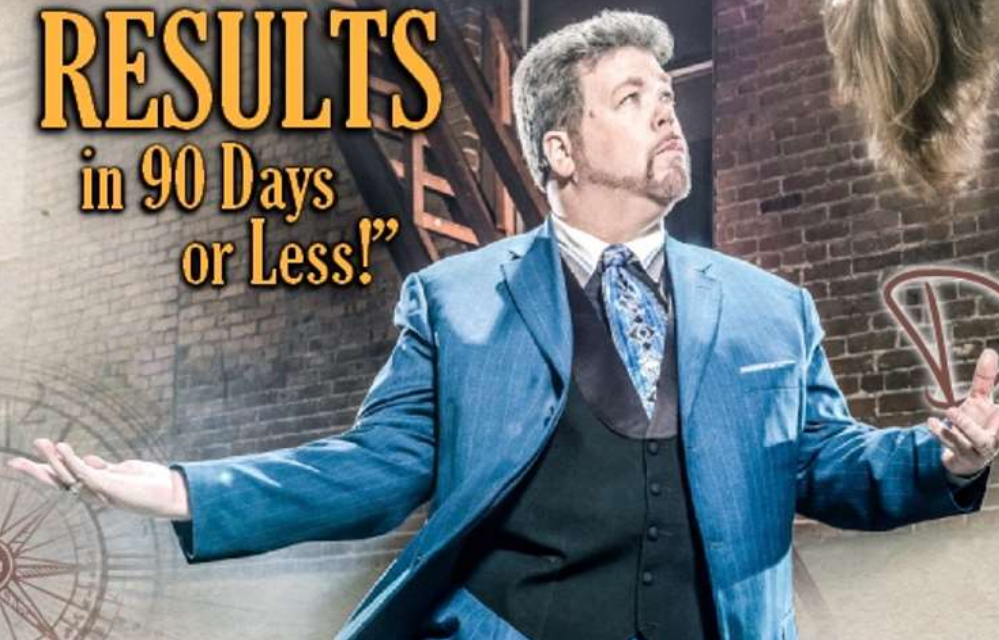
VIP Keys Video Series!

Your KEY to UNLOCKING
Money Making Marketing Magic Mentoring

"The VIP KEY To Your Money Making Marketing MAGIC, '7 Tips In 7 Minutes' (kinda') Including How To AutoMagically Turn 'FREE Presentations Into High Paying FEE Presentations' That Rocks With RESULTS!"

"Finally ... Discover The Easiest Way to Make More Money Doing What You Love and Get Real **RESULTS** in 90 Days or Less!"

