

MAKEMAGICMONEY.COM PRESENTS

4 Reasons WHY Your Marketing Isn't Working.



BRAD ROSS



Hi, I'm Brad Ross.

If you don't know me already, my name is Brad Ross and in 2004 I founded MakeMagicMoney.com as I set out to help magicians, entertainers & On-Stage Entrepreneurs™ just like YOU live their best lives. This happens through a combination of outstanding, proactive marketing (like the kind you'll learn about in this report), continuous learning and taking real action.

Over the past two decades, through my best selling courses, training programs, LIVE boot camps and coaching programs, I've helped thousands of entrepreneurs around the world book more gigs and make the kind of money they deserve and I want to do the same for YOU!

During this time, I've noticed a trend or two (actually a few hundred), including some big, big issues you're facing right now - but probably don't even know about! Let's dive in...

Enclosed in this report are 4 reasons most magicians, mentalists & on-stage entrepreneurs™ FAIL with their marketing... in other words 4 Reasons WHY YOUR Marketing Isn't Working and how to start to fix the fails.

Some of what you learn may be a very different way of thinking compared to what you have been told or how you have thought. However what you learn is not theory or guess-work. It's based on my 2 decades worth of experience, honing the fundamentals and always evolving with what's working NOW.

Everything you are about to learn relies on you letting go of your ego and putting the focus on how your passion can help the people you perform for.

You will need to unlearn some of what you've seen in the rest of our profession, because too many magicians & entertainers rely on puffing out their chests and talking about how great they are. You know how EVERY magician is "award winning" and says they're "the most amazing... yada yada yada."

The good news is that once you unlearn those bad habits, you will INSTANTLY STAND OUT from the other entertainers - you'll be the only one actually helping people and creating value for them!

I know you will quickly see the potential in the ideas inside. Expect more than one "Ah-ha!" moment as you read, since some of the advice will seem obvious - even intuitive.

That's a good sign. It means you are mentally primed to make smarter choices with your marketing. Pay close attention to the questions I ask, as if you cannot answer them, that's a good sign there is work to be done.

Now, as Robert Irvine would say on Restaurant Impossible...*"let's get to work!"*

**Helping Magicians & On-Stage
Entrepreneurs™ Succeed,**

Brad Ross

**Founder of MakeMagicMoney.com
& THE Magic Marketing Mentor**



There are pretty much 4 main reasons YOUR marketing has not been working.

At the end of this report I have a special complimentary offer I'd like to make available for you, so that I may personally help you further FIX the marketing that is not working.

HERE'S HOW THIS REPORT CAME TO BE:

Recently I received an email from a magician (a member of my Inner Circle program actually, who asked to remain anonymous) who had just completed a marketing course/ group program for virtual shows that he learned from a new so-called "virtual magic show guru"...

But he ended up with a big fat goose egg for results.

NO SHOWS BOOKED.

He was upset to say the least.

"HUH?!? ZERO BOOKINGS?!? How could that be," he thought.

Listen up.... I want to be very clear when I say this.

Marketing is Marketing is Marketing.

It doesn't matter if you're selling virtual shows, in person performances or anything else for that matter – there are only a handful of major reasons why any marketing campaign could bomb and this report is about to expose them.

FAIL # 1: YOUR MARKETING MATERIALS ARE INFERIOR



We live in a very visual world and people DO judge a book by its cover. You & I cannot change that thinking. So as long as we know this to be true... we have to make sure our marketing materials look the absolute best we can.

In other words, *what does YOUR COVER say about your brand & your business?*

Like it or not, **the quality of marketing materials directly indicates the quality of the brand.**

Let's back up for a second and address what your "marketing materials" are.

Your marketing materials are everything your business publishes and puts out to the world. It includes many brand assets like:

Your website, logo, color scheme, your photos, your videos, social media profiles, your social proof, testimonials, reviews, credentials, your digital footprint, digital media, your emails, and even your printed materials... and yes printed marketing materials are still a valuable (and overlooked) tool in 2021.

In fact, using printed marketing & direct mail marketing is one area that will actually make YOU stand out from your competition, when everyone else is fighting for the same digital ad-spend. In fact, using printed marketing & direct mail marketing is one area that will actually make YOU stand out from your competition, when everyone else is fighting for the same digital ad-spend.



