



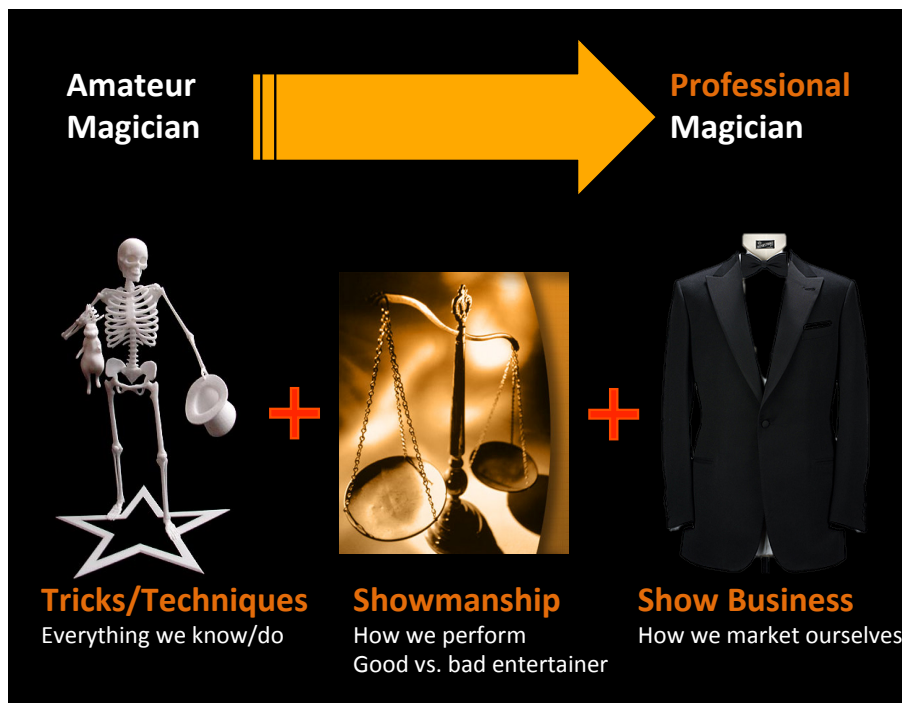
The Magic of Marketing
Learning to Succeed in Your Market

Matias Letelier
Professional Magician

Circulo Magico
CHILE

THE INTERNATIONAL BROTHERHOOD OF MAGICIANS
IBM

www.magicianmatias.com



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What is the **Show Business**?



Client
Who, Target,
Segment, Niche

Performer
Skills, Abilities,
Talents, Goals

Show
Stage/Close-up
Kids/Adults/Corp

Other Skills
Website, CRM,
Marketing Materials

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Let's
build
your
SUCCESS
together!

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What is **Marketing**?

- Everything you do, not only your advertisement.
- Have a good quality, professional show.
- Know your market and clients (target).
- Position yourself in the market (segmentation).
- **Differentiate** yourself from competitors (niche).
- Customer **R**elationship **M**anagement.

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Everything you do is Marketing

*"Marketing is not a part of your business...
it **IS** your business"*

- BJ Harris
Professional Magician

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Everything you do is Marketing

- The show itself (think of a benefit show).
- The way you look and behave.
- The way you answer your phone.
- How you interact with your clients.
- Your promotional materials (website, ads, business cards, etc.)

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Simply put,

*"Marketing is a battle of **PERCEPTIONS**."*

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Quality Show:

- Fully rehearsed.
- Professional .
- Adds value.
- Communicate that added value to client.

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Know your Market

- Who is your target/client?

Kid's birthdays, adult parties, corporate, libraries, theater, schools, trade shows, weddings, restaurants, etc...

→ Where to focus? → **Segmentation, Find a Niche**

- Who else is pursuing that market?

Know your competitors (show, price, services, etc.)

→ What to do → **Differentiate yourself**

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Positioning yourself in the market
(Segment, Differentiation, Niche)

- How do you want to be recognized by your clients?
 - The best children's magician.
 - The top corporate entertainer.
 - The best comedy magician.
 - The best close-up magician.
 - A clown!
- Make sure you are telling them that!

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Pricing your show

How much I need to make my living?

→ Getting to the right price

Versus

How much are you going to charge?

→ Setting up the right price

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How much do I need to make my living?

- How much do you spend?

- ☐ Clothing to perform (suit, tuxedo, shoes, etc.)
- ☐ Knowledge (seminars, books, conventions, marketing, etc.)
- ☐ Props (new tricks, table, pet/animals, backdrop, sound system, mic, etc.)
- ☐ Marketing (website, google, pay per lead, PR, marketing materials, etc.)
- ☐ Transportation (gas, public transportation, tolls)

- Other:

- ☐ Home (food, mortgage, car payments, kid's college, etc.)

