SPECIALIST TRACK: MARKETING FOR PERFORMERS AND ENTERTAINERS

Your next-booking routine

Lesson: Turning every show into the next booking · about 15 minutes

Measure what your shows produce and build the routine that turns them into more bookings.

Your business (name, service, main city):

1. **Estimate your spin-off rate and rebooking rate for last year, and the value of the bookings they produced.**

2. **Write how you will say your name in the opening and close of your show.**

3. **List the leave-behind items or discreet signage you could use, and the host permission you need for each.**

4. **Write your post-show checklist with dates, and the review request you will send.**

5. **List ten past clients whose events repeat, with the date you will contact each about next year.**

Check: can you now

- Measure your spin-off rate and the value of the bookings each show produces
- Create inquiries from guests at a show while respecting the host, the planner and the law
- Run a post-show routine that collects content, reviews, referrals and rebooking dates

One change you will make this week