Now I'm not implying that you should not advertise digitally, quite the contrary. It's critical to your success. But a combination of online & offline marketing is the secret formula.

Printed materials include sales-letters, brochures, postcards, business cards, booklets, sell sheets, one sheets, flyers, newsletters, posters, billboards, signage, etc.

WOW! You can see there's a lot of stuff in the category of "marketing materials." **The scary part is most people in our industry have very few of these assets.** They have a website with a few photos, a couple of social media profiles and that's about it.

Regardless of how many assets you use, it's critical to your success that everything fit within your brand look/ feel and convey the right message to your target clients.

You see this is where most people in our industry make the mistake – they pop up a brochure style website, to be the magician for all occasions. They fear that if they actually target their website towards a niche market, they will lose business. The reality is most people spend so much time trying to attract anyone & everyone with their marketing, they end up with a mish-mash and inferior marketing materials.

FIX THE FAILURE # 1:

So, if you suspect your marketing materials may not be up to snuff...

To start fixing this first, answer this question:

WHO is my ideal client? In other words, WHO am I trying to attract with my marketing?

(here's a hint saying your WHO is "the corporate market" is not the right answer. That's like saying in the restaurant business, my ideal client is hungry ... well DUH! But we have to be more specific.)



Once you answer the WHO question...

NEXT take a good hard, OBJECTIVE look at EVERYTHING. Your website, your videos, your photos, your copy, your business card... EVERYTHING.

Are they designed & directed to attract your ideal client from above?

YES or NO.

You see, your ideal client is NOT anyone with a wallet & a pulse. You have to know WHO you are marketing TO in order to create marketing materials that will speak to them and attract them to your business.

A few good questions to ask yourself, next are:

- 1. What does your overall brand say to prospects?**
- 2. DO YOU HAVE A BRAND? Or are you the generic “magician for all occasions?”**
- 3. How does your stuff LOOK...HONESTLY? Does it look outdated? Old-fashion? Amateur? Dull? Unfinished? Thrown-together?**

Don't compare your marketing materials ONLY to other magicians & entertainers, because your prospect may only see a few of those. But your prospect encounters websites and social media content and videos EVERY DAY.

So they won't just be comparing your marketing materials to a few other magicians... they will compare it to anyone & everyone they do business with in our modern world.

See why this is so important?



4. Another great question to ask yourself while looking at your marketing materials is “Does it actually represent what you are selling?”

I’ve seen several magicians who have a great virtual show with all the bells & whistles ready to go at the drop of a hat... but finding info about a virtual offering is buried deep in their website. So not only does your stuff have to LOOK GOOD, it has to be visible.

5. Finally, are your marketing materials targeted to your ideal clients?

In other words, the gigs you REALLY want to be booking? Or does your stuff give off a vibe of “I’ll work for anyone anywhere any time as long as you have a wallet & a pulse! LOL

As you can see, there’s lots to think about and we are just scraping the surface.

In many cases, bad looking, bad written, poorly targeted marketing materials are a major reason why many entertainers fail.



FAIL # 2: YOU ARE CONTACTING THE WRONG PERSON

No matter how good you are as a magician or entertainer and no matter how good your offer is, if it is presented to the wrong prospects, you will not be successful.

In marketing, there are three core elements you need to get right in any marketing plan or campaign to ensure success.

- 1. Delivering the Right MESSAGE**
- 2. To the Right MARKET.**
- 3. Through Right MEDIA or MEDIUM.**

If you're missing any one of these, your probability of failure goes through the roof.

SO MANY magicians & entertainers make the mistake of trying to sell themselves to either the CEO or the first person who answers the email or picks up the phone. The market is everything and the decision maker is king. Again, it doesn't matter how good your show is and how great a salesperson you are, if you don't get in front of the right person. Bottom line is your message will never be seen/ heard.

WARNING: If you are someone who has been more REACTIVE with your marketing (sitting & waiting for the phone to ring or email box to tingle) first we have to fix that and create a PROACTIVE marketing campaign for you. Drop me a line by **[clicking HERE](#)** and let's talk.

If you who HAVE been proactively reaching out to prospects, lead generating, creating opportunities, etc...check out my Failure Fix 2.



FIX THE FAILURE # 2:

If you have been hitting a brick wall when it comes to contacting the right person...

You need to find out who the decision maker is and focus your marketing efforts on her/ him.

