start your book for your phone script. Page one: Your elevator pitch. Page two: Questions to ask before you quote a price. Page three: Answers to common objections. "We can't afford that much. Let me just shop around and I'll call you back," for example.

Worksheet: Marketing Within Your Performances

On the next page, create three new ways to include a subtle marketing pitch within the context of your shows or talks.

- 1.
- 2.
- 3.

Sales & Marketing Resources

Books:

The Wizard of Ads: Turning Words into Magic and Dreamers into Millionaires, Roy Williams, Bard Press 1998

Secret Formulas of the Wizard of Ads: Turning Paupers into Princes and Lead into Gold, Roy Williams, Bard Press 1999

Magical Worlds of the Wizard of Ads: Tools and Techniques for Profitable Persuasion, Roy Williams, Bard Press 2001

Hypnotic Writing: How to Seduce and Persuade Customers with Only Your Words, Joe Vitale, Wiley & Sons, Inc. 2006

The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells, Robert W. Bly, Holt Paperbacks, 2006

Making Ads Pay: Timeless Tips for Successful Copywriting, John Caples, Snowball Publishing 2013

The Art of Social Media: Power Tips for Power Users, Guy Kawasaki and Peg Fitzpatrick, Portfolio/Penguin 2014

Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling, Michael Port, John Wiley & Sons 2006

The 22 Immutable Laws of Marketing: Violate Them at Your Own Risk!, Al Ries and Jack Trout, Harper Business 1994

Advanced Twitter Strategies for Authors: Twitter techniques to help you sell your book - in under 15 minutes a day!, Ian Sutherland, Brookmans Books 2015

Blogs/Newsletters/Podcasts:

Monday Morning Memo, <http://www.mondaymorningmemo.com>

Seth Godin's Blog, <http://sethgodin.typepad.com/>

Jeffrey Gitomer's Blog, <https://go.gitomer.com/blog>