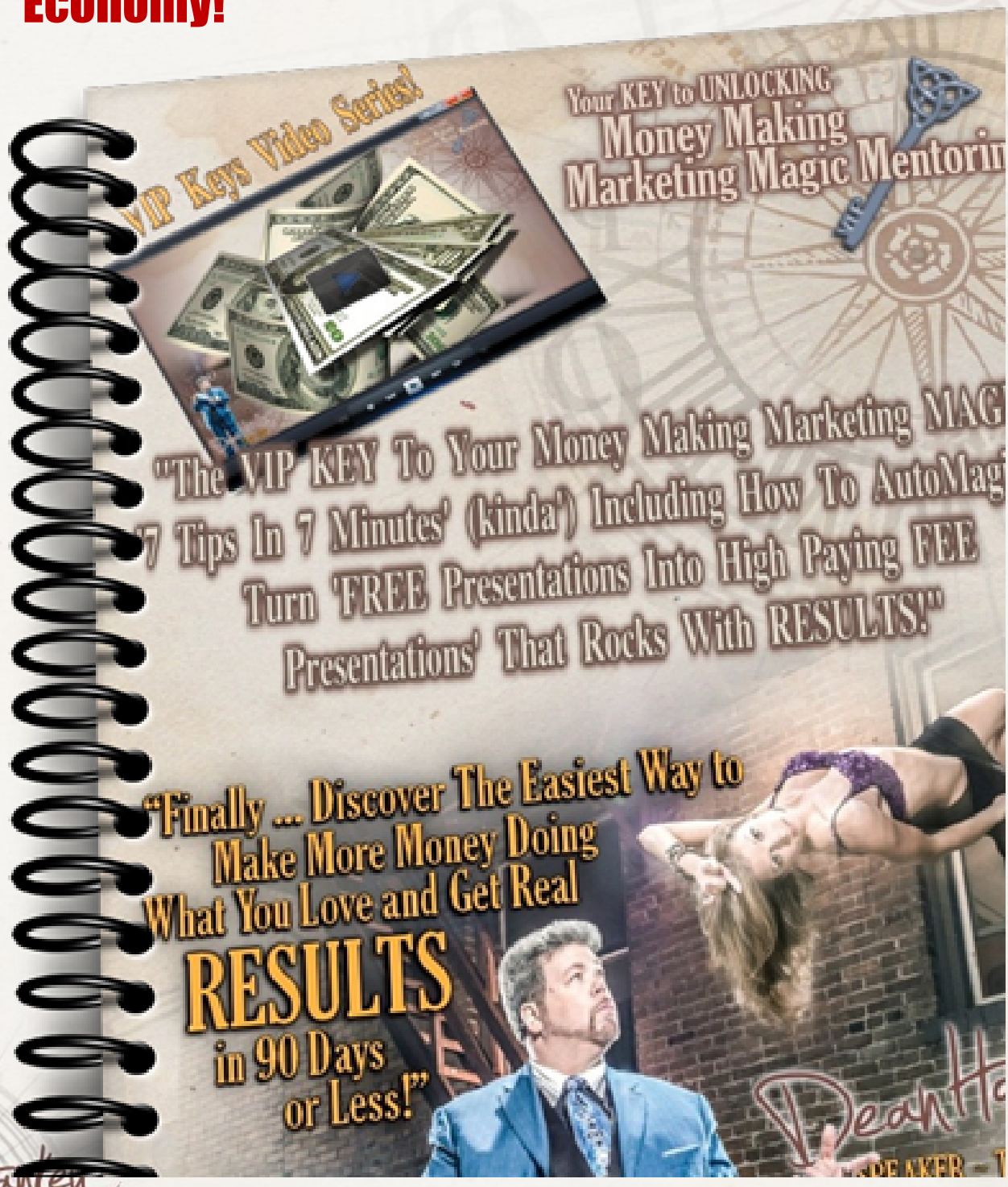


Dean Hanley

SPEAKER ~ TRAINER
AUTHOR ~ EXPERT

Your Killer Report:

"How To AutoMagically Turn 'Free' Presentations Into 'Full FEE' Presentations ~~Even~~ ESPECIALLY In A Questionable Economy!"



Your KEY to UNLOCKING
Money Making
Marketing Magic Mentoring

A discussion on… # "Should You Do FREE Gigs?"

…or "How To Turn FREE In To FEE In Any Economy!"

"FREE" or "FEE"… That is The Question.

As you know, the core of my success and the success I've shared with thousands of other though our coaching and membership products, process and practice is based on the core principle of Creating So Much VALUE For The People and Business we aim to serve that They Have No Sound Reason To Go Anywhere Else for the Service and Solutions We Offer and Deliver… Simply put: *(as a business proposition)* **"The More VALUE You Create, The More Money You'll Make!"**

LESS about the 'money you'll make' and **MORE** about 'the value you create' is such an overwhelming proportion that it is ***"fiscally irresponsible for anyone to say 'no' when doing business with you"*** because THEY will lose out on the massive value you ultimately deliver to the buyer and end user!

That is the first step in the money making magical mindset to determine if any 'best practice' is truly and best solution for all parties concerned… with that in mind we look at working for FREE or for FEE understanding that *(as you'll see)* neither are mutually exclusive to each-other… enjoy this bonus gift and go out and prosper by creating massive value for all you hope to serve!

