

# WORKING WITH YOUR RESTAURANT

DEAR RESTAURANT OWNER AND MANAGEMENT,

*You have taken the time to establish your business. I am here to help give your customers another reason to love you even more! I know you have a lot on your mind and on your plate (pardon the pun). I want to make your life easier while helping you INCREASE business. Here are some questions that you may be thinking right now:*

## WILL MY CUSTOMERS LIKE MAGIC?

People of ALL ages love magic! And most of the time they only see it on television. When they get to experience magic live, inches from their eyes, presented by a professional, this is an experience they will talk about for a longtime to come. AND they'll tell all of their friends WHERE they saw the magic, Free Advertising for your restaurant!

## IS MAGIC "RIGHT" FOR MY RESTAURANT?

This is the #1 concern I hear from managers and I understand this thought completely. You've taken time and effort to create an atmosphere in your restaurants that your customers love and recognize. The only thing I'm here to do is to ADD to the warmth of the atmosphere you create. I work with a Variety of restaurants, from fine dining establishment to bars, nightclubs and family focused venues. Each restaurant requires a different approach and I am trained to have a very acute sense of how to present myself and interact with your customers. I will always be Courteous, Professional and Welcoming to All Guests.

## CAN MAGIC REALLY ENHANCE THE CUSTOMER EXPERIENCE?

Yes, yes and yes! That is my #1 specialty! I know how to create that special magic moment that your guest will talk about for weeks, months and even years! Your guests will LOVE the special Attention they receive at your restaurant! Whether its friends celebrating a birthday, a couple celebrating an anniversary or just the regulars coming in for dinner, I can do something special for them that they will tell all of their friends about. And furthermore, if you have delays in the kitchen or the servers are in the weeds, the magic is that extra level of customer support that will keep your guests happy while they wait.

## CAN YOU REALLY INCREASE MY BUSINESS?

Some Magicians have been performing at their restaurants for 15+ years. There's a reason why the owners of those places have kept the magic for so long - it works for their business and it *will* work for yours! Simply put: when a customer of yours who has seen the magic has their friends or family in town that they want to take out to dinner and have to make a choice between two restaurants, they will pick YOUR RESTAURANT because it has "this incredible magician that you've just GOT to see!" Over time this will add up to a lot of business!

## HOW WILL THIS BE PROMOTED?

It usually takes 3 weeks of performance at your venue for both the staff and the regular visitors to get used to the idea. Then the word-of-mouth starts to spread like wildfire! Over the first three months you'll see a steady increase in customers asking for the magician and returning on another night knowing the magic is there. I will also provide the restaurant with a lobby poster designed to advertise the magic throughout the week. I will also promote your restaurant on all of my promotional materials and websites as well as getting your restaurant local media coverage several times per year.

## CAN I REALLY AFFORD THIS IN TODAY'S ECONOMY?

My goal is for my services to pay for themselves, which typically happens within the first 3 months. The word-of-mouth spreads and each week enough guests will come in to see the magic to pay for the small fee I am charging. More importantly, when I work with restaurants, I make a dramatic rate cut in order to work with you in the long-term. When hiring me as *your* restaurant magician you get to pay 1/2 the price and you get DOUBLE the time.

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