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How much do I need to make my living?

- How many shows do you want to do?

- ☐ 1 show per month?
- ☐ 10 shows per month?
- ☐ 100 shows per year?
- ☐ 300 shows per year?

- Total Cost / Number of Shows = Your Show's Price

- Number of shows is inversely proportional to the price of the show. You can do 5 shows for \$1,000 or 50 shows for \$100.

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How much are you going to charge?

- By answering the following questions:

- ☐ Do you have a **good quality** show?
- ☐ Do you offer **customer services**?
- ☐ Do you have a large **production**?
- ☐ Do you **take care** of your clients?
- ☐ Do you work by yourself or with a team?
- ☐ How much money have you invested in your show?

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How much are you going to charge?

- Are you an average magician?
- Are you above the average?
- Below the average?

→ Study the market to find out the average price and then charge accordingly.

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CASE STUDY

• Birthday Party Business in MA 2012

- Average Price \$ 250-\$300/Show.
- Lots of performers (magicians, clowns, jugglers).
- Amateur versus professionals.

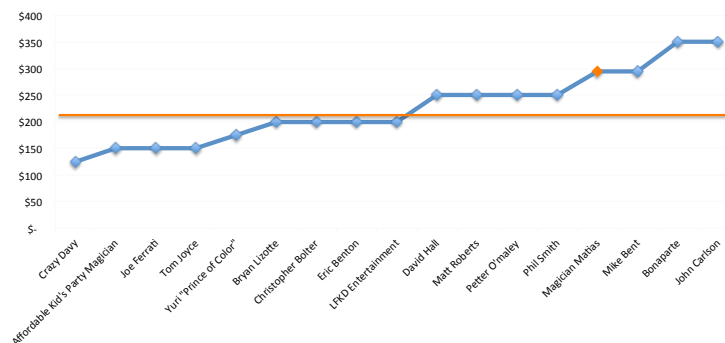
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Birthday Party price list arranged by magicians in MA by 2012:

Some MA Magician's Price (*)



(*) Prices found in local websites and/or personally contacted the performer.

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Pricing your show lower than average.

Case: **Joe Ferrati** Birthday Party for \$ 150

	Bad show	Good show
Client	- Client realized that he hired a bad quality show because he wanted to pay less - Client will give a bad review.	- Saved \$100. - Lost value as client won't pay more than \$150 for future shows. - Client will tell others to hire him as it is cheap.
Joe Ferrati	Loses reputation.	Lost \$100.
Market	It depends.	Push the market down.
Advice	Stop performing and work on your show → Add value!	Increase your price NOW!

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Pricing your show lower than the average.

Case: **Joe Ferrati** Birthday Party for \$ 150

He is not a professional, birthday parties are not his market but he continues to perform there. He likes performing strolling magic.

He is destroying the market as he could be making \$100 extra each birthday.

Solution: Focus on Close-up Magic shows! Increased price to \$300/hour and he continues to get same amount of shows/month. Win-Win 😊

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Pricing your show lower than the average.

Case: Eric Benton Birthday Party for \$ 175

	Bad show	Good show
Client	- Client realized that he hired a bad quality show because he wanted to go cheap. - Client will give a bad review.	- Lost value as client won't pay more than \$175 for future shows. - Client will tell others to hire him as it is cheap.
Eric Benton	Loses reputation.	Lost \$75.
Average Magician	Nothing.	He might lower his price in order to get more shows.
Market	It depends.	Push the market down.
Advice	Stop performing and work on your show → Add value!	Increase your price NOW!

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Pricing your show lower than the average.

Case: Eric Benton Birthday Party for \$ 175

Magician's fear: if I rise my price I might end up losing shows.

When I met Eric he was doing 2 shows a month charging \$175 for his basic show.

I persuaded Eric to increase the value of his show and now he charges \$300 for his basic show and is currently performing 3+ shows per weekend.

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Pricing your show on the average.

Case: **David Hall** Birthday Party for \$ 250

	Bad show	Good show
Client	- Client probably won't ever hire another magician again <u>or might be willing to pay extra for a professional.</u> - Client will give a bad review	- Client will give a good review and will tell others to hire him as he is good. - Client won't pay more than \$250 for a magician.
David Hall	Loses reputation.	Possibility to increase value.
Average Magician	Nothing.	He might lower his price in order to get more shows.
Market	It depends.	Difficult to increase the value.
Advice	Stop performing and work on your show → Add value!	Add value to your show! Differentiate yourself!

