



FIRST FUNNEL: I DIDN'T LAND THE GIG

You can use this in any market. This is a relationship builder.

EMAIL 1 – SENT DAY OF GIG:

CONTENT: “Hope it’s a great <night, celebration, show, product launch>!”

- The wording I use on this kind of thing is congratulations on setting your client up for success.
- There is no call to action in this one. This is just well wishing.
- You’ll probably hear back from them on this. You’ll either get a quick thank you, or you’ll get a hope we can work together soon.
- This is just a touch point that is so powerful.
- You’re wishing them well on the gig.

IF IT’S A PRODUCER: Another thing you’re going to hear back is if they didn’t get the gig. Right? Because sometimes producers don’t get the gig either.

So if you hear that back, cancel the rest of the funnel, because the rest of the funnel won’t make any sense and just drop a personal letter back to them to the extent of, “hey, we’re all doing the best that we can, I look forward to working with you next time we can.”

EMAIL 2 – 2 DAYS AFTER THE GIG:

CONTENT: “Hey, I bet it was a hit!” or “Hope it was a great show. I was just thinking about you and the show the other night. I have nothing but confidence that it was a grand slam, that you knocked it out of the park. Looking forward to the opportunity when we can work together again.”

- That’s the really soft call to action.
- Use your email auto scheduling tools to schedule these things and I’ll share a couple of opportunities for that in the member site.

EMAIL 3 – 6 to 10 MONTHS AFTER THE GIG *(the timing here on this one varies. Use the amount of time prior to the booking that you first got the call. So if you first got the call, are you available for this show and it was two months out, kind of use that as a judge for when you’re going to write this for next year):*

CONTENT: CALL TO ACTION: “NAME, wonder if you’re booking the XYZ event again this year? Here’s what I bring to the table and would love to be proposed for this event again.”

We’re showing that we care. We’re continuing the connection. We are showing them that we remember. We’re helping them, because maybe this whole thing is just coming back on their radar. Maybe it’s not even on their radar. What if you, by making this email get them to even think, man, let me get in touch with that client again. So this is big time service stuff here. This is a radical paradigm shift from how most entertainers would handle this.

EMAIL 4 – 5 DAYS AFTER EMAIL 3:

CONTENT: We're going to do this, we're going to bring a surprise. We're going to use Google. We're going to use Google alerts, Google search and we're going to find something that's going on with that company, with that industry, with that market and we're going to connect it to our offering. So if this is for Dell computers, an annual event or a user conference for Dell, we're going to do just a little bit of research. we're going to do a minute, two minutes of searching and just find something and we're going to connect it to somehow or some way that we do that.

If we're a ventriloquist we're going to have maybe just a quick picture of one of the figures using a Dell computer. If we are a magician, let's have some kind of cool illusion with that. So we're going to look at some way that in that show we will connect that product, that industry with that audience. BOOM!

That's an explosion! That's a big time connection and it's continuing the service that we give people. That's the one, two, three, four, emails of Didn't Land the Gig Funnel.

BIG PICTURE - I DIDN'T LAND THE GIG FUNNEL

- **These are from a place of service, not desperation, never desperation.** We are coming 100% of a place of service on this funnel.
- Customize this just enough to make it sound personal. We don't need to write these letters from scratch. 90% or more of each of the emails in this funnel are a template.
- These work just as well with producers and with end clients.
- We're going to nurture this relationship that we had. Because to have a producer or end client even begin to open a conversation with us is a gift.
- To get to that place again with somebody new takes a lot of time, money, reaching out. It's expensive to cultivate new leads and very powerful to nurture existing leads, so that's what we're digging into here.
- The mindset for all this stuff is "act as if". Act as if this is a no brainer, of course I'm going to have it this year. You put yourself in that place and you just radiate such a confidence, such a strength that you come across so differently.