

“Do You Make These FOUR Mistakes Booking Entertainment?”

The Four Biggest Mistakes People Make When Hiring a Hypnotist & How to Avoid Them!

STOP. Read these and learn how you can avoid making the same costly mistakes.

MISTAKE # 1: Not Having a Realistic Entertainment Budget.

You’ve heard the saying “you get what you pay for.” Well, it’s so true in all things.

The least expensive hypnotist will surely disappoint you. The budget you set is important. Take into it both the performer’s show fee AND their expenses.

By trying to save money such as an agent’s commission, you won’t get the BEST performer and performance. Don’t jeopardize your event’s entertainment (and your reputation as the event’s organizer) by hiring the lowest priced hypnotist out there. You’ll be sorry.

Just because you had a DJ last year and now want a stage hypnotist this year, expect to pay much more for a stage hypnotist than you did for that DJ. Today, a competent local DJ can be had for between \$200 to \$800. But, most competent, professional stage hypnotists rates start at the upper end of that DJ pay range.

In other words, it is a huge and costly mistake thinking you can get an excellent, experienced professional and FULL-TIME stage hypnotist for those rates. You cannot.

A bigger mistake is thinking you can get a “name” stage hypnotist to fly half way across the country, stay one or two nights in a hotel, eat, probably rent a car to get around and do all that for \$1,000. Not possible for even \$2,000.

Don’t be stupid. Be smart. Act reasonably; not insulting.

Listen. If you total entertainment budget is \$800 stay local. Cross your fingers and hire that local, moon-lighting hypno (therapist) tist who might pull off an OK show. Remember, you get what you pay for.

In 2007 dollars based on a national average a full-time, professional stage hypnotist will cost a college or a company anywhere from a low of \$750 to \$1,500 (within a reasonable half-day’s drive of their home) to upwards of \$3,500, with the median cost at around \$2,000+ **PLUS TRAVEL & RELATED EXPENSES** (hotel stay, sometimes mileage for driving or round-trip airfare, and even a modest meals per diem). Again, quality and experience vary; you get what you pay for.

MISTAKE # 2: Thinking All Stage Hypnotists & Their Shows are the Same.

Think that and you'd be wrong. Stage hypnotists have different capabilities, experiences, and routines. Some have little or no professional training. Sadly, too many are NOT even funny. Most others have no stage presence to captivate and hold the audience. They are devoid of wit and comedic timing. And it shows in their performance.

The secret, the thing to do is get and watch the hypnotist's demo tape. They ought to have one for each market they work like for one high schools, one for corporate shows, and even one for comedy clubs. Then, if you find yourself liking the hypnotist and laughing at and with him or her and at the hypnotized volunteers, then maybe, just maybe, they right for your event. Maybe.

Next call and talk with the hypnotist if you can reach them. Your gut meter will tell you what else you might need to know so you can make an informed decision.

MISTAKE # 3: Procrastination

Shopping last minute for anything isn't wise. Same for a hypnotist. Good, quality professional entertainment is hard to find at the last minute. In-demand entertainers like Comedy Hypnotist BLAZE are booked many months in advance. Oftentimes a year out in advance. To avoid last-minute headaches and paying extra travel expenses start early and book your entertainer ASAP. You'll save money, time, aggravation, and not disappoint your audience.

MISTAKE # 4: Doing It Yourself—Not Using an Entertainment Agency Whenever You Can.

Listen. The Internet is a vast resource. All the top-notch hypnotists have professionally designed and content-rich web sites. If a hypnotist you find listed somewhere doesn't have a web site. Pass on them. Moreover, if their web site looks like a cheap, do-it-yourself job, pass on them also. But when you find a hypnotist serving your area read their site from top to bottom. Then call and talk with them.

Additionally, there are hundreds of reputable talent and entertainment booking agencies with strong Internet presences standing by at the ready to broker talent for your event. At the very least, visit them. Call some and discuss who they can get and what the costs are. **DO NOT BYPASS** the agent by calling the artist they talked with you about directly. You won't save any money. It's not like selling your house yourself to save a commission... even if you knew what you were doing, which the vast majority of people don't. There are simply too many details and understandings agents have that a lay person doesn't.

Entertainment agents are worth every cent of their commission because they work only with proven, reputable, professional and full-time entertainers such as Comedy Hypnotist BLAZE who is insured, has demo videos, promotional materials and delivers hypnotic laughs and fun as advertised!