Hope This Helps…

I am at Your Service and In HIS Service,

Dean

~ Deano In Reno
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Rev P. Dean Hankey | MARKETING Magician & PEOPLE Pro! | SpeakTacular EnterTrainer & ImpleMentor!

"Transform Your Dreams Into Dollars, Doing What You LOVE!
Delivering Difference-Defining Results In Your Life
and The Lives of Others With Proven Systems For Powerful,
Profit Producing Success Solutions… Guaranteed!"
Dean

Dean Hankey
SPEAKER – TRAINER
AUTHOR – EXPERT

"Should You Do FREE Gigs?"

…or "How To Turn FREE In To FEE In Any Economy!"

As another promotional vehicle, YES, I emphatically support our efforts to make this world a better-place as result of our gifting! That does in no way mean that we, as performers should simply bend-over to take what-ever comes our way!

While it's true I support just doing "free shows" blindly per-se, I also agree that there must be some sort of criterion as to why we 'accept or deny' each offer to support a benefiting organization... Again, which I completely endorse!

I totally think we should bless our community in which we do business... it's just the appropriate cycle of life... giving and receiving. If you are one who ONLY 'takes' from your community and NEVER gives back, then I believe *(and in watching others who struggle to achieve any "REAL" ongoing success)* that you will ever really attain the lifestyle that you hope for, and that is ready for you to claim!

There could be however, several considerations at play, and 'each' are for every individual to determine for themselves. Here 'may' be some:

- A) You just want to support the charity! Just GO FOR IT!
I know I have my favorite charities that I like to support no matter what the offer is of potential remuneration. - - When they offer, I simply say thank-you, please apply it to the cause *(and I 'trust them' to do that)* or I take to money and give it right back to them with a note or card. *(again, each one is different!)* All for purely PERSONAL reasons... no particular advances of any kind, just cuz I gotta'... for me, if nobody else! It's part of "who I am"!

- B) It's a sound 'business' decision.
There may ALSO be an opportunity to "really" proactively market myself or gain some advantage as a result of the association.

Now of-course, you ARE helping the "worthy" cause and at the same time you may be positioning yourself as THE "solution" in you market with-out giving away your advantage. (Your "Business Standing" in the eyes of your potential business relationships) then that too is a mutually satisfying opportunity!

WIN - WIN - WIN!

I JUST did an event that was $5,000.00 dollars a plate... very tre-sheik and incredibly well packed with my market elite... THESE are the people I want to reach! MY TARGET MARKET! I would have PAID to work there if I had to...REALLY! Again... **just good business!**

Here are some 'thoughts' and experiences that may lend insight for you consideration:

- IF I call them... It's on my terms to begin with, but since I am calling them I am more flexible *(But NOT less professional!)* because I have, for one reason or another determined that it IS something I must do. *(As in the previous example!)*

...on the other-hand,

- IF THEY CALL ME, often, it's a completely different ball-game. I have a very strict set of mutually beneficial guidelines that we follow:

= 1) I 'decide' based on the charity, as well as my time and interests IF it is something I wish to even consider. I don't mean to sound snooty, but my resources *(Time, Talent & Treasure)* are only 'entrusted' *(On loan to me from God)* to me and I have to steward it as well as humanly possible. There WILL be an accounting! My WIFE says so too! *(Hehehehe!)* That too is the 'balance issue' that the busy professionals face every day!

= 2) IF I find that it works for me to do it, I 'lay down the LAW' when it comes to my participation support! *(Again, the stewarding issue)...and YES In a Kind and Professional manner, of course.*

Here are a few of the RULES: *(That I apply)*

- **If they ask for my FREE Time - RULE: NO-ONE, and I mean NO-ONE else is to be getting paid!** Not the 'facility', the food vender who kicks back some % to the organization, the ad agency, other performers... **NO-ONE**! - - IF "anyone" else is being compensated... EVEN for so-called 'cost', I require my entire fee for that performance and THEN I decide how-much *(and almost always I DO)* I will donate back to the organization. Keeping in MIND that **I donate directly TO the organization** and NOT the event or event planner! **I want to make ABSOLUTELY SURE that ALL the money I donate goes straight to the cause...** even if I have to send it to national. *That's just me.*

