



SIXTH FUNNEL: HOLIDAY PARTY FUNNEL

The Holiday Party Funnel is the fast path to the cash. This is about quantity and not spending a lot of time on each step.

SUMMARY:

- Part 1: Meet Key Players in the hotel industry
- Part 2: People booking holiday parties are a special breed
- Part 3: Play the scarcity card – it's real
- Part 4: Social proof speaks volumes
- Part 5: Use your own or buy a prospect list
- Part 6: Put it out there – landing page, LinkedIn
- Part 7: Pricing – 2X, 3X your usual (scarcity)
- Part 8: Follow the Five Part Sales Funnel

THE PROCESS:

Part 1: MEET KEY PLAYERS IN THE HOTEL INDUSTRY:

- Being a preferred vendor with a convention service manager at three or four of the great meeting hotels in your area.

Part 2: PEOPLE BOOKING HOLIDAY PARTIES ARE A SPECIAL BREED:

- Your offer just bring value and not scare them. This is someone who doesn't normally do this stuff – an office manager, an executive assistant, someone in HR...
- Atmosphere is important. Appearing in short segments is another way to do it. Being an atmosphere act, appearing throughout the evening in short segments. Emceeding the overall event, that works. Leading games. Maybe they have a couple of games, or maybe you could suggest a couple of games.
 - Even a 30 minute show, a customize concert, a customized music concert, doing a couple of songs that are about their business mixed in with the regular set list. Customized comedy review of their year.
- Let's talk about the triggers. This is the stuff that we have to use to really book the shows in a good way.
- You are approaching them before they approach you. So that's authority. You are the expert here and you can use that to your conversational advantage.
- You are the expert – taking the lameness out of events. Walk them through it.
- Catch them while this is still in their "someday I have to deal with this" part of their brain. You know what I mean? This is like back in the ... "Oh gosh, it's July, I have to deal with this. I have to start thinking about a holiday party." This is the chance and this is the best time. This is the biggest turning point in a sale.

Part 3: SCARCITY:

- It's very real here. The beauty of this funnel is that there is actual scarcity involved. There are only so many Friday and Saturday nights available in December and you can play upon this fact.

ShowBiz Blueprint – 6: Holiday Party Funnel

Part 4: SOCIAL PROOF:

- Get creative on this. Gather your reviews and give them a holiday skew. If you've done holiday parties, use those. This is a great time for social proof.
- Time saving: Let them see you as a hero of their time. They are squeezing their schedule to book this, and it's your chance to swoop in and be the hero. Be the no brainer choice for them.

Part 5: THE PROSPECT LIST:

- Your prospect list, do you have past clients? Do you know people you've done holiday parties for in the past? Do you have people that you've done end client meetings for in the past? Do you have places you've performed, venues, concert halls, Performing Art Centers? What places have you performed in the past that you can now jump in and offer a special holiday program?
- You can buy a targeted list for a couple of hundred bucks of every company in your area, or in a 100 mile radius that does five million dollars or plus a year. They're having a holiday party.

Part 6: PUT IT OUT THERE:

- Create a Holiday parties landing page.
- Put it on LinkedIn
- Find the key words for search engines around holiday parties to send them to a very specific Holiday landing page.
- Produce a Holiday parties CVI.

Part 7: PRICING:

- Up your pricing – 2X, 3X – certainly the big weekend days you can double your fee and holiday New Year's Eve? Yeah, you can do 2X, 3X, not out of the question for weekends in December. .

Part 8: FOLLOW THE FIVE PART SALES FUNNEL:

- Get the calls and proposals going. You can't have money coming in if you don't have proposals going out. Book early and book often at the best prices you've ever charged.

BIG PICTURE - BUSINESS CARD FUNNEL

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