

TIM MARSTON PRESENTS

HOW
TO SELL YOUR
★ ★ ACT

FIFTEEN THINGS YOU CAN DO TODAY TO HELP SELL YOUR ACT, IMPROVE
YOUR SUCCESS AND TAKE CONTROL OF YOUR CAREER.

FIFTEEN THINGS YOU CAN DO TODAY TO HELP SELL YOUR ACT, IMPROVE YOUR SUCCESS AND TAKE CONTROL OF YOUR CAREER.

Firstly, if you are reading this report it means you have bought my book. Well done! You have taken a big step in the right direction and thanks for having faith in me.

So, here's the list of 15 things you can do immediately to improve your career and sell your act. (There are actually 18 on the list but who's counting...)

- 1) **Do you have a website?** - If the answer to this is yes then well done, in the book I will show you tons of great ways to promote it. If the answer is no then you need to start thinking about this immediately. I will go into this in more detail in the eBook but for now put it high on your list of priorities. Check out the websites of your competition and make lists of what you do and don't like. Research making a free website yourself or seeing how much it will cost to get one made.
- 2) **Have you promoted your website?** - If you don't have a website yet, skip this point. If you do have a website, ask yourself this question - Have you made a big effort to get your website in front of your potential clients?... If not why not? Don't worry if you haven't. This is one of the major mistakes I see people make. I will go into this in detail in the eBook. But right now, can you think of ten new people, venues or agents who you can send a link to your website? Make a list and go do it as soon as you have read this report.
- 3) **Do you have one or more videos on you YouTube?** - If the answer is yes then skip to the next point. If the answer is no then you really need to get this sorted ASAP! Again I go into this in the book in more detail but you should make it a big priority to get some decent footage online. You can start by checking out the competition's videos. Make notes on what you want your video to look like. Next decide if you have the budget to get a professional video made, or if you will have to do it yourself. It's also worth checking the diary to see if you have any bookings coming up where you can take a camera along and get some footage.
- 4) **Have you promoted your YouTube video?** - Once you have a video online you must do all you can to get it in front of your prospective clients. These two blog posts should help you out [YouTube Video Optimisation](#) and [Ideas for Promoting Videos](#).
- 5) **Checkout your copywriting** - Have a good look at the copywriting (sales text) on your website, YouTube videos, publicity material and the letters you send to agents. Read this [blog post on copywriting](#) and see how you can apply it to ALL areas of your publicity material.



ABOUT THE AUTHOR

- 6) **Collect some testimonials** - If you have done any good shows recently, why not email the clients and ask them for a testimonial? This should become a lifelong habit. Testimonials are very powerful sales tools and best of all they are free to collect. Keep them all on a document with any dates and relevant details. If you can't get any it might be worth doing some free work in return for some good testimonials. This will definitely pay off in the long term.
- 7) **Research your potential clients** - This is easy to do and well worth the effort. Spend a couple of hours searching through Google looking at the type of people or companies you want to work for. It might be agents, corporate event organisers, wedding planners or all of these and more. The important thing is to try and get a feel for the industry you want to work in and how you can tweak your act and marketing to suit.
- 8) **Think outside the box** - Have a brainstorming session and try to think of new areas to sell your act. Speak to friends and family, trawl the web for ideas and get creative. If you can think of a new market for your act, you have a great opportunity to carve out a strong niche for yourself. (This might sound almost too simple to make a difference but creative thinking is a HUGE part of successful marketing!) .
- 9) **Research and contact local venues** - Local work is great, it means less travel and fewer expenses. Why not try and contact ten or twenty local tourist and event venues. Tell them about your act and offer them a good price if they can get you some work. A significant part of my yearly income comes from one local tourist venue. I give them a very good deal and in return they book me for a long run of shows every year).
- 10) **Checkout the competition?** - Another easy but productive job. Once again go to Google but this time have a real good look at your competition, their websites and their publicity material. While you do your searches make notes of what you do and don't like. Also look for ways to can improve your own marketing and have a head start on the competition.
- 11) **Research some new agents to contact** - When you have a good look in Google you will realise there is a huge number of entertainment agents that might be able to sell your act for you. Researching these agents and then making list of suitable ones to contact is a great start on this long process.
- 12) **What are your goals?** - Take a few minutes to write short, medium and long-term goals for you and your act. As you read the book and learn more about marketing you will be able to focus on the areas that will help you achieve your goals as easily and as quickly as possible.



ABOUT THE AUTHOR

- 13) **How good are your photos?** - Good images are a vital part of any acts publicity material. Examine yours and see if they are good enough to send to your most exclusive clients. Are they as good as the competition? Do you have them in hi-res and lo-res versions? If the answer to any of these questions is no then I suggest making a list of jobs to do, so that this vital area is improved quickly.
- 14) **Sort our out your email signature** - You can set up an automatic email signature. This means every email you send out will have useful information for your clients. You can include email addresses, website URL's, links to YouTube videos, phone numbers, postal addresses and testimonials.
- 15) **Read my book!** - Whatever you do don't buy the book and then don't read it! Its time to commit to improving your life and your career. No one else will do it for you!
- 16) **Checkout my blog posts old and new** - There's tons of great stuff on there and it is updated on a regular basis.
- 17) **Make sure you have received and opted in for my "insiders" newsletter** - You should have received an opt-in email, but if not check your spam folder. Add customers@howtosellyouract.com to your email address book and then keep an eye out for future emails from me.
- 18) **Apply what's in this list** - Don't read it and think I'll do that later. Pick something from the list and go do it NOW. Print the list off, put it by your desk and work through each of these points until they are all done. If you do that and also work through the entire book, you will have taken some big steps towards the next level of success for you and your act.

GOOD LUCK WITH IT ALL AND LET ME KNOW HOW YOU GET ON

Tim

tim@howtosellyouract.com