NEVER address your marketing TO A COMPANY or to a SCHOOL as the prospect.

Instead, the prospect is a person AT that company or AT that school, charged with the task of booking entertainment or hiring entertainers.

You actually need to find out WHO is the specific person in charge of making decisions regarding company events, school assemblies, hiring entertainment/ speakers, etc.

This usually means spending some time doing some research and some digging around. I'll be transparent - this DOES take some time, but it's well worth it.

Truth be told, most magicians will be TOO lazy to do the groundwork and find out WHO they should be marketing to. Instead, they will send blind mass mailings & giant email blasts, only to see their efforts produce poor results if any at all.

I can promise you this, your marketing dollars will be FAR better spent if you can target the decision maker as opposed to blinding mailing, emailing or cold calling

FAIL # 3: YOUR PROSPECTS SIMPLY DO NOT WANT WHAT YOU ARE OFFERING

Ok... This is a big one! The people you are trying to sell to may not WANT what you are selling. WOMP WOMP!

This is the hard pill to swallow for most magicians & entertainers.

In fact, as of this writing, nearing the one year mark of the covid-19 pandemic, I have seen a ton of folks this mistake with the new virtual market.

Brace yourself...

If your prospects don't have a want, need, or desire to hire an entertainer, virtual or otherwise, it's going to be tough to book gigs.

I'm going to tell you what most people wont.

There are a lot of so-called gurus popping up, trying to make a quick buck off of telling you it's easy to get into doing virtual magic shows and that there is huge demand. I'm sorry but it's just not the truth.

Now let me be clear... PUT EGOS ASIDE... There is interest, but there is not "huge demand" for virtual magic shows. No more than there is huge demand for magicians or magic shows in general.



Don't get me wrong... **the OPPORTUNITY for virtual is huge. Through my own virtual speaking engagements, webinars and livestreams I've done business with clients all over the world.** The opportunity of anything world-wide is really exciting.

And, yes, there are folks in our industry making a small fortune at virtual shows and I applaud them... then again there are folks in our industry who made a small fortune on cruise ships... In Vegas... And every other niche out there.

Don't confuse your passion and your wish with opportunity and reality. And never let anyone tell you it's easy or "all it takes is a webcam and a some visual magic tricks." It's going to take work.

Important: I share this, not to discourage you from pursuing virtual gigs, but to enlighten you to pursue it the right way. Funny thing is, I LOVE VIRTUAL. I've been speaking in a virtual world since I did my first Teleseminar in 2005, my first Webinar in 2009 and my first Livestream in 2016. However, in transparency, the demand for virtual speakers is MUCH greater than it is for magicians, but more on that at a later time.

Just Remember this.. **Marketing is Marketing is Marketing.**
All Marketing takes planning, hard work and time.

Virtual shows are no easier to book than in person shows, and in many cases harder to book because there is less of a demand and competition is anyone & everyone in the world offering the same service of virtual magic shows.

I have seen a lot of magicians get wrapped up in the tech side of virtual shows, spending a small fortune on gear, to only be sitting with a studio set up and an empty calendar. Don't just think you can buy a camera, some lights, get a new mic.... And you're off to the races.



A lot of our brothers & sisters in magic did just that... And they're still waiting for the flood of virtual shows to come pouring in. That may never happen, if all they do is keep on waiting.

The reality is if you are trying to sell something to someone who has zero want, need, or desire... All bets are off.

Of course, you can stimulate anyones thinking and try sell them on how you can help them, but this is a tough road to hoe.

FIX THE FAILURE # 3:

If people don't seem to want what you are offering, chances are you have been marketing to the wrong people. Take a look back at your incoming prospect records... how many calls have you gotten... how many emails... where did they come from... what were they looking for?

It's always far better to use direct response marketing to attract your ideal clients and the people who actually want, need, or desire what you are selling. This is where you will have much more success when it comes to selling virtual or in person shows... or anything for that matter.

Don't create something to sell that YOU think is in demand. **You HAVE TO FIND the people who WANT, NEED and DESIRE what you are selling. And if people don't want the "thing" you're selling, you may need to start selling something else.**

I can talk about selling & sales methods for hours, but for now REMEMBER...

It's not about chasing people down and trying to "sell them" on how great your virtual show or your act is... it's about finding who want what you have to offer and directing your marketing towards them, getting them to raise their hand and express interest.



