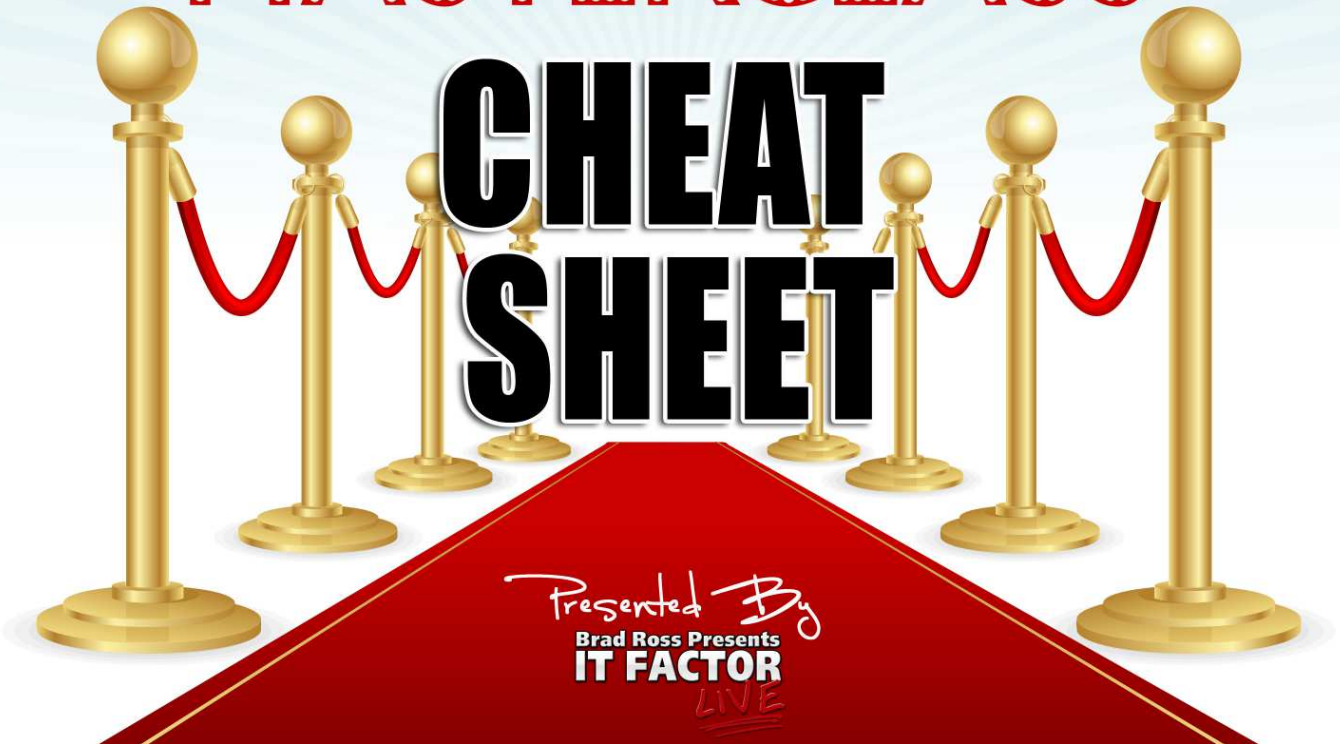


Brad Ross'

**Become a Celebrity
In Your Market**

MASTERCLASS



“Celebrity Roadmap”

***PRINT THIS OUT & BRING IT TO
THE MASTERCLASS WEBINAR***

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Secret Key #1: "Go-To Experts & Celebrities SPECIALIZE - they don't try to be EVERYTHING TO EVERYONE."

NOTE: This is a not your typical "What's your niche?" conversation!

Before you can become the go-to expert or be seen as the celebrity in your market, you want to get clear on what your market actually is.

In other words, you want to specialize in your WHO, your WHAT & your WHY.

This way people you come in contact with see you as a WELCOME GUEST not an ANNOYING PEST. :-)

Let's Get To Work...

Step 1: Answer these 3 questions:

1. YOUR "WHO"

What specific community (niche) do you want to become known as THE CELEBRITY or EXPERT?

e.g. The Local Family Market (birthdays, family parties, local events), The National Corporate Market (speaking opportunities, trade shows, hospitality suites, banquets, etc), The After Dinner Market (banquets, awards ceremonies, emcee work, etc) Educational Market (school assemblies, libraries, etc) Don't limit yourself by these examples alone...YOU DECIDE.



2. YOUR "WHAT"

WHAT SPECIFIC TOPIC or TALENT(S) (expertise) do you want to be known for?

e.g. "I'm the magician who will make your company event the most hassle free, easy & fun even you've ever produced."

"I'm the slight of hand guy - you will never see better close up magic."

"I'm the speaker who will get your sales team closing more deals because they finally have a system for selling that I'll teach them."

"There is no greater magician in this state who can make kids laugh as much as I can!"

Don't limit yourself by these examples...They're just to get you started...YOU DECIDE.



3. YOUR "WHY"

Now this is not a why do you do magic, or why do you speak for a living....

