



THIRD FUNNEL: POST BOOKING FUNNEL

We're going to talk about our Post Booking Funnel. Use Post Booking Funnels to build the excitement and anticipation. We'll talk about those. This happens right after the contract is drawn up.

SUMMARY:

- Touchpoints to build anticipation.
- Give them a flavor for what you're going to bring.

CREATING THE INFRASTRUCTURE:

This funnel happens really quickly and it can be set up using email tools that you set up for the Didn't Book the Gig Funnel that we talked about earlier.

- Be that Boomerang, LetterMeLater, any CRM that you have that handles this, even Streak for Gmail.
- It squelches buyer's remorse, which certainly we shouldn't have any of that with our customers and the way we've shown up all ready and just bringing them into our world. This funnel puts it to sleep.
- The funnel continues over delivering and continue doing what we've done throughout the entire process of getting to know these people.
- It goes beyond expectations. We offer something that, "Wow, really, that's something you'll do for us?" That is just a powerful thing to be doing.
 - I use my canned responses in Gmail.
 - Canned responses doesn't say the subject line. I put the subject line right at the top. It's something I forgot to show you guys last week, actually, I grab the top and I just cut that and I just paste that in here.

THE PROCESS:

Post Booking sample email 1.

- So, "We'll see you in Palm Springs." And I'll just put something like that in my heading and all the rest is ready to go. I just plug in the name.
- "Daniel and I are so looking forward to bringing previously unimaginable levels of energy and connection to Minneapolis at the, whenever it is. (So these are ready to go.) You'll always have all the contact information that you need if you have any questions or

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requests between now and show time 8PM on May 25th, whatever it is, the best is yet to come.” Boom! Ready to go.

Post Booking sample email 2.

- o OK the next subject: “We scoured your website.” This is what I hit this one with.
- o “We scoured your website. While you know we were planning on customizing our show for you, right? We dug into your website and found just about everything we’ll need to customize our show to the point where the audience will probably think we work there. With that said, you probably have insider information that isn’t on the internet, for that I’m asking you to complete this questionnaire to give us further insight. Please send this back as soon as possible. We want to begin turning your answers into comedy that will connect and engage your group.”
- o After that I just stick in our questionnaire. Boom! I just pop in that attachment.
- o Canned responses don’t save attachments, so once again, probably something that Streak, or you can do in your other ones really easily. For me I found some workaround systems and I just keep it going.

Post Booking sample email 3.

- o We don’t want people to ever get the same email, so use the ideas and the general messaging of these and get your own branding which you will come up with really well in about an hour, into these and make them sound and look and smell like you.
- o “Can we help you build anticipation? Hey, would it be useful for Daniel and I to record a funny 30 or 60 second audio commercial that you can make available to attendees? It will be well produced, customized for your event and you can use it as you wish. I suggest posting it on the event website or emailing a link directly to all attendees. We can record it within the next few days and send it right over. Just let me know if you’d like it.”

So these are easy. I love these. I’ll put up a sample of one of these.

Really, it’s a real time recording. When I tell you 30 to 60 seconds, that’s how long we spend recording it. We spend a few minutes just loosely scripting it out and we’re doing that with two people.

Do something fun. If you’re doing a song, if you’re... do that kind of performing. Do a quick little jingle on the way in. Just do anything that talks about... that builds anticipation for people who will be coming to the event. I’ve seen these on event websites and I just crack up when I click the link.

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Post Booking sample email 4.

- This one, and I love this subject line. “This show of yours is under my skin. I woke up this morning and started laughing at an idea I had for your show. I read something on your website last week that my brain just transmuted into the perfect topper to an already hilarious routine. OK probably going to need to write and tell you about it. Just know that we are going to arrive with a show that your audience will always remember. Let me know if you need anything as the date approaches.”

TIMING OF EMAILS:

IMMEDIATELY FOLLOWING CONTRACT SIGNING: Email number 1 is right after the contract signing, I basically put that in the mail right after.

5 DAYS AFTER CONTRACT SIGNING: Email number 2.

7 DAYS AFTER CONTRACT SIGNING: Email number 3: “We scoured the website. We got in there and looked at some of your stuff and it’s great.”

12 DAYS AFTER CONTRACT SIGNING: Email number 4: Build.

So those are the numbers that I’ve used over the years for doing that. One, five, seven, and twelve after the contracts signed. Play with it. Find out. Clearly if you are on a shorter time period before the gig you’re going to jump into that at a different rate.

BIG PICTURE - POST BOOKING FUNNEL

- This happens right after the contract is drawn up.
- This funnel builds anticipation.
- Use the same email tools that you used to set up the Didn’t Get the Gig Funnel.
- It squelches buyer’s remorse.
- Be a trusted advisor, to not be selling.
- Bring people into our world and serving them up results in advance.
- This funnel happens very quickly.
- Create a “canned format” that is brand YOU and allows you to plug in the current clients details.