- **RULE: I require that my name / image / information be included in ALL the marketing and promotions!** - Print, Promotions, Ads, Press Releases, Posters, Commercials... absolutely EVERYTHING... REQUIRED!!! *(This is NOT an option!)* - Not just the words ***"Free ENTERTAINMENT/PRESENTATION"*** or some generic handle for what I'm doing for them. *(I see this happen with others ALL THE TIME!)*

- **RULE: I get a glowing letter of recommendation** and/or video/audio testimonials for my services *(assuming I did the amazing job they expected)* AND **an "endorsed" campaign to their list** sometime after the event at my discretion.

- **RULE: I get at-least 5 "personal" recommendations/introductions to esteemed, friends, associates or clients of the person hiring and/or organization.** *(Often I am sure to "CHOOSE" the introductions/connections myself... woo hoo!)*

- **RULE:** I get the 'opportunity and option' *(at MY discretion)* to **have merchandising and/or promotional products and/or information available for purchase or give away.** *(again, totally at my discretion!)*

- **RULE: I get total retail value exchange...** if they can't 'afford' my services, I make sure that there is 'equal value exchange'. Barter with one of the board-members, sponsors, organization's supporters etc... *(Maybe the "promotions" and "introductions" have already accomplished that, but if-not... fair-market exchange is good-solid business in any market!)*

- ***…and what-ever else I can think to appropriately ask for that makes sense to the event exchange and outcomes FOR EVERYONE!***

Again, it's about fair, perceived *(and very REAL)* value exchange and position.

Also remember that this is at mutual discussion and agreement of each event and event party keeping the bigger position of "Value Added" when ever possible for all parties.

That Said:
We are "PROFESSIONALS" in our industry and you should do 'business' as such. If you don't it's your own darn fault for allowing yourself to be taken advantage of... and with out a romantic dinner first!

*** KEEP IN MIND...** PLEASE Understand that these principles are NOT to be an arrogant slime ball or some bottom feeding maggot that preys on the needy, weak and helpless... **quite the contraire**! - - Since I have gotten "lovingly firm" *(professional)* on my policies, I have been treated with decorum, respect and professionalism. **I am able to now support EVEN MORE charities and organizations** cuz my "business" is doing better than ever as a result of these principles and practices!

See how this works?! - - I can now go for months with-out a paying gig, and I'd still be just fine to support these charities.

I don't have to 'force' the issue on these rules. They are all at my discretion, but at least they KNOW I am a professional and to be professionally reckoned with. - - As a matter of fact, more of these organizations not only UNDERSTAND this practice, but now only choose to associate with professionals who treat and act as such... PROFESSIONAL!

Think about this...
I doubt that you will EVER see a Surgeon, Lawyer, Pilot, or any other professional "DONATE" his or her services for functions such as this, and IF they DO, at-least it's not EXPECTED... and yet these organizations just somehow "ASSUME" that WE, as 'professional performers' are willing to just give-away our time and talent with out some sort of standard, it's simply not professional! Somehow it IS expected!

Why is that???

Until **WE**, as professionals, stand-up for ourselves and DEMAND *(pleasantly and professionally)* to be treated with the respect and decorum that is required in the post-modern business paradigm, we will continue to be plagued by this "perception" of being the FREE ENTERTAINMENT at their beck n' call, and I say NO-WAY!

REMEMBER, I say DO perform at as may of these public gatherings as you care to or want to... just do it "professionally" as discussed.

This represents my evolution as a business professional... I'm NOT suggesting this IS the ultimate solution for everybody. It DOES however work for me after 30+ years of doing this sort of thing!

Take what you can use and leave what you like... ***"Take The BEST, Toss the Rest!"***

As always, test, try, play and apply theses suggestions, systems and strategies to your growing business success and let me know of your results!

Hope That Serves...

I am At Your Service and In HIS Service,
~ Deano in Reno
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