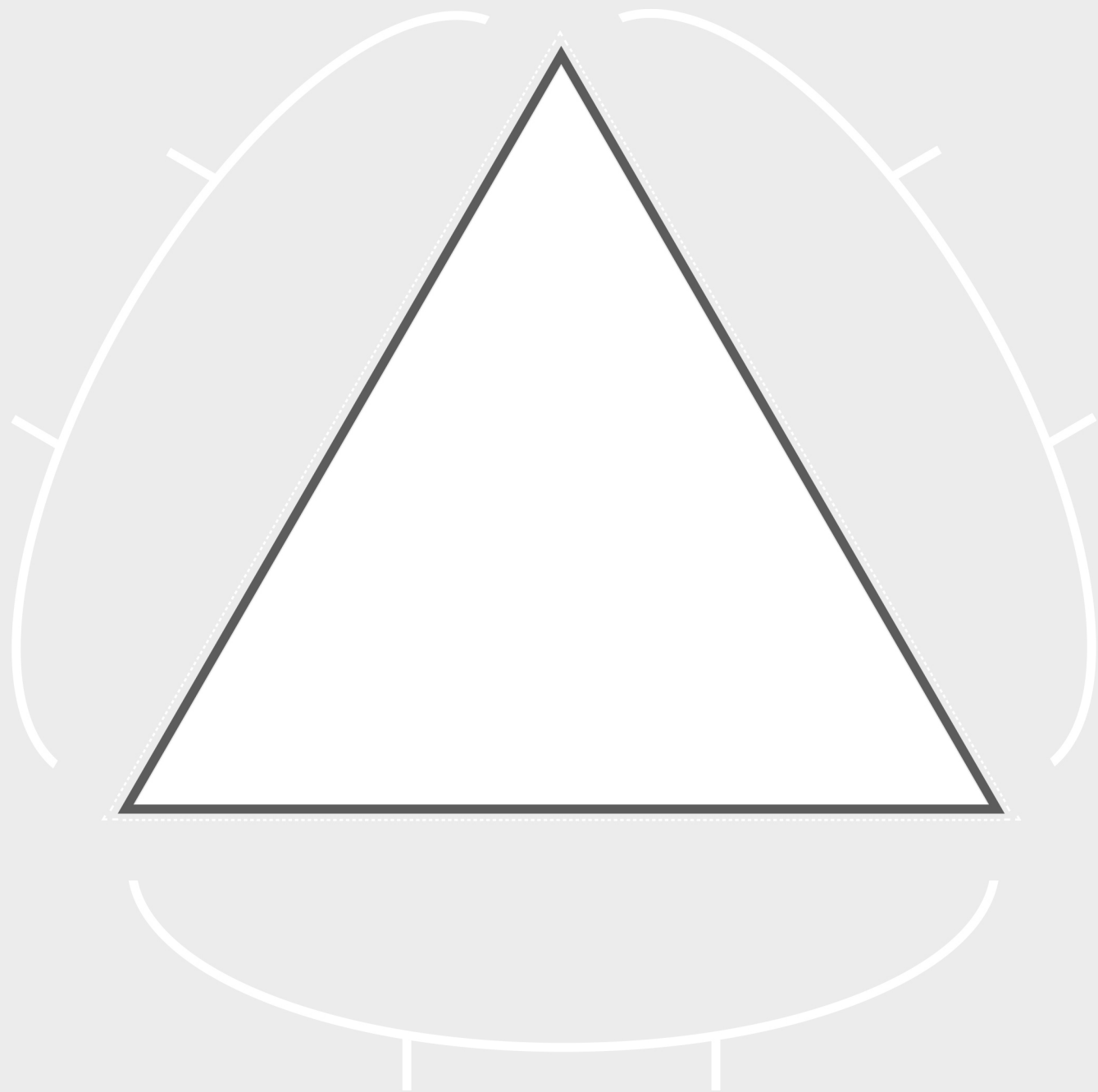


HOW TO HIT \$100K IN 2023





**EMAIL OUTREACH
MACHINE**



EMAIL #1

Name:

Type:

[Insert Token](#)

Subject:

Quick Question

Message:

INSERT TOKEN SIGNATURES

Hey _____,

Let me quickly introduce myself. My name is Sam, and I'm the event specialist for the Toronto Magic Company.

