



FOURTH FUNNEL: POST SHOW FUNNEL

Let's look at this Post Show Funnel. Let's dig into something that has an incredible amount of power.

SUMMARY:

- Over 90 percent of my income comes from repeat business. That's been true for probably 15 years. I blame a lot of that on this Post Show Funnel. I do this funnel with end clients, even if I get booked through a producer. It's your responsibility at a gig to be liked enough to trust the relationship to do this funnel with an end client.
- This funnel, like the others, is primarily about relationship building. It's done using a scheduled publishing system like Boomerang, Streak, etc.
- A big requirement of this funnel, man, is knowing what's happening at the gig. This funnel requires you to be present and observant at the gig.
- Anything that happens, big laughs, a special song you played, interaction with a particular audience member, a VIP you had on stage, a faux pas that took place, was there a loud sound from mic feedback right in the middle of the show that you could call back that everyone will remember.
- Maybe the way the room was set up. All of this stuff is good fodder that you're going to use in the Post Show Funnel. You're not going to believe how this works.
- Five parts to this funnel here.
- Write this right after the event while it's still fresh in your mind. This is all so easy because I'm still at the place. This is still... I'm there, I know what's going on.

THE PROCESS:

Post Show sample email 1.

- *"What a night! Michael, what a fantastic time we had with the company here, or the group, or the Performing Arts Center, or the special event, whatever it is, with the group in Oklahoma or whatever it is. Then something good about the room setup. <This is just a sentence that I tag in.> Who would have thought of doing presidium sitting, or who would have thought of moving the group to another room, or we worked around those low hanging stars that you had from the roof, anything."*
- I just put something about the room in here. Then I follow it up with something about the venue.
- This is just some kind of funny interaction that you can share with them just to make a great connection point.
- Then here I put in something that the head honcho said to us right after the show. There's always something at a meet and greet that they say to us, and I just record that and I put that in on this part of the funnel.
- Then another mention of someone from their show.

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- It shouldn't be hard to grab two or three things of names of people who said things either that they enjoyed it or it reminded them of something, or they'd never laughed so hard.
- Little tiny connection points and bringing those back into this part of the Post Show Funnel, wonderful.
- That one happens really quick and clean.

Post Show sample email 2.

- This one we drop in, *"Made me think of you."* Boom! I just say, *"Mike, have you ever had the experience where you learn a new word and then it's used in an article or a conversation the next day? This came across my news feed today and I it made me think of the fun we had a week ago with so and so. I certainly wouldn't have given this a second look last week and now it's an interesting perspective."* Right here I just stick in a link to the article, the YouTube video, a screenshot of a Facebook comment – really anything, just something in the news that's about that group.
- How do I do that?
- The night of the gig I'll just plug in that company or that group, or that market, that niche, that Performing Arts Center, the city, anything into Google alerts.
- Once I get the stuff for this funnel, I delete it and then I just put it into this funnel.
- There's always something funny that's happening in every industry.
- Don't worry about perfection. Don't get caught up in, *"Ahh, maybe this isn't..."* just get rid of that. What we're doing here is touching in. *"Thanks again for the great time in San Antonio, give our best to the gang."*

Post Show sample email 3.

- Now we're going to ask. You know Gary Vaynerchuk, I'm sure I've mentioned his book in here, *Jab, Jab, Jab, Right Hook*. This is the right hook, so those first two have been awesome little jabs, nice things.
- So in here on day fourteen, let's jump into this one. ***"Would you please"*** a great subject line, right?
- So, *"Just back from shows in blab la bla, and bla bla bla." I'll put in a couple of other shows we've done just in different places. It's just a really quick line. It's not a story, it's like, "Nothing was as much fun as a room full of 100 petrochemical engineers."*
- I say, *"I hope life has landed better than ever for the managers, or for the engineers that we met in San Antonio. I'm sure everyone has let go of images of bull whips, garden weasels, machetes and paddle balls flying much too close to their faces and bodies. Mike, I wanted to ask if you would be willing to jot down a few thoughts about our show on some Petrochemical Engineering Letterhead. A few words on the booking process,*

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customization, actual show, audience reaction, and professionalism. Boy if I get those five things into a letter of recommendation, I'm a happy camper."

- A few thoughts, yeah, "It sure would be helpful for prospective clients to know that we hit a homerun for a company with..." and here I'll just put something unique about the company.
- I kind of look at their mission statement or their USP. With the biggest brains in saving our planet. "I know I've dropped a few unexpected emails your way in the last few weeks. I don't usually do that, it just seems that your group keeps popping into my conversations, newsfeed, and now even dreams. I'm going to stop now. Thanks so much for the entire experience. It was really special. Best," and then I sign off.

POST SCRIPT TO EMAIL 3

- *"I wanted to toss out one more thought I had, if Petrochemical engineers does any trade shows that has a big booth, think about giving us a corner with a small stage and we'll pack that place with prospects that we can entertain and inform a few times each hour. It's a specialty of ours and they head into conversations with the booth staff with really good questions, warm and ready."*
- That thing opens conversations. It's a minny, minny little plan seed planted. No big call to action. I'm not saying I'm going to call and check into you with this. I just let it sit there, great. That' a good one.

Post Show sample email 4.

- It's just kind of out of the blue, *"Hey Michael, it's just over six months since our show with you in San Antonio and something tells me you might be planning the next event. While no one could possibly be as funny and talented as the act you had last year, right? (Fun joke there.) I wanted to let you know that we are so well connected and would be happy to help you with selecting entertainment if you're planning to do that again."*
- *FOR A PRODUCER: I would say, "I wanted to let you know that you're in such good hands with Five Star Speaker... (oh, they're retired), with Empire Entertainment Group and they can certainly help you find the best entertainment and if you want to bounce any ideas off me, I'd be happy to let them know as well."*
- Hey, let's face it, we're all out in a lot of gigs. We find people. We know other people who would fit in a performing art series. We know people who are doing the circuit that we're involved in." So yeah, what better way than to offer to help them in that way by bringing them some real stories from the road.
- So I go back on and I just kind of outline a little bit more of that variety acts, speakers, and comedians. *"After 30 plus years in this rodeo we've met them all and can save you a lot of time and frustration. I'm not looking for a fee of course, just our way of lending a*

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hand and saving you and the Petrochemical Engineer group some time and frustration as always, just a call or email away."

That's it. That's the last piece of this funnel. It's a beauty. It is a fantastic funnel.

TIMING OF EMAILS:

3 DAYS AFTER THE EVENT: Email number 1 - you write it right after the gig, but you send it 3 days following the gig.

7 DAYS AFTER THE GIG: Email number 2 - you write it right after the gig, but you send it 7 days following the gig.

14 DAYS AFTER THE GIG: Email number 3 - - you write it right after the gig, but final it right before sending 14 days after the gig.

6 MONTHS AFTER THE GIG: Email number 4 - You write it right after the gig.

BIG PICTURE - POST BOOKING FUNNEL

1. "What a Night" email
2. "Made me Think of You" email
3. "Letter of Recommendation" email
4. "How Can I Be of Service for This Year?" email