



# **GIG BOOKING CASH MACHINE TEMPLATES**

## **PHONE SCRIPT TEMPLATES**

### **TEMPLATE # 1 CLIENT SUPER FANS “JUST RECONNECTING”**

Hi \_\_\_\_\_,

**Brad Ross the magician here...**

*(they usually react favorably with “oh Hi Brad ...good to hear from you...how are you...yada yada yada)*

**I’m doing so well (or I’m amazing – thanks for asking). The reason I’m calling is I was just talking with a fellow magician friend of mine and your event popped into my head.**

**It was so much fun when\_\_\_\_\_.** *(Insert something memorable & honest)* **So I just wanted to say THANK YOU for being such a great client. I really appreciate your past business.**

Or

**The reason I’m calling is I was just working in my office and I came across “THE SELFIE” we took after your event/ party/ etc. and it just made me think about how much fun we had that day/ evening. So I just wanted to say thank you, for being such a great client. Your business means a lot to me.**

*(chit chat based on what they reply back to you with - then transition into a NON-SALES OFFER/ MESSAGE)*

**As long as I have you on the phone (\_\_\_\_his/her name\_\_\_\_) I wanted to make sure I have your address current.**

**Ya see, we are starting a new, ink & paper, PRINTED NEWSLETTER for all of my past clients like you. It’s a way for me to stay connected with valued clients like you, in a bit more personal way then just “LIKING” Facebook statuses.**



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**So I want to make sure you receive the very first copy of the newsletter. Are you still at ..... (verify or ask for address)**

**Well I don't want to keep you, but if there is anything I can do to help you with any upcoming events you may be having or if you know of anyone who is planning a party, event, etc... I'd love to help make it unforgettable.**

*(see if they offer any referral or suggest something they are planning - and take the convo from there. If not - wrap it up.)*

**Awesome. Well great to catch up with you (\_\_\_\_his/her name\_\_\_\_). Be sure to say hi to the family for me/ say hi to your colleagues for me/ say hi to Mr or Mrs. Boss for me, etc.**

**Take Care!**



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## **TEMPLATE # 2**

### **Dream 100 “Prospecting Phone Script”**

*(hello ABC Company, how can I direct your call)*

Hi \_\_\_\_\_*(if she/ he stated her name).*

**This is \_\_\_\_\_ with \_\_\_\_\_. I was wondering if you could help me? What was your name again?**

*(there will usually be a reaction of “sure”, “yes”, “what can I do for you” and she’ll tell you her/ his name, let’s say Donna Chang.)*

**Thanks Donna. I was wondering who is in charge of \_\_\_\_\_(booking entertainment for your venue, hiring entertainment/ speakers for your events, etc)?**

*(let them respond and give you a name, lets say Elaine Benes ☺)*

**Great! I thought it was Elaine. The reason Im asking is because my company provides \_\_\_\_\_ (What you offer) and I wanted to send Elaine some info. I have your mailing address as \_\_\_\_\_ (confirm the address you have from your own research.) Is that correct?**

*(after he/she says it’s correct say this.)*

**Actually, I have a digital info packet I could email over – what is Elain’s best email?**

**Perfect! Well thank you so much Donna! I’ll get this info sent right out to Elain. Thanks again for all of your help today - I really appreciate you.**



# ***GIG BOOKING CASH MACHINE TEMPLATES***

## **FOLLOW UP EMAIL TEMPLATES**

### **TEMPLATE # 1**

**Subject Line: Hey (first name)**

Hi \_\_\_\_\_,

Hope this finds you well!

You may remember, we were in touch last year about \_\_\_\_\_ event.  
I was looking through my notes and came across your name.

I'm so sorry it didn't work out last time, but I'd love to reconnect and see if there is anyway I can be of help to you for this year's event.

Give me a call (or text) at XXX-XXX-XXXX or just reply back to this email

Best,  
Brad Ross

P.S. I just returned from performing Dollywood Theme Park, where I headlined their 1700 Celebrity Theater. We had such an awesome summer. If you'd like to see a quick 60-second video of all the fun we had **CLICK HERE** or visit \_\_\_\_\_.



