

***Here is a free report that will guarantee that your event will be a big success!***

# **“The 7 Biggest Mistakes Event & Meeting Planners Make When Hiring Speakers And Entertainers... And How To Avoid Them!”**

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It is very, very, very rare for a professional speaker or entertainer to write this kind of report. Many other entertainers, speakers, and entertainment agencies do NOT want you to know this information. Please take the time to read it carefully. In fact, if you are - as we hope - very interested in making sure that your events are successful, then **I urge you to get comfortable, ask not to be disturbed, and STUDY this report - it IS that important! It reveals vital information that you NEED to know!**

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Dear Friend,

It's shocking but true.

Every day, people and businesses hire entertainers and speakers that they should not be hiring. Speakers, entertainers, and entertainment agencies often lie about their qualifications, charge you a LOT more than they should, end up turning your important event into an embarrassment and put your reputation on the line by presenting sub-par performances.

Organizing any event is a *DIFFICULT and STRESSFUL job*. There are so many details that must be attended to. But here is the undeniable truth:

**THE OVERALL SUCCESS OF YOUR EVENT HINGES ON YOU HIRING THE RIGHT ENTERTAINER OR SPEAKER**

The speaker or entertainer is the “**key**” to a successful event, but here's the problem...

Hire the wrong person and your event will be a flop. Hire someone who offends members of your audience and it is your reputation on the line. Overpay for an entertainer who delivers a sub-par performance and all eyes will be looking at you.

This report is going to give you the inside-scoop on what some entertainers, speakers, and agencies do to unsuspecting event planners. You'll be armed with the knowledge you need so you won't be "taken" by these people.

In just a minute, we're going to reveal what the 7 Biggest Mistakes are and how you can avoid them, but first let us answer a couple of questions that are probably on your mind:

## **Who Are You And Why Are You Revealing This Information?**

We are John & Adrian Saint, the Saint Twins, the world's first & only twin thought readers. Our unique presentations consisting TSP: Twin Sensory Perception twin mind-reading, persuasion, hypnosis, and other mind-blowing abilities of the human mind blow people away.

We are revealing information that the entertainment industry doesn't want you to know for two main reasons:

REASON #1: If you end up hiring a lousy entertainer or speaker, this closes the field not only to me but other competent professionals. Odds are, if the person you hire stinks, you'll be very reluctant to hire a similar type of performer in the future.

REASON #2: I HATE to see bad performers rip people off and make event planners look bad. It puts a black eye on our profession.

Okay, now that you know who we are and why we're doing this, let's talk about the *7 Biggest Mistakes Event & Meeting Planners Make When Hiring Entertainers and Speakers...And How To Avoid Them!*

### **BIG MISTAKE #1: Assuming That Going Through An Entertainment Agency Or Speakers Bureau Is The Best Way To Go**

Many event planners feel that they are better off hiring performers from a "reputable" agency or production house as opposed to hiring performers on their own.

While it is true that making one phone call to an agency and letting them do the work is a lot easier than doing it yourself, there is no assurance that you are going to get the performer or speaker that is perfect for your event.

***Dirty little secret #1 agencies don't want you to know:***

Agencies have a list of performers/speakers in different price ranges. Their first concern is booking the highest priced performer so they'll get a nice fat commission. It's for this reason that they always ask you what your budget is. How do we know this? Well, one of us, (Adrian) used to work full time as a talent agent for a talent agency.

If you tell them that you have a \$5,000 budget they will look to book a speaker in that price range. This may not be the best person for your event but because they can gobble up every dollar you have to spend, the agency books them.

***Dirty little secret #2 agencies don't want you to know:***

If you have a very substantial budget, an agency will almost always book way more performers than are necessary.

For example, we performed at a very small corporate event where an agency had booked two magicians, an artist, a juggler, and a D.J. This was OVERKILL!! The agency didn't care about what was best for the client, they only cared about spending every dime that company had available.

***Dirty little secret #3 agencies don't want you to know:***

This is going to blow you away and maybe even anger you. Did you know that many agencies mark up their talent by 100% to 300% or more?

That's right! If a performer normally charges \$2,500 for a show, an agency will charge you up to \$5,000 for the same performer!!! Are you getting a \$5,000 show? No! You're getting a \$2,500 performer but paying twice what you should! Trust us, this is true!

The agency practice of charging you DOUBLE what you would have paid if you hired the performer on your own, is quite common. In fact, in the best-selling training manual for entertainment agencies, "The Secret Agents Life", the author boasts about this practice and has charts to show agents the "obscene" amount of money they can make by doing this.