FAIL # 4: YOUR TIMING IS OFF.

Your timing is off. Your prospects simply don't want what you're offering at this moment in time. Ah, ha. This is a major reason why entertainers don't get the results they desire and lose a lot of money on their marketing.

Despite our egos, it is very rare for a prospect to create an event around you. In most cases, *you are hired to enhance an event that is already in existence* or planned to take place.

Timing is critical to your success, but timing can sometimes prove to be difficult. Again, as of late in the virtual show world, I see A LOT of magicians saying things like...

"Contact me if you need a virtual show"

"Book my virtual show..."

or "Visit my website if you need a virtual magician..."

Let's get this straight. Most people DO NOT NEED A VIRTUAL SHOW. No different than most people DO NOT NEED a magician. Like I said in Failure 3... you can try to stimulate anyone's thinking and try sell them on how you can help them, but this is a tough road to hoe.

For this approach to work, your timing has to be ON POINT! It would be like Mom & Dad were having a conversation about what to do for little Johnny's birthday... Then Mom happens to see a friend post on Facebook, saying she just hired SO & SO the magician for little Sally's birthday. *It can happen, but it's damn hard to make this predictable.*



FIX THE FAILURE # 4:

The best way to overcome the timing issue is to market consistently and by various means to your prospect and lead base.

The most dangerous number in business is ONE. One of anything. One source of leads, means when that source dries up, you're S.O.L. One product or service to sell, means if no one wants to buy that one thing, you're outta business.

Consistently and constantly marketing means it's not ok to only market once or twice a year. NO. You must ALWAYS be marketing and staying visible. You must have other ways to attract new prospects & leads besides word of mouth.

BIG TIP: Word of mouth marketing is not marketing at all. It's chance and luck. It's great when it happens, but it's not something you can depend on.

Trust me, if you have a good show, you will ALWAYS get word of mouth business. But to build a strong business you need to do more than just wait on word of mouth to kick in. Consistently and constantly marketing means you have many ways that people find you, discover you and learn about you.

I would suggest that you use as many ways to stay as visible as possible to your target market(s). A short list includes active social media, using digital advertising like Google Ads, lead generation directory ads like Gig Salad, The Bash, Thumbtack, etc.

Your own mailing list and past client database can be a HUGE source of gigs. It's FAR easier & cheaper to get repeat and referral clients than it is to get a new client cold.

Now, if you do a substantial lead generation or marketing campaigns and no one responds, you need to re-visit failure reasons #1 – #3. It doesn't make sense to continue to invest money in something that shows no signs of life, after multiple attempts.

As Mr. Wonderful, star of TV's Shark Tank would say... ***"It pains me to see good entrepreneurs chase bad opportunities."*** -Kevin O'Leary

In Conclusion

If you have not been getting the results you want from your marketing, I would love to help you.

There are many reasons why a marketing campaign fails and why you're not getting the results you want for your show business.

Sometimes it's your sales process, sometimes your brand may need re-imagination, it could be your website that's hurting you, sometimes it's lack of proactive marketing or maybe it's something else altogether.

GOOD NEWS: What's exciting is that all of the reasons I talked about in this short report (and most other business road blocks) are in your circle of influence – meaning that there is something you can do to fix them, if you know how & want to.



I'd love to help you fix the holes in your current marketing plan. As of this writing, I'm about to open 10 new spots for 10 serious, driven and motivated magicians/ entertainers who want to level up their show business and start getting better results from their marketing.



Members of Brad's It Factor LIVE Marketing Boot Camp

CLAIM YOUR SHOW-BIZ BREAKTHROUGH CALL WITH BRAD!

I have always believed, you CANNOT see the frame when you're inside the picture.

That's why we ALL need a coach, a mentor and expert consultant in our pocket. The biggest problem with magicians & entertainers is that they try to be all things and wear all the hats. One moment you are a salesman, the next you're an accountant, and the next you're designing websites or editing video. How can you possibly do it all? You can't.

It's for that reason I'd love to offer you one of my signature "Show Business Breakthrough" Calls, where we'll get together for a complementary 60 minute deep dive into your business.

I've been coaching magicians & entertainers for over 18 years, so I know how to evaluate what's going on in your business and how you can fix it.

During our call I'll make sure you leave with 3 real action items to work on as soon as we hang up. **[CLICK HERE to Schedule Your Call with Me.](#)**

Let Me Help!