# ***GIG BOOKING CASH MACHINE TEMPLATES***

## **EMAIL PLANNING TEMPLATE**

**Topic (what is the email about?):**

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**Subject Line:**

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**Email Outline:**

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**Call to Action:**

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# ***GIG BOOKING CASH MACHINE TEMPLATES***

## **THANK YOU NOTE TEMPLATE**

### **TEMPLATE # 1 Thank You for Recent Gig**

Dear \_\_\_\_\_,

Just a quick note to say THANK YOU for having me at \_\_\_\_\_(event.) I had a great time and I hope everyone else did too. They certainly seemed to be having a blast.

If I can be of any help to you in the future, please don't hesitate to give me a call.

I truly appreciate your hospitality and your business.

All my best wishes,  
Brad Ross

P.S. I've enclosed 3 business cards to give to anyone you think may be able to use my services.

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# ***GIG BOOKING CASH MACHINE TEMPLATES***

## **30 DAY CELEBRITY SOCIAL MEDIA POSTING TEMPLATE**

### **1. Inspiring quote**

Google quotes using [www.Canva.com](http://www.Canva.com) to create

### **2. Trivia question about your industry**

How many \_\_\_\_\_ are there in \_\_\_\_\_ ? We will give a (prize) to one correct respondent

### **3. Fill in the blank**

Fill in the blank. My favorite part of (your industry) is \_\_\_\_\_

### **4. Industry news (Add a comment or question)**

(Interesting fact from article) Want to learn more about (topic)? Check out this great article about (article and link)

### **5. Fan Spotlight**

Congrats to our fan of the week (name). You have won (prize)

### **6. Promotional post**

Do you want to learn how to \_\_\_\_\_ (outcome). Request our free report, to discover how to (benefit) by clicking here (web link)

### **7. Question**

What's your favorite \_\_\_\_\_ (tool, app, vacation, celebrity, etc that has to do with your fans)

**8. Caption post**

Share a picture and ask your audience create a caption for it.

**9. Like or share**

Example: Which is your favorite? A or B. (Post a picture of ask a question with two opposing points of view.)

**10. Inspiring quote**

(Google quotes)

**11. Client Q&A Spotlight**

Meet (name), one of our favorite clients.

Name: City:

Why she worked with us: The result:

Fun fact:

**12. Blog link**

List title of blog + link to the blog plus one big take away from it.

**13. Fill in the blank**

Fill in the blank: My number one goal is

**14. Promotional post**

Reason why they should get a free report, attend an event or opt-in for something. Make the reason all about them.

**15. Inspiring image**

Google quotes using Canva.com to create

**16. Industry news (Add a comment or question)**

Do you want to learn how to \_\_\_\_\_ (outcome). Request our free report, to discover how to (benefit) by clicking here (web link)

**17. Fan spotlight**

Congrats to our fan of the week (name). You have won (prize)

**18. Answer a question**

Go to Quora.com and see top questions being asked about your industry. Write the answer to a question as your post and post a link to your post in the Quora feed.

**19. Popular Content**

Visit BuzzSumo and see the top social media posts about your industry and write something similar

**20. Video**

Take a 2 minute video showing behind-the-scenes at your company.

**21. Like or Share**

Example: Which is your favorite? A or B?

**22. Inspiring quote**

Pull quote from blog and use Canva.com to create image.

**23. Client Spotlight**

Meet (name), one of our favorite clients.

Name: City:

Why she worked with us: The result:

Fun fact:|

**24. Share of another page**

Find content from another page and share it

**25. Behind the scenes**

Share an image from “behind the scenes of your audience,” such as a picture of your staff, working on a project, with a customer, etc.

**26. Inspiring quote**

Pull quote from blog and use Canva.com to create image

**27. Trivia question about your industry**

How many \_\_\_\_\_ are there in \_\_\_\_\_ ? We will give a (prize) to one correct respondent.

**28. Infographic**

Make an infographic using the free version of <http://piktochart.com/>.

**29. Industry news (Add a comment or question)**

Want to learn more about (topic)? Check out this great article about (article and link)

**30. Video**

Take a 2 minute video giving a tip or strategy.