We bring magicians, magic shows, balloon animals, and other fun entertainment to events all over Toronto.

It's around this time of year that we start getting booked up for:

Halloween Events
Christmas Events
Holiday Campaigns

We've got magic for adults, but I'm reaching out to you specifically because we have family entertainment that may help attract young families for the holidays which might be a good fit at _____MALL NAME_____

Let us know if you're interested in learning more

Save



EMAIL #2

Name:

Type:

[Insert Token](#)

Subject:

Quick Bump

Message:

INSERT TOKEN SIGNATURES

Sure you're busy - just wanted to bump this to the top of your inbox

Save



EMAIL #3

Name:

Type:

[Insert Token](#)

Subject:

Recent Win

Message:

INSERT TOKEN SIGNATURES

Hey _____,

We recently got this testimonial back from an event we did for Cadillac Fairview:

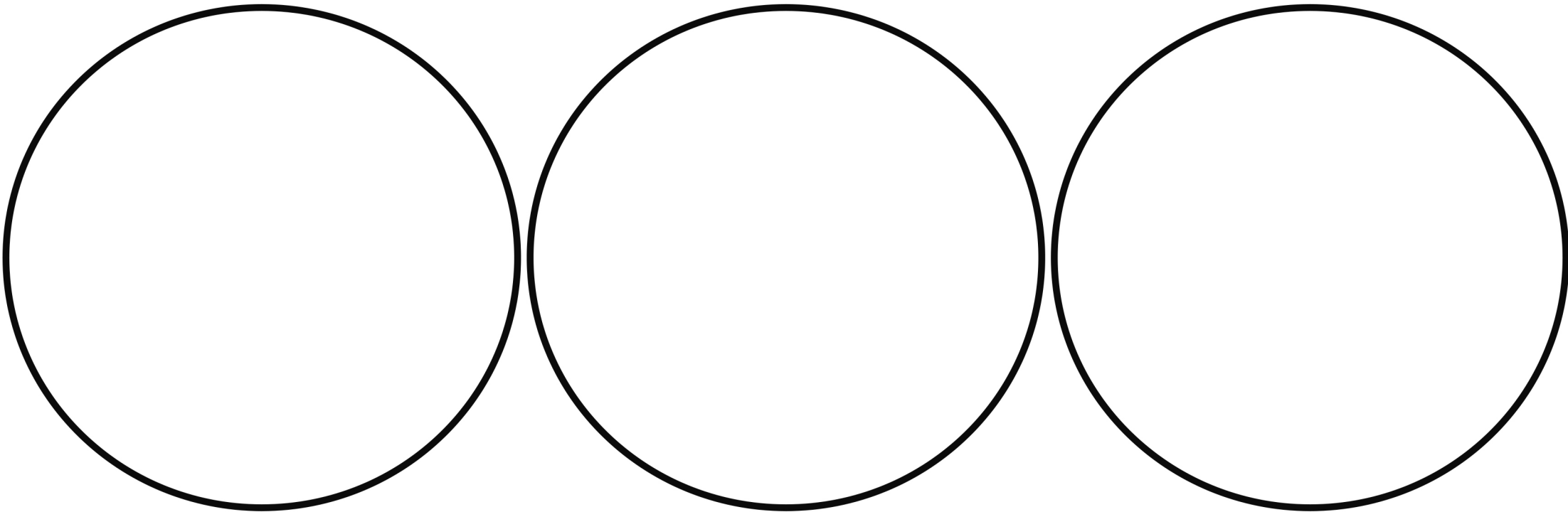
Fantastic energy, attitude and quick wit! Not only did we receive an entertaining magic show, it was doubly funny as a comedy sketch. What talented individuals - TIMMY TONY, MALLORG#1

Are you planning any holiday mall events - that you'd like to use a magician to help get new people in the door at _____COMPANY_____?