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Pricing your show on the average.

Case: **David Hall** Birthday Party for \$ 250

David proclaims that he is the best children's magician. But if he is the best then he should be charging more otherwise he is destroying his own potential → he is losing opportunities!

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Pricing your show above the average.

Case: **Bonaparte** Birthday Party for \$ 350

	Bad show	Good show
Client	- Client probably won't ever hire another magician again <u>or might be willing to pay extra for a professional.</u> - Client will give a bad review.	- Client will give a good review and will tell others to hire him as he is the best show. - Client will be happy to pay the extra money.
Bonaparte	Loses reputation.	He can select his clients.
Average Magician	Nothing.	Create a differentiation.
Market	Destroy Market.	Adds value to the Market.
Advice	Stop performing and work on your show → Add value!	Keep the differentiation.

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Pricing your show above the average.

Case: **Bonaparte** Birthday Party for \$ 350

Bonaparte has been performing in MA for the last 20+ years and has an excellent reputation. He can charge whatever he wants because he controls most of the market.

He is in a privileged position. But he has to fight against those magicians who charge lower than the average.

I'm currently working with him in pushing the market up.

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Final note on Pricing

- Don't charge based on what other charges.
- Your price **reflects the quality and value** of your show.
- Listen to your clients (insights).

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Matias' Marketing Strategy–2012

- **Challenge:** Enter into a market where nobody knew him.
- **Goal:** To become the Top MA Magician by the end of 2012.
- **Strategy-Penetration:** Create fast awareness and exposure.
- **Price-skimming strategy:**
 - Penetrate the market.
 - Promotional discount during September + complementary add-ons.
 - After September, the price goes back to normal rate.
 - By the end of the year increased the price to \$295 (actual price \$350).
 - Differentiate from competitors with lower quality or average shows.

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Matias' Marketing Strategy – Results

- By the end of the year Matias was doing 5+ shows/weekend.
- By the end of December Matias was able to position himself as the expert children's magician.
- He became the Top Magician in 3 major party planning sites.
- Revenues increased by 150% by the end of the year 2012.
- Revenues increased by 300% by the end of the year 2013.
- Matias segmented Magician Matias into Corporate Magic, Children's Magic, Wedding Magic, and Magic School.

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Differentiate yourself from competitors

- What makes you unique? (G.R.E.A.T. Show!).
 - What do you have to offer to your clients? WIIFM/WIIFT.
 - Why they should choose you?
- First differentiate yourself (specialize in a market → Niche).
→ Then communicate this to your client.

Nobody can be the best you!

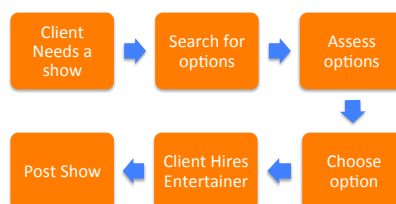
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CRM

- Customer Relationship Management
- Do you take care of your clients?
- Purchase process:



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Purchase Process *Extended*



- Which one is the most important?
- Moments of True.
- Social Proof!

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Tools you must use:

- You MUST have your own website.
- Flyers, brochures, postcards, etc.
- Business cards.
- The back door (not the front door!).
- Yellow pages, google adwords, bing, etc.
- Entertainment services websites.

*Be creative! Be creative! **BE CREATIVE!***

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Private one-on-one consulting

- Work on your programs:
 - ✓ Show production (how to add value)
 - ✓ Marketing materials
 - ✓ CRM
- Website + Event planning websites (rank on top).
- Marketing Strategy:
 - ✓ What to do to get more bookings

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Private one-on-one consulting

- Two 30 min phone sessions (before we start, then to follow up).
- Free Website analysis (what you would need to improve).
- You will be invited to a “Data Base” Workshop.
- You will be invited to a “Have a G.R.E.A.T. show” workshop.
- Your investment \$899 (3 payments of \$300).

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Deluxe consulting

- Everything we already included in the basic package.
- Event planning 3-month membership in two event’s websites.
- 1 month of SEO/Website (social media, 3 Keywords, PR and Video)
- Your investment \$1,499 (3 payments of \$500).

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Website consulting

- 1 month of SEO/Website (social media, 3 Keywords, PR and Video)
- Your Investment ~~\$500~~ **\$349!!!**

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100% Satisfaction Guarantee

- If you don't experience any improvements within 3 months you don't pay.
- Plus I will send you a \$300 check back.
- You will get to keep everything we worked on.
- I want to help you succeed and I will be working hand-on-hand with you. I did it so do you! The question is... are you ready?

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