Of course, there are some agencies that do NOT do this. Instead, they require that their talent discount their fees to them so that they can charge their clients the same amount they would have paid if they hired the performer directly.

***Three Ways To Avoid Being Scammed By Agencies***

1. Try booking your entertainers and speakers directly. This isn't as difficult or time consuming as it sounds. In fact, you'll learn exactly how to do it in this report.

2. If you are going to book through an agency, do NOT tell them what your exact budget is. Give them a general price range and ask them to give you options within that range. (Example: “Well, Mr. Agent, I’m not exactly sure what our budget will be. Please send me information on entertainers within the \$2,500 to \$6,500 price range.”) This way you can decide which person is best for you (based on the guidelines in this report!) regardless of price.
3. Call up a number of the entertainers the agency recommends directly. *DO NOT* tell them that you have spoken to the agency. Ask them what they charge. If it is the same or very close to the fee the agent quoted you, you are dealing with a **reputable agent and YOU SHOULD HIRE THE ENTERTAINER THROUGH THE AGENCY. DO NOT** circumvent the agent and hire the performer directly. This isn’t fair to the agency. However, if you discover that the agent has grossly marked-up the entertainer, drop that agency like a bad habit!

**Bottom Line:** Remember that an agency’s first concern is about the amount of money they can make. Your needs come in a distant second. Take charge and be in control!

## **BIG MISTAKE #2: BASING YOUR DECISION PRIMARILY ON PRICE**

Wow! This is a biggie.

Of course, price *is* a factor when hiring a performer. If you only have a \$1,000 budget, you’re not going to be able to hire Jerry Seinfeld to come and entertain your group! However, many event planners place too much emphasis on price and not enough emphasis on the overall impact the entertainer/speaker will have on their event.

Is the highest priced performer always the best? Absolutely not! But you have to ask yourself this question, what is the difference between a \$30,000 car and a \$300,000 car? The answer is simple, performance. Same goes for a performer. Someone who charges \$1000 or more isn’t the same as someone who charges \$100. You get what you pay for.

***An act that is unique and you can’t find anywhere else, is obviously going to cost more than an act that is standard and been seen a thousand times.***

Magicians, motivational speakers, and other performers are perceived as a dime a dozen- a commodity- by many event planners, and because of this they try to find the lowest priced performer.

The fact is that each performer is **UNIQUE** and, like in any other profession, there are entertainers who are great, some who are good, some mediocre, and some who should never be allowed on stage!

You need to base your decision on the performer who will best fulfill your needs and help you to achieve your desired outcomes.

One way you can know whether an entertainer is going to meet your needs is by whether or not he or she asks you what your needs are and what outcomes you want to achieve with your event. When you call them, do they just tell you how great their show is without finding out what you want and need?

How would you feel if you went to a doctor because you weren't feeling well and the doctor instantly prescribed some medicine without first finding out what was wrong with you? It's the same with entertainers and speakers. They should find out what you want and need first and see if they have a program that can fulfill those needs.

### **BEWARE!**

Many performers are so desperate for work that they will say anything to get hired. They will tell you that they do things that they don't, won't, or can't do. We'll be talking about how to spot out these phony's and avoid 'em like the plague in just a few minutes.

**Bottom line:** Decide what your budget *range* is, check out a number of performers in that budget range, and choose the best person regardless of price. If your budget is so small that you cannot find an excellent performer, **DO NOT HIRE ANYONE**. It is far, far better to have no entertainer or speaker than it is to hire someone who is not good. Save your money and wait until you can afford someone who is outstanding.

### **BIG MISTAKE #3: Hiring Someone Your Audience Can't Relate To And Who Isn't Easy To Work With**

.Lets face it, some people today aren't the nicest people you will ever meet.

First, the performer has to have the ability to connect and relate to the audience. If the person can't do that, it is going to be one long and boring presentation. When we were in school and we had guest speakers who were in their late 30s and early 40s, we always thought to ourselves "What does this guy know about being young in today's age; he doesn't have a clue about what young people face today because when he was young JFK was president."

Second, if the entertainer is a "pre-Madonna" and isn't easy to work with, they are going to make your job a lot harder. We are sure you have heard of all the famous stories of entertainers who throw a fit if they don't get what they want. (e.g. one famous artist trashed his dressing room backstage because he found one green M&M in his M&M jar, yikes!). Make sure you hire someone who is easy to work with and doesn't need a long

list of things in order for him to perform, only the standards like a sound system and a microphone.

