

Sample Pages

500 Tips & Tidbits to Boost Your Income!

Inexpensive Rainmaking Ideas in Dry Times
For Family Entertainers:
Face Painters, Clowns, Magicians and More

By Lilly Walters

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INTRODUCTION

For 20 years I ran speakers' bureau. I worked with thousands of speakers, entertainers, magicians and more. I was lucky enough to work closely with some of the great minds and experts on how to boost your income. I have written 18 books and done workshops around the world on performing and marketing. In my journeying I have picked up quite a few tips and tidbits on increasing income and promoting my business.

In 2003 I discovered a hobby that filled me with laughter and fulfillment – face painting! I assisted at a few charity events. I soon discovered I could not get enough of it! It was just too long between those great days when I got to paint. So, I started doing what I do. I set up a website, printed some business cards, and promoted my fun little weekend endeavor. Soon, I could not handle all of the business! Every week I was turning leads over to my face painting friends.

I doubt anyone will say I am one of the best face painters in the world. But, I am really very good at marketing a small business.

This book is a selection of ideas that have been proven to grow the businesses of family entertainers. I have them in quick, simple short tidbit paragraphs. The sort of notes I take when I am sitting in a seminar, gathering great ideas. When I hear something good, I make a few quick notes, knowing it will expand in my mind later with applications specific to *my* life. These tidbits are those expanded ideas.

I have sorted those ideas into categories and numbered them out one at time! Like this ...

1. It is better to do something for nothing, than nothing for nothing. Do not sit around and wait for customers to call. Fill each day with doing *something* to move your business into the public's eye!
2. Start with what you are passionate about and love to do.
3. There are too many ideas in this book to act on all of them. Grab those that ignite a spark in you. Those are the ideas that will add the most important aspect in making ideas work – DRIVE. Will they work for you? Not if the idea that does not get you **excited and inspired**. As you go through the hundreds of income generating ideas here, avoid the insanity. Focus only on those few that match you. Your passions, your abilities, and your expertise.
4. On the other hand, some seemingly uninspiring ideas might seem ridiculous - until you *try* them and *see* them work.
5. Keep a pad of paper close to you as you read the tips and tidbits in this book. An idea here will inspire another. Many more – better and perfect for you – will be born as you read.

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6. The best ideas can be used in many ways and situations. That’s why there are duplicates in this book. Take these as a sign that I feel the idea is *very* important, and well worth repeating. For instance, you will see many times I suggest you to gather your customers into some kind of database. I repeat the idea, in different contexts to help you think through how it applies to boosting *your* income.
7. Throughout the book I refer to all family entertainers as *performers* or *entertainers*. As a face painter, or balloon artist, you might not feel you are a performer, but rather an artist who is perhaps entertaining. Magicians and clowns, now they perform. To increase your income, change your mind set. The minute you hand out a business card, you are performing. That doesn’t mean a fake facade. It does mean you are alert and alive to all the caring, loving ways you can bring laughter and awe to a crowd.

Wait! Are there really 500 Tips and Tidbits in this book?

In fact, there are ...
well, wait until you read the last idea.

[\(see full Table of Contents\)](#)

MULTIPLE INCOME STREAMS FOR FAMILY ENTERTAINERS

This is just a small list of ideas. Use these to get you thinking of various income streams that *you* might be a good match for your skills and talents. There over 30 ideas on income streams in this chapter to help formulate a plan!

Being Paid To Perform

8. Every beginning entertainer at first assumes the majority of their income should come from the paid “gig.” It is what we love to do and *all* we want to do. But, when times are tough, all of us look for ways to boost our income. In

addition to finding ways to get more engagements, and perhaps higher fees, there are other “streams of income.”

Fill Your Income Streams

First Things First

9. Treat this like a business. At minimum you must have: a website, business cards, a cell phone, a way to track your customers, a way to track your calendar and a camera.
10. Camera? Yes, ours is a visual business. They need to see lots of photos of the audience loving you. “Photo” is very probably at the core of more ideas in this book than any other. A picture is worth a thousand words. Get a digital camera, learn how to use it.
11. Always take a non-refundable deposit to hold the date.
12. When you book a date, put everything you have agreed to in writing. It shows that you are a professional, you were listening, and that you understand what they want of you. Paperwork is a mandatory marketing and customer service tool. Even a simple letter with the details in bullets will do.
13. A contract can act as a way to bring other services you offer in front of the buyer. Make sure to add all of the items from your Menu of Services to the Agreement. This can often bring more business in the door.
14. Soon, you will need to take credit cards. As I write this today, the cheapest way to do this is through PayPal. People can call you with their credit card number, then you login to PayPal and run it through. You don’t need a business bank account or any equipment and only costs about \$30 a month. It is also very easy set up a button on your website so they can pay on-line with their credit card, or with PayPal. [Click on this link to see more.](#)
15. Plan on spending *at least* half of your time in marketing and selling your services.