Hit reply and let me know!

Thanks,

COLLECT & SEND MODEL

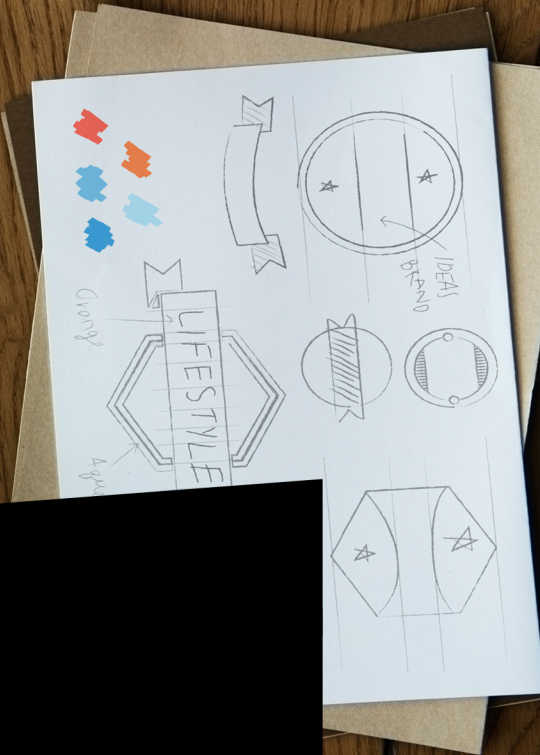


AUDIENCE BRAINSTORM

MY NICHE



**THE PERFECT
WEBPAGE**

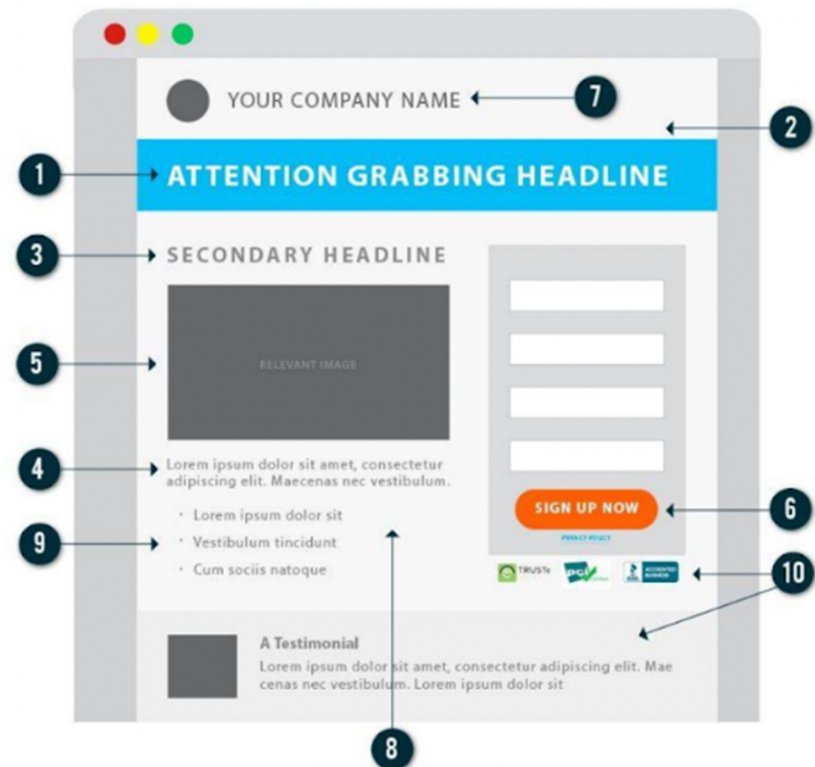


PERFECT WEBSITE SYSTEM

Best Practices – Segmentation

Dedicated Landing Pages

- No navigation menu
- Headline and content that aligns with your ad
- Form above the fold with a clear Call-To Action (fill form, get X)
- Blend of Imagery and/or Video
- Testimonials & social proof
- Another (identical) form at the bottom of the page



