

FINDING YOUR LIGHT BULB - WORKSHEET 7 - **THE BIG 7**

The Big Seven Questions that all Professional Entertainers must ask themselves..

1. Do I have the talent and drive to be a success?
2. Am I running a well oiled machine?
3. Do I have commercial appeal?
4. Do I attract media attention?
5. Do I have fans?
6. Am I constantly creating new material?
7. Do I see myself as lucky?

THE BIG SEVEN QUESTIONS OF PROFESSIONAL ENTERTAINERS

ONE - TALENT AND DRIVE.

WORKSHEET QUESTION 7-1. Do you have the TALENT and DRIVE to succeed?

WORKSHEET QUESTION 7-2. Be honest. Do you use it?

WORKSHEET QUESTION 7-3. Be even more honest. Are you sure?

WORKSHEET QUESTION 7-4. What evidence is there that you are using your talents and your drive? List your talent and drive WINS here.

TWO - A WELL-OILED MACHINE.

WORKSHEET QUESTION 7-5. Are you running a well-oiled machine? If the answer is no... what improvements can you make?

WORKSHEET QUESTION 7-6. Are the people around you top-notch? Make a list of each person in your business life. This should include your agents, managers, publicists, office managers, legal team, writers, web designers, printers, creative team, personal assistants, and on-stage assistants. Make the list...

WORKSHEET QUESTION 7-7. Now grade each one of those people truthfully; if they do not make the grade, find someone better.

Remember the number one business relationship rule: Hire slowly. Fire quickly.

THREE - COMMERCIAL APPEAL

WORKSHEET QUESTION 7-8. Do you have broad commercial appeal?

WORKSHEET QUESTION 7-9. How many fans do you have? How many people really love your work?

How many people really love you?

WORKSHEET QUESTION 7-10. Is your touring season full?

This is an indicator of whether you're adored by fans.

WORKSHEET QUESTION 7-11. Do you occasionally get letters or compliments on social media?

That's a clue. If not, this is an area you need to work on.

FOUR - MEDIA ATTENTION

WORKSHEET QUESTION 7- 12. Do you attract media attention?

WORKSHEET QUESTION 7-13. Do you create publicity-worthy moments?

WORKSHEET QUESTION 7-14. Do you have excellent social media networking skills?

WORKSHEET QUESTION 7-15. Have any of your videos gone viral?

FIVE - FANS

WORKSHEET QUESTION 7-16. Do you have a strong fan base?

WORKSHEET QUESTION 7-17. Do you have a fan club?

WORKSHEET QUESTION 7-18. Do you sell swag?

WORKSHEET QUESTION 7-19. Do you have lots of social media followers?

WORKSHEET QUESTION 7-20. Do people buy tickets to your event?

WORKSHEET QUESTION 7-21. Do people come to see you?

Do you book shows regularly?

SIX - NEW MATERIAL

WORKSHEET QUESTION 7-22. Are you constantly developing new quality material?

WORKSHEET QUESTION 7-23. Do you have new magic tricks, shows, routines, songs, puppets, or stories in development on a planned, regular, ongoing basis?

Working pros do.

Get the old stuff good, and then create some new stuff.

You must keep doing this, always and in all ways.

SEVEN - SEE YOURSELF AS LUCKY.

WORKSHEET QUESTION 7-24. Are you putting yourself in a place to be lucky? I think you're a liar if you don't admit some luck must play into a successful career.

Of course, luck must be seized – so you'd better be ready to grab that bull by the horns when it appears.

WORKSHEET QUESTION 7-24. Ask yourself: Is “the force” with you?

Are you in the right place, at the right time, with the right skills and right attitude?

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