Become a Celebrity in Your Own Backyard

20. **In the family entertainer’s world it much better to be a big fish in a small pond.** It is going to be very difficult to be an international celebrity. But, you can be a celebrity in your own home town or your own field. If you do an internet search for: *face painter Claremont*, my website will be the first you see. I have targeted myself to be *the* person our local area thinks of when they want a face painter. I can do three gigs on a Saturday if I stay within 5 miles of my house. One at 11, 2 pm, and 4 pm. All prime party times. If I was willing to travel just 15 miles, it would make it hard to do even two. Also, paying for ‘ad words’ is much cheaper, as I only pay for hits within five miles

of my home. (see “See More Way To Boost Your Income With Advertising” in the Chapter on “Promotion Strategies.”)

THOSE WHO BUY and WHY!

Where Do You Find Buyers?

110. Always assume there are one, or more, buyers watching and listening every time you perform. Seek them out. (See more in the chapter, “Cultivating Multiple Bookings, Repeats and Referrals.”)

Why Buyers Hire You

111. You are most often hired because you were referred by someone known and trusted by the person hiring who made a recommendation.
112. You listen, and you find out what the buyer is looking for before going into the big sales pitch.
113. You have great photos, or demo tapes that showcase your work.
114. They hire you *back* because you are very *good* at what you do, a *pleasure* to work with, and most important – *the audience raved* about how good you were.

Business Card Magic

146. If they give you their business card, remember they are very *proud* of it. Treat it as if it were a photograph of their child. If you don’t have a nice comment to make about it, touch it with respect and carefully put it someplace while they are watching – and they will be watching.

Fees and Negotiating

147. When clients say they need to negotiate and reduce your fee, do *not* give them a bargain price *for no viable reason*. Find a way to exchange *value for value*. When you do this, customers will have respect for you and the quality of your services you offer. If you do not value your work, no one else will.

PROMOTIONAL STRATEGIES

Ways to Keep Your Name Current

Tracking Leads

167. One of the most important aspects of marketing is tracking *how* you are getting your leads, and *when* to follow up with them. In fact, if you don't develop a system for tracking, you will not be in business long. A contact management system will help you establish which of your advertising, direct mail, and publicity projects is the most effective and should be repeated. This is most easily done with a database run from your computer, but even 3 x 5 index cards will work.
168. Some of the free email systems on your computer are also simple databases which may work to sort your customers. Read the "How Tos" of your contacts manager on your computer.
169. Keep track of potential customers who call in, even if you can't do the date for them *this* year. Get them in your database and contact them for next year's event. "Oh I am sorry, I am booked already, and can't do Timmy's party. How about I take your information and contact you next year a bit earlier than this?"
170. Never fail to fill out the field in tracking software for every incoming call which tells you where and how this business is coming in the "door." You will only know the answer to this question if you ASK.
171. You must WORK your tracking system. It is not enough that you simply track the leads. You must work the leads.

BUSINESS, BALANCE, BRAVERY & BOWING OUT

Business Schedules - Are You Available?

172. As a performer, the dates on your calendar are your inventory. You must have a quick efficient method to track dates, times, and locations of your gigs and other important matters. It is a great to lose a booking by saying, "Let me call you back." Unless you have a paid person back home answering your calls,

emails and handling your schedule, a Blackberry or similar device is a must and much cheaper than paying an employee.

How Do You Keep From Giving Up?

- 530. Patience. It takes time to develop any business.
- 531. Business goes in cycles. The slow times, too, shall pass.
- 532. Believe in yourself. If your message has critically important value, then you need to be doing what you are doing.
- 533. Remember the ovations, reread great client testimonials, and know that if bookings are slow it is not because of your talent, but your marketing. You can do something about that!
- 534. Some of your best ideas will come out of fear and necessity.
- 535. Goals are dreams with a deadline. When you reach those goals, aim for new ones immediately.

