

## TWO popular post-convention classes

# GUARANTEED TO BOOST YOUR INCOME!

These post-convention classes are the ones that your competition doesn't want you to take!

"... I could have just taken your class and gone home and gotten everything I came for from this convention. This is the best class I have ever taken. You are a dynamic teacher, and your enthusiasm is contagious!" M.H. Fabaic, Orlando, FL

### "Selling, Marketing and Getting the Gigs!" (Half-day class)

### "How to run a Part-Time Entertainment Business and Earn Full-Time Income! (A.K.A. Extreme Business Makeover)" (Full-day class)

Are you serious about your business?

If you are keep reading.

It doesn't matter how good your balloons and face painting are, if you aren't landing as many gigs as you'd like. There are plenty of accomplished face painters and balloonists whose best audience is on Facebook and YouTube. Fans are great, but they don't pay your bills!

After all the money you've invested on training and supplies to be the best entertainer you can be... are you ready to learn how to **MAKE REAL MONEY doing what you love**? The days of being a "starving artist" are over! Come learn from award-winning entertainer, entrepreneur, author and coach, Lori Hurley, who will be teaching her **popular** post-convention classes, guaranteed to **boost your income**! The amount it costs will be paid for in the first gig you book after taking Lori's class.

"I took your class and bought the book and it has made all the difference in the world. Your words ring true of someone who has been there and done that, and I appreciate your generosity. I learned more in those two hours than I learned in the last 5 conventions I attended."

*R. Robinson*

*Lake Elmo, MN*

In a time when everyone is complaining about the economy and the impact it's having on our industry, Lori we'll give you the tools to make money as an artist/entertainer--no matter what! Consider these classes your own personal **Boot Camp for your Business!!** (The best invested money you will spend all year...guaranteed!)

These post-convention classes are ideal for experienced artists who target companies, daycares, community festivals, birthdays or churches. (Beginners are welcome to register, however, it is important to know that the focus will be geared toward more experienced artists). Ideal for Face Painters, Balloon Artists, Henna Artists, Magicians, Clowns, Stage Hypnotists, Jugglers, Storytellers and any entertainer or artist, working as an independent contractor for special events.

**Not sure if you want to stay all day or half day? Check out the table below. These tried-and-true classes hold the secrets to**

	Selling/Marketing	Extreme Biz Makeover
	½ day class	Full day experience
• Avoiding the 5 most common marketing mistakes	X	X
• Maximizing your strengths & minimizing weaknesses in marketing and selling	X	X
• Creating an action plan to draw attention to your business	X	X
• Locating Niche Markets in YOUR area	X	X
• Increasing your web presence	X	X
• Utilizing social media	X	X
• Gigmasters, Gigsalad & other gig websites	X	X
• Successful sales calls/overcoming objections	X	X
• Developing effective phone skills	X	X
• Logos, slogans and tag lines that work!	X	X
• Selling yourself	X	X
• Overcoming fear	X	X
• Pricing your services and raising your rates	X	X
• Outselling your competition	X	X
• Turning bargain shoppers into high priced buyers	X	X
• Creating effective client contracts		X
• Getting repeat business		X
• Handling charitable and “free” events		X
• Managing income and expenses		X
• Organizing your client information		X
• Getting everything you ask for		X
• Tracking sales		X
• Best and most affordable resources for business cards, banners, flyers, postcards and brochures		X
• Creating Cash-Flow Year Round		X
• Increasing income by hiring artists/entertainers		X
• Creating independent contractor agreements		X
• Hassle free billing		X
• Deposits and booking fees		X
• Difficult/high maintenance clients		X
• Protecting your assets and your business		X
• Time management/priorities in the events industry		X
• <b>Creating cash flow year round</b> (even during the slow seasons!)		X

## Lori Hurley's Bio

Lori Hurley is an accomplished speaker and performer who's been a successful entrepreneur, delighting audiences of all ages since 1986 with clowning, physical comedy, stage hypnosis, face/body art, balloon sculptures, magic, singing telegrams and general silliness. She has an extensive background in sales, communication, facilitation and the healing arts and brings her entertaining, insightful programs to audiences around the globe. Her early career included the Ringling Bros. and Barnum & Bailey Circus, and now she includes many of the country's Fortune 500 companies on her list of clientele. She has been seen on stages and television in Finland, Belgium, The Netherlands, Japan, Canada and across the US. Lori's book (which sells out at each convention) is available this weekend, teaching YOU how to make money doing what you love (and how to outsell your competition). Participants in her post-convention classes, can receive a coupon for \$5 off the book during the convention.