I want to know, "Why should someone hire YOU over your competition?" WHY should I hire you? *This is the toughest of the questions, but once you have an answer you are light years ahead of your competition.*

HINT: If you cannot answer this question... if you think what you do is the same as everyone else in your market...Chances are you are not thinking hard enough and/or not looking deep enough.



Secret Key #2: "Celebrities & Go-To Experts HAVE A TARGET FOCUSED, BENEFIT ORIENTED MESSAGE!"

What differentiates go-to experts from regular people selling similar "things" as you, is that EXPERTS have their own BELIEFS and OPINIONS on their area of expertise, and they have an important message to share with their prospects.

They don't just follow the mainstream - and spit back out what everyone else is spitting out ...Go-to experts & celebs have their own take based on their own experience and ideas.

They share that through their messages.

Let's Get To Work...

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Step 1: Answer this Question:

1. W.I.I.F.M - What's In It For Me (them)

In other words, what do you believe is/ are the BIGGEST BENNEFIT(s) that your prospect will receive as a result of hiring you?

BENEFIT 1:

BENEFIT 2:

BENEFIT 3:

Here's an example from one of my own businesses:

For my workshop **It Factor LIVE**, the **TOP THREE BENEFITS ARE:**

(1) I know that entertainers who attend this live event are going to walk away with a complete plan of action to double if not triple their business in the next year.

(2) My attendees are going to be surrounded by top earners & elite experts who are going to reveal the secrets that have built them six & seven figure businesses and they will leave no one's questions unanswered. It is a hands-on experience with the masters!

(3) Finally, each attendee is going to accomplish more working on their business in 4 days with us then they could in 4 months on their own and have more fun then they ever dreamt possible, building the business of their dreams.

So think about your TOP 3 BENEFITS that your prospects will walk away from as a result of hiring you/ or doing business with you.



Secret Key #3: “Celebrities & Go-To Experts Use Multiple Types of MEDIA to Attract Prospects and Generate Leads.

So far we have talked about your **MARKET (the who)**, your **MESSAGE**, and today we're going to talk about the **MEDIA**, which you use to attract prospects & leads to your business.

The MEDIA is all about delivering a magnetic message to your particular audience.

There are literally, dozens and dozens of ways that you can get your message to your market and that's what we call MEDIA.

Here's a partial list of ways you can get your message out:

- Google
- Facebook
- Twitter
- YouTube
- lead generation pages
- your website
- Google ads
- Facebook ads
- video marketing
- magazines
- direct mail
- flyers
- postcards
- brochures
- business cards
- DVDs
- sales letters
- billboards
- TV advertising
- radio advertising
- emails
- newsletters (print/ offline)
- newsletters (digital/online)
- calling
- cold calling
- skywriting
- and on and on and on.

So how many of these should you be using and which is going to work the best?

Sorry to say - there is no ONE, right answer.

But there are **WRONG ANSWERS** - which is...

"I Only use _____" or I Just use my website or email to market myself.

I'm not going to bother with mailing stuff... no one mails....

It's TOO expensive staying in touch with past customers..."

Just as it was important to remember the **MARKET** that you are targeting **BEFORE** crafting your **MESSAGE**...

you also have to think about your MARKET and what MEDIA they will react to.

For example, if you are trying to market yourself to nursing homes or senior citizen centers you're probably not going to get a lot of good leads from Facebook advertising or Google ad words.

If you are marketing your birthday party magic shows it's not a good idea to buy a giant direct mail list and send a postcard to every single house within a certain mile radius of your office, in hopes that they will book you for a birthday party.

SUPER IMPORTANT + READ THIS TWICE!

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DO NOT SAY OR THINK based on your preferences how and when and where you communicates and the **STUPID IDEA**, that nobody does "__A__" anymore or everybody does "__B__" now. So therefore I should never do "__A__" and **ONLY DO** "__B__".

THIS IS A BUNCH OF B.S.!

Most entertainers these days and most other businesses for that matter only use one or two... maybe three methods to find new prospects and customers. If one of those methods goes away - YOU'RE SCREWED!

Depend ONLY on Facebook... when Facebook changes the rules and says you can't do this _____ or you can only do that _____ and it totally messes up the way you attracted leads and customers you don't have two legs to stand on.

Sooooooooo...

I want you to explore YOUR CURRENT & FUTURE MEDIA.

Let's Get To Work...

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Step 1: Answer this Question:

1. What Media Am I Using NOW to Attract Leads & Book Gigs?*(and be honest, please.)*

In other words, list all the methods you currently have in place where a prospect can enter your Sales Process or Funnel.

Another way to look at it is "How do YOU attract leads to your business & how do you market to them?"

(list as many as you actually currently use, as of TODAY July 26th, 2018... not what you did last year or 10 years ago or what you plan to do... what do you use NOW, HERE, TODAY?)

1.

2.

3.

etc.

2. What Media Do I WANT and/or NEED TO IMPLEMENT?

In other words, list methods you are not yet using to attract new prospects, customers and leads. You should also list methods to RETAIN past customers & clients like newsletters, follow up calls, thank you notes, etc. *(list as many as you can think of - remember this is to help you moving forward)*

1.

2.

3.

etc.