JOEL BAUER.
Best Selling Author of
"How To Persuade
People..."

**"...he'll get you doing things
you've never done before."**

Brad Ross...he's dynamic. He's an expert on branding & positioning... he's a maven, he's got expertise, he's well studied, and he applies what he knows.

The great thing about him is he can transfer his skill-sets. He doesn't show you things you can't do - he shows you things **YOU CAN DO.**

He'll get you doing things you've never done before - and he'll make it simple. The outcome will be easy, lucrative & fun...He'll change your world."

As you now know, since 2004 I've been helping magicians, entertainers & all kinds of "On-Stage Entrepreneurs™" book more gigs and make the kind of money they deserve. I've done this through my various courses, webinars, my annual marketing bootcamp, It Factor LIVE (now in its 11th year) and through my exclusive, invitation only coaching program, The Magic Marketing Warriors. **I know how to get YOU results!**



MIKE DOBIAS
Kenmore, WA

**"I went from 'hobby job'
to a SIX FIGURE BUSINESS!"**

"Thank you for all the help It Factor LIVE gave me... I just completed MY BIGGEST MONTH EVER with 58 SHOWS! I'm SO glad I attended IFL.

I went from "hobby job" to a **SIX FIGURE BUSINESS** last year! If you're serious about creating a successful magic business - the best thing you can do is attend It Factor LIVE! Thanks Brad!

Special Offer!

TAKE THE NEXT STEP... & TAKE YOUR MAGIC CAREER TO THE NEXT LEVEL.

When you to take advantage of my very special "Show-Biz Breakthrough" coaching calls, we'll work together to...

- Create a crystal clear vision for your "ultimate show-business success" and the "perfect lifestyle" you'd like your business to provide.
- Uncover hidden challenges that may be sabotaging the growth of your business and sabotaging your results.
- You'll leave this call renewed, re-energized, and excited to turn your business into a highly profitable, revenue-generating machine that works no matter what the economy is doing.
- Finally, I'll leave you with 3 real action items you can take to start getting better results from your marketing.

CLICK THE BUTTON BELOW TO FILL OUT A SHORT QUESTIONNAIRE AND SCHEDULE A TIME TO CHAT WITH ME, SO I CAN HELP YOU.



SCOTT BARHOLD.
Melbourne, FL

*"If you're not coaching with Brad Ross...
you've got to get your head checked..."*

I've been working with Brad for a few years now, and everything he does, he goes so far over the top in what he delivers.

If you're not coming to It Factor Live, if you're not coaching with Brad Ross and investing in his products, you really got to get your head checked because this is the way that you're going to help your business. If you're really serious about making money in this business...about being successful, then you have to be serious about being here, in the Magic Marketing Center Community with Brad Ross.

**TAKE ACTION NOW
& LET'S CHAT!**

**CLICK TO
SCHEDULE
A CALL
WITH BRAD**

What They're Saying...

REAL PEOPLE REAL RESULTS



"OUR BUSINESS HAS MORE THAN DOUBLED IN THE LAST YEAR SINCE COACHING WITH BRAD! If we didn't have Brad's Coaching, we would be sitting at home doing nothing. Brad is amazing about stoking the fires of getting you to be motivated to do the things that you know you need to do... **We made more money in the first two quarters of this year, then we did ALL LAST YEAR.** It's been amazing!"

-David & Kylie Knight, Dallas, TX

"I was a member of Brad Ross' Marketing Warrior Program and IT CHANGED MY LIFE!

I didn't have a strong brand, I didn't know what I was doing. I worked with Brad and he took me from ground one, to where I am today. This past September was one of the biggest months I've ever had. **I did over \$7,000 of in person and virtual magic shows in the middle of a pandemic!! It's all thanks to the training I received from Brad Ross's Coaching Program.**

-Zach Alexander (Gartrell), Long Island, NY



"Thanks to applying what I learned from Brad Ross' coaching, I MORE THAN DOUBLED MY BOOKINGS.

I went from booking doing 55 shows to OVER 130 SHOWS, in a matter of months! This past summer I had my busiest months ever averaging between 50-60 shows a month. I've also making over SIX FIGURES thanks to Brad Ross. Brad's Coaching has transformed my business!"

- Mike Perrello, Germantown, MD