**Bottom line:** When hiring a speaker or entertainer, make sure you hire someone your audience can relate to. And last but not least, remember that so many entertainers and speakers have huge egos; make sure the person you hire is personable and easy to work with.

### **BIG MISTAKE #4: Booking Too Long Of A Presentation**

Scheduling too long of a program is a mistake many event planners make. It's important to remember that it is not like people are going to a theatre or to the movies and want to see a two-hour program.

Even if your event is "dinner only", your guests will have been sitting for at least 45 minutes before the show starts. If you add a cocktail hour, an awards presentation, and/or a speech from the school principal, the length of the event increases dramatically.

**Bottom line:** The ideal length for the entertainment portion of your program is 45-60 minutes with a maximum of 75 minutes. This will keep your event moving along at a nice pace and keep everyone energized.

### **BIG MISTAKE #5: Not Getting 100% Reassurance That The Presentation Is Squeaky Clean**

This is soooooo important especially in today's day and age when people are offended by the littlest thing. It is vital that you make sure that the performer's material is absolutely clean or trouble brews for you on the horizon.

We recently did a stage show for a company who had also hired a comedian. The comedian was hilarious and the audience loved him but then he let a few *very minor* swear words slip out. In fact, we didn't even catch them... but the wife of one of the company's big-wig dealers did. She stormed out of the program and dragged her husband with her. The executive shot an extremely upset look at the poor event planner.

The event planner came up to us and said, "Oh great, now I have to spend tomorrow smoothing all this out. That's just what I need." He had asked the comedian if his material was clean and the comedian told him that it was. It wasn't.

**Bottom line:** You need to not only ask whether the performer's material is clean, you have to *insist* and *emphasize* that it **MUST** be clean.

## **BIG MISTAKE #6: RELYING SOLELY ON A DEMO VIDEO**

A performer's testimonials are more important than their demo video, much more important. The problem with basing your decision solely on someone's demo video is the fact that anyone can make themselves look good on video through editing and retake after retake. When Adrian was an agent, he used to see tons of acts that had great videos, but were horrible live performers.

Three quick, true stories that will graphically illustrate this point:

### **HORROR STORY # 1**

We recently did a show for a major University. The event planner told us the year before she had hired a comedy juggler. She said his demo video was great and that he did some amazing things on the video. But when he did his show live he, "Couldn't do anything...Dropped everything on the floor...Was totally embarrassing."

### **HORROR STORY # 2**

A Fortune 500 company paid a fairly famous magician to perform strolling magic at the tune of \$50,000 for the evening. (This is a very famous magician who has had numerous primetime TV specials on ABC.) The president of the company saw this magician make himself float on television in front of a crowd of people on the street and asked him to make himself float for his group. "I can't do that here," the magician informed the very disgruntled client.

### **HORROR STORY #3:**

A local teacher's association hired a hypnotist based on the great demo video he sent them. In the words of the event planner, "It was a disaster. He literally couldn't hypnotize anyone. People started leaving the event. Other's starting talking amongst themselves. And the hypnotist started yelling at all of us." Yikes!

Trust us, sometimes a lot of entertainers cut and edit their videos and through the use of TV magic make them self look a lot better then they really are. We are not saying that you shouldn't believe all videos. A lot of entertainers have great videos and what they perform on video, they can actually perform live. But if you can see an entertainer live before you make your choice, (either by having him come in to your office and give you a short demo or at a public place.) that is 10x better then any video.

**Bottom line:** A demo video can be a useful tool in helping you decide whether a performer is right for you but it should only be one the factors that contributes to your decision.

**BIG MISTAKE #7:  
Not Getting a Money Back Guarantee**

In most cases, you can avoid falling prey to a bad speaker, entertainer, or entertainment agency by insisting that they give you a 100% money back guarantee if you are not satisfied with their presentation.

This is the ultimate test as to whether someone really believes in what they are offering or if they are just full of hot air. If a performer really believes in the quality of their program, they shouldn't hesitate to guarantee it...

**Bottom line:** If the performer you're considering for your event won't back up their presentation with a guarantee...WATCH OUT!

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Well, there you have it. Obviously, if you're a seasoned event planner you may have already known some of the secrets revealed in this report. But we hope you found a few gems that you can use to ensure that your next event turns out exactly as you want it so you get the applause, accolades, and acknowledgement that you so richly deserve.

If we can help you or you want to contact me, please call us at **949-272-1601**.

Best,

*The Saint Twins*

The Saint Twins

John & Adrian

"The World's First & Only Twin Thought Readers."

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