



The Showbiz Master Plan: A Blueprint to Building a Successful Live Entertainment Career

J C Sum

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Book More Shows that Pay More! "The Showbiz Master Plan" is a live entertainer's blueprint to creating a money-generating brand, making a consistent 6-figure income and setting up for retirement. The goal of any entertainer is to bring joy to people but most will agree that making money is also important. While the notion of a struggling artist is a common perception of the realities of show business, it does not have to be the case. The truth is; while there many entertainers who barely make ends meet each month, there are also many entertainers around the world who make a decent living from their art or craft. In fact, there are also many entertainers around the world who are very successful and financially comfortable. These are highly successful entertainers who may not be A-list