MY PERFECT WEB PAGE





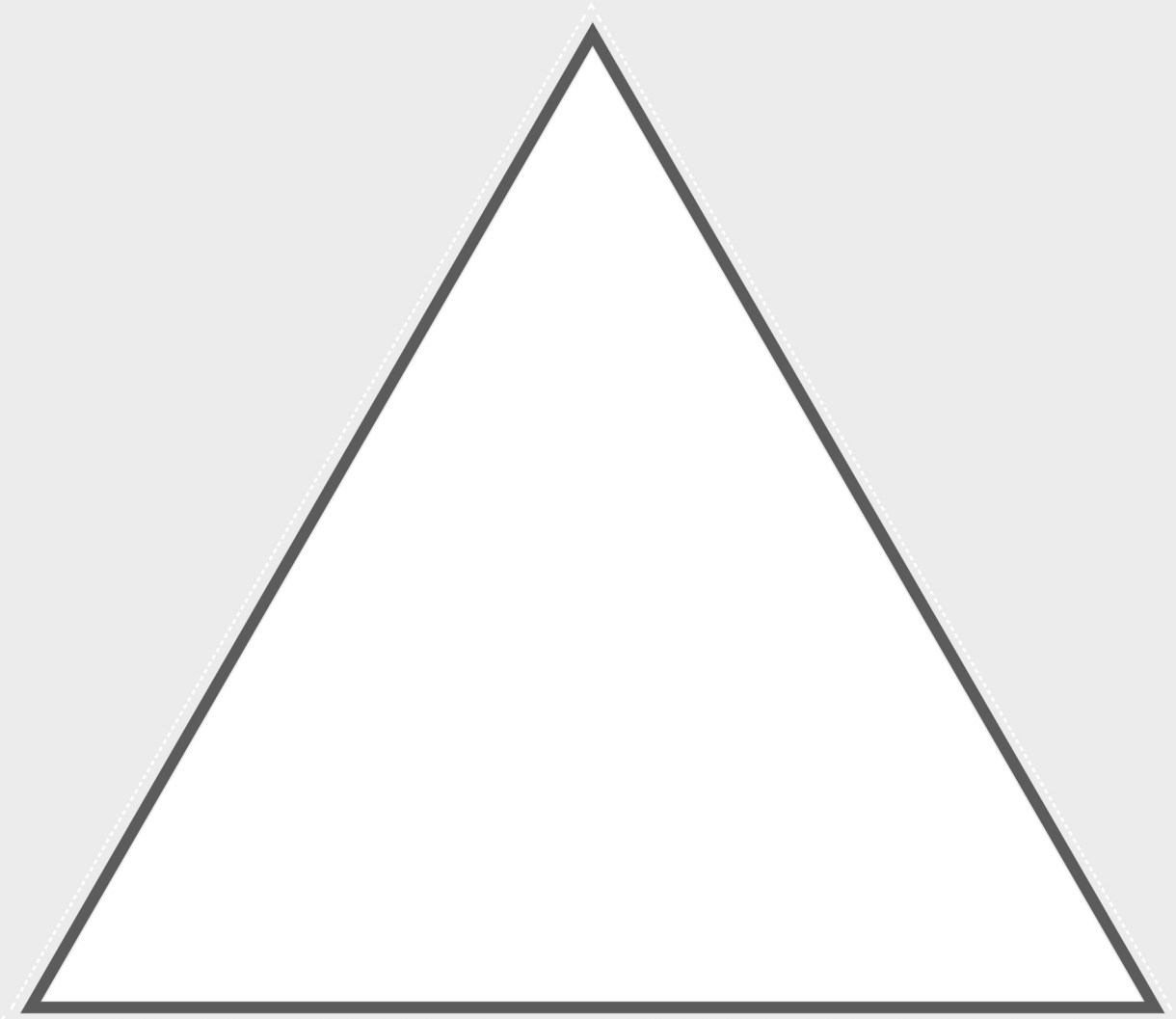
Discourse
in Magic



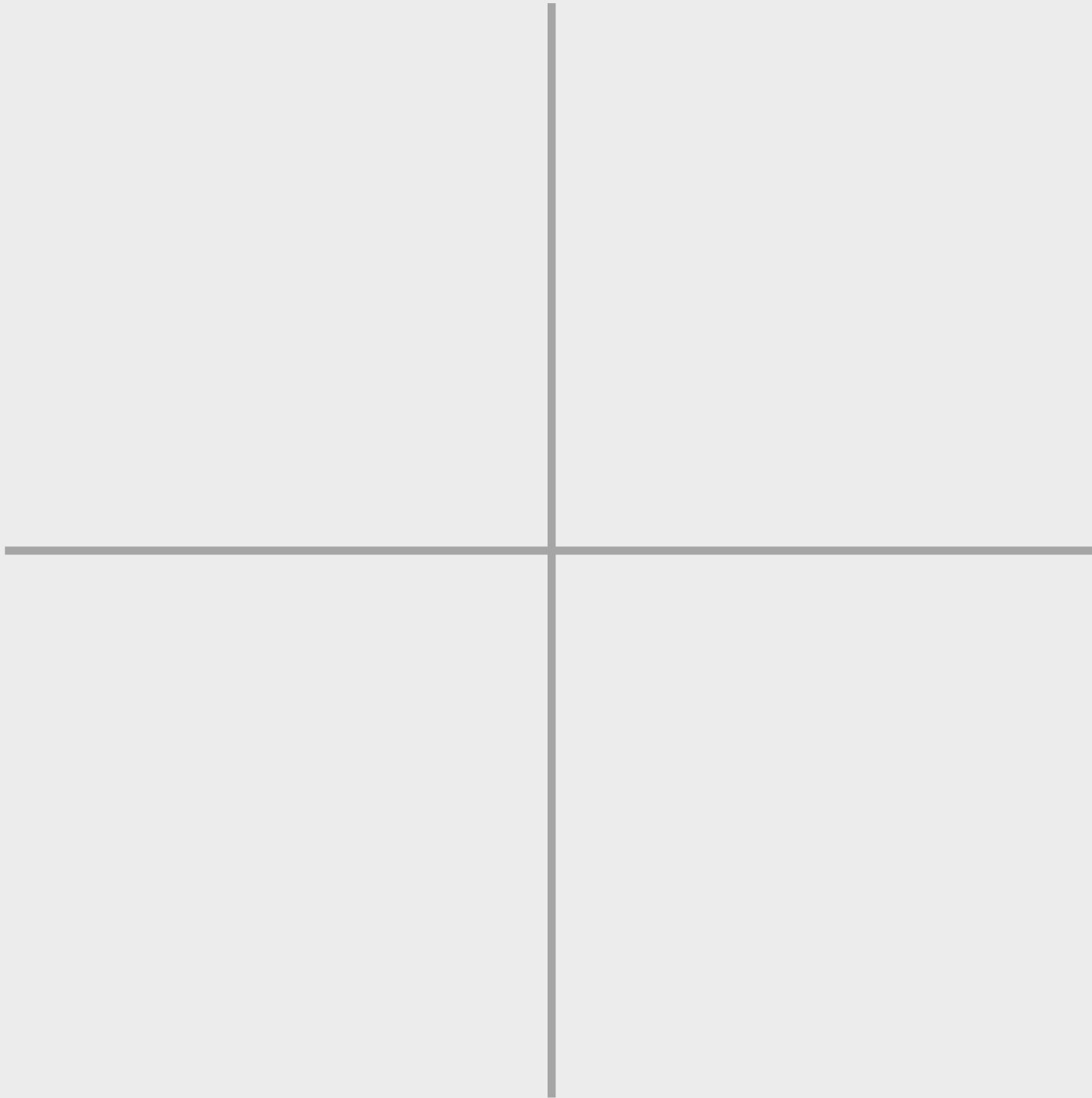
THE FOUR HORSEMEN

WHO TO HIRE AND WHEN

BUSY METER



FOUR HORSEMEN



WHO YOU NEED

What is your day
filled with?

What could be done
More, Better, Faster?

What makes the
\$ go ↑



YOUR NEXT HIRE ?