Going Out With Applause

- 536. Plan for retirement. Do proper investing and money management.
- 537. If you are in this because you are following your passion, then life after this will be the after-life.
- 538. Finally, walk off the stage while the audience is still applauding.
- 539. Always give much more than they expect, more than you promised. So, for *500 Tips & Tidbits To Boost Your Income ...*

BONUS! CHECKLIST TO BE THE *BEST* PROFESSIONAL THEY EVER HIRED

Most of us have some type of checklist. This one is for the ultra – mega professional. This Checklist will help you think of ways to prepare you might not have considered for in all aspects of your career: marketing, emergency and professional situations. Some only pertain to performing at large business events, other just at small parties in homes.

My advice here is not *the way*. The next 10 pages are a grouping of ideas you can use to create *your way*.

Long Before You Arrive

Emergency Kit For a Family Entertainers

540. Take a basic first aid and CPR class.
541. **Ask the hotel, or management of the venue at which you are presenting about their emergency plans.** Find out which disasters could occur in the area to which you are going: Hurricanes, tornados, earthquakes. Ask how to best advise your audiences if one occurs. Find out how you would be warned of an emergency.
542. **Never let your clients forget you.** Send them news of new products and subjects that relate to their interests. Let them know you remember them.
543. When it's all over and everyone says, "I guess this sort of thing comes easily for you," **just smile!**

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WHO IS LILLY WALTERS?

For 20 years I was the driving force of Walters International Speakers Bureau and a best-selling author, today of 18 books. I am best known as an expert on the world of professional speaking. Several of my books are about that world. This led me to the famous baseball pitcher Jim Abbott. Now I book Jim Abbott's calendar as a motivational speaker, and for fun I paint stuff!



As to my painting, I knew for years that I HAD NO ARTISTIC ABILITY. I knew it for a fact. Then I got married in 1998. My husband is a serious kind of guy, a retired cop, now a polygraph lie detector expert. Talk about "un-likely," he loves those tacky painted yard signs. Go figure. Anyway, I said, "No, way! Not at my house!" In 1998 he talked me into allowing one *tiny* sign in our yard. He said he would do all of the work. So, we went together and picked out a Christmas pattern that I didn't find too objectionable. Just one! I was not going to have more than that.

As he was sitting in the workshop painting, I went to check it out.

"How do you do that?"

"I just put paint between the lines. Want to try?"

I did. It opened the floodgates! Now we have one of those tacky homes with a zillion painted yards signs for every holiday (see videos of our house at Christmas). The more I painted, the more I loved it. Next I tried stencils, and other types of patterns. Finally I tried a few simple things *freehand*. This led to my first art book, Cobblestone Cottages From Junk Jars, then an eBook, Paint A Cobblestone Courtyard On Your Cement Floor. Now I have all kinds of paint patterns for sale on-line and a book on how to paint on fabric. Then one day my church asked me to help at a Festival painting faces. "Oh, I can't do that!" They insisted, and here I am. It is the most fun of any art project I have ever done. In addition to going corporate and private events, I even have a private face painting art studio.

When you hold that mirror up in front of them when they are done, and they smile from ear to ear, life is just a very wonderful place to be



BOOKS BY LILLY WALTERS

Face Painting Tips and Ideas, (eBook)

Speak and Grow Rich, by Lilly Walters and Dottie Walters (Penguin)

Secrets of Successful Speakers: How You Can Motivate, Captivate, and Persuade (McGraw Hill)

What to Say When You're Dying on the Platform (McGraw Hill)

Secrets Of Superstar Speakers: Wisdom from the Greatest Motivators of Our Time (McGraw Hill)

1,001 Ways to Make More Money as a Speaker, Consultant or Trainer: Plus 300 Rainmaking Strategies for Dry Times (McGraw Hill)

Your First Two Years in the Speaking Business: How to Get Started As a Professional Public Speaker - ebook

1001 Ideas To Paint on Fabric, Plus Tips, Tools, Techniques and Full Size Painting Patterns (CD)

Cobblestone Cottages From Junk Jars (Paperback)

How to Paint Cement Floors to Look Like Cobblestones, ebook

One Hand Typing and Keyboarding Manual: (Manual, CD and Software versions)

You Can Make Money From Your Hobby: Building a Business Doing What You Love (Broadman & Holman)

Secrets of Successful Speakers (McGraw Hill)