

## How to Raise Money With a Hypnotist Show

You're thinking about having a hypnotist show to raise funds for your club or cause. Here's how you make it a huge success.

Raising funds with a hypnotist show is easy, but not effortless. You will have some work to do. If people could make lots of money without much effort, everyone would be doing it. So keep that in mind.

### Outline

- \* You arrange a hypnotist show.
- \* You sell **lots** of tickets.
- \* You sell drinks and nibbles to the audience.
- \* Maybe add on some raffles or an auction.
- \* You make more money than you spend. (That is the point)

### Key Points

1. The more tickets you sell, the more money you make.
2. People come if they know they will have a great time and it is easy.
3. People will not buy tickets if there are too many steps involved.
4. The more tickets you sell early on, the easier it is to sell more later.
5. Once people are there, if they spend more, you can make more.

### What Do You Need?

To have a show you need the following things:

1. Hire a Hypnotist ([Gerard V](#))
2. Recruit Your Team / Support Crew
3. Book a Venue
4. Create Posters / Flyers / Tickets
5. Create "Sales Channels" where people can easily get tickets.

## The Hypnotist

Not all hypnotists are the same - book someone who will suit your event. If you want sleaze book sleaze - if you want someone clean, [book Gerard V.](#)

Think about what is going to bring in the most people. Don't book what you want to see - book what your customers and community will want to see.

## Your Team

You're going to get out there and sell tickets. You're going to need support. Face it - some people are not comfortable selling and asking for money.

Get a team together - for a small event maybe one or two more is all you need, bigger events need a bigger team. The more committed and motivated people you have at the start - the easier and better it will be.

There is no shortcut. Tickets will not magically sell themselves.

### Story

There was a fund raiser for a group of 17 high school students who were travelling to Japan on a study trip. The organiser gave each of them 10 tickets to sell for the event, and then set about selling more herself as did two other parents.

The day before the show, 12 of the students handed back all of their 10 tickets having sold none.

There are lots of reasons. Without motivation people will be passive, and the results will be poor.

At another event, and a similar situation, there were 400 tickets sold. The difference was just one person that really encouraged the students and stayed on their backs to get moving, and they reaped the benefits of that.

**You need a motivated team. Don't assume people will be active.**

## The Venue

Too small and you cannot fit enough people in and that limits you. Too big and you'll have a scattering of people in a big empty barn - which can feel dull.

Set your goal to sell out - and be reasonable about it. Consider how well prior events have gone and the number of committed people on your team.

Keep costs and income in mind. Perhaps the venue is cheap but do you have to hire extra chairs? Will they let you sell snacks? Can you sell alcohol? These can add significantly to your profit so don't let them go too easily. A venue that is a little costlier, but where you can sell your own food and drinks can earn you a great deal more.

## Posters / Flyers / Tickets

These are the simple things that assist with promotion. Put posters up around the area. If you have a TV display (in store or at the club) with events and news, have the show promoted there too.

Talk to local businesses, supermarkets and community services (libraries etc.). Put posters there too, and ask them to buy tickets or "tables of ten".

## Sales Channels

**The tickets are important. You want to sell lots of them.**

People need to be able to buy them easily as soon as they make up their minds. Have them available from as many outlets as possible.

### **Remember Online Sales Too**

There are many online ticket sales options that are cheap to use, and easy to set up. Let people buy online. Arrange to take credit cards (it is easy, Gerard V can help). Mail tickets or hold them at the door. Make it so that people don't have to do much to buy. The more you ask them to do, the more likely that they'll simply not bother with that next step, so make it super easy.

You can keep more tickets than you need, and more than the venue will hold - keep track of sales and then only put a limit on them when it looks like you'll sell out. That way everyone can have some tickets with them for cash sales.

Arrange to take credit cards - use your office systems, Paypal, a friendly retailer, or any way you can. Credit cards allow people to transact without having to take another step to get the cash.

Allow people to book over the phone - and take payment then and there (unpaid tickets may not ever be paid for, so collect payment while they are on the phone).

### **The Sales Cycle**

It frequently happens that early sales are slow and the promoter (that's you) panics in the last couple of weeks, finally "getting out there and selling", or sometimes giving up.

I learned a valuable lesson in my early career. "If you're going to panic later, panic now."

Get selling early, 4 - 5 weeks ahead is the best time but earlier is okay too.

As a rule of thumb, ticket sales seem approximately to double in the last week. So if 1 week out you have sold 100 tickets, you're on track to sell 200 in total if you keep the effort up.

**Sales create sales.** The more people who have already purchased, the easier it is to sell more. The fact that some people are going will encourage their friends also to go. This is why early sales, even a few, are so useful.

### **Summary**

The main thing is to sell tickets - focus on that and start early. Make them easy to sell, easy to buy, and collect the cash as you go. Get people involved and active. Add to your proceeds by selling food and drink if you can.

**All that, and have fun!**