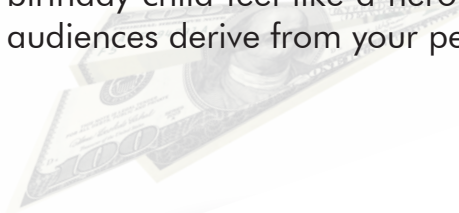


**From Beyond Applause / Introduction
Introductory Questionnaire**

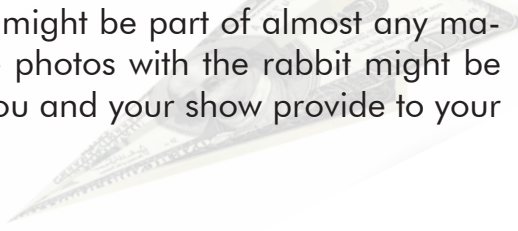
1. Describe your current act, talk or show in 200 words or less:

 2. How much did you make performing (or in whatever way you reach your clients) last year? If you can, include information about where most of that income came from (i.e., 60% from birthday party shows, 30% from corporate dates and 10% from merchandise sales).

 3. Describe the places where you regularly speak or perform, and the audiences you work for. Think in terms like how old or young the audiences are, their typical income and social level, their concerns, their expectations, and how you feel about these people.

 4. What do you think is the greatest value (benefit) that you currently provide to your clients? As an example, a birthday party magician might provide the benefits of making the birthday child a hero, of leaving behind magic toys for the party-goers that will help them remember and extend the experience you give them at the party, a chance to take photos of their children with a rabbit, etc. Of these, perhaps the ability to make the birthday child feel like a hero might be the "greatest value." What's the greatest value audiences derive from your performances?
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5. In the above example, most of the things I mentioned might be part of almost any magician's offering. That live rabbit and the chance to take photos with the rabbit might be unique, at least in your particular city. What benefits do you and your show provide to your clients that no other show provides?
6. How much money did you spend on advertising and marketing over the past 12 months? What was the dollar amount? What percentage of your total income does that represent?
7. How many shows or talks do you currently do over the course of a year? You might want to break this down by the type of show or talk.
8. How many events would you *like* to do? How many would make you feel really successful?
9. What do you currently charge per appearance? If you have different shows for different markets, describe each briefly and explain what you charge for each one. (For example: Kids' Birthday show-\$300, Luncheon Talk with Magic-\$550, Strolling at cocktail parties-\$250 per hour)
10. What is the most common praise your clients give you?

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11. What is the biggest negative comment you receive regularly? Think carefully about this, as many performers will be under the impression that they don't get any complaints. When they think more deeply, though, they'll realize that several different friends or clients have either offered suggestions about how they might improve a particular part of the show, the way they've interacted while booking the show, or something else. List those things here, along with any real complaints you might have received.

12. What's your favorite part of performing your show?

13. What's your LEAST favorite part of doing your show?

14. How many "regular" repeat customers do you have?

15. How large is your current contact list? If you have separate lists, make note of how many are in each one. If you have a separate mailing list, how many are on that?

16. Do you currently have a website? If so, what is the address (URL)? How many pages? Have you set up Google Analytics on the site? If so, how many visitors do you get each month?

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17. Do you have a way to get professional quality video and photos of yourself performing? Please describe how you accomplish that.



18. Do you regularly record video of your rehearsals? How do you handle that?

19. How do you currently track your finances? Please just give a short sentence here: "I use Quicken on my laptop," for example, or "I keep my receipts in a shoe box and worry about them at tax time."

20. How do you currently manage your business and personal contact lists? (Rolodex, Outlook, Address Book?)

21. Do you have a standard contract or letter of agreement that you currently use for your engagements?

22. Name three things currently standing in the way of your success:

23. What would you say are the three greatest strengths of your business?

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24. What do you want your audiences to leave your show (act, talk) with that they didn't come in with? (To clarify: A show should be a transformative experience. How will your show transform your audiences? How will they be different at the end of the show from what they were at the beginning? Perhaps you want them to feel happier, or activated about a political issue, or motivated to buy your products.)

25. What is your primary personal reason for wanting this career?

26. Imagine our program works so well that it can get you *exactly* where you want to be in 3 years. Describe the life you'll be leading then. I want you to describe that situation in the past and present tenses, not in future tense. Not "I will have X, Y & Z," but "Because I did A, B & C over the past few years, I'm now enjoying X, Y & Z." Got it? Give as much detail as you like, and don't be afraid to dream big! This dream isn't about guessing what's probable. It's about setting yourself bigger goals than you think you can achieve. Assume you'll get better than you are now as you go.

You might want to create a separate document just for this answer. Some people prefer to collect lots of different images and create a collage for themselves of their future lives, a sort of "dream board." The more detail you provide, the bigger you dream, the more this exercise is likely to inspire you to actually create that future.

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27. How much money do you want to set as a goal to make by performing this year? Next Year? Five years from now?



28. What would be the ideal audience for you? How large is it? Who is in that audience? Where do the performances take place? Why is this ideal for you?

29. Let's imagine you're already a billionaire, but you still want to perform or speak. (Incidentally, if you're wondering why you would still be performing when you're already rich, you're probably in the wrong business!) Assume you have more money than you'll ever need. So, what kind of show will you perform now?

30. How interested are you in achieving fame? Is this a small part of your overall goals, or a large one? To be successful as any kind of performer, you need to become at least well-known within certain circles. So take a few minutes and consider what level of fame you really want to gain for yourself.

31. List three of your prime life goals. If you don't have life goals now, it's time to make some up. Don't stress too much over them. Just write whatever comes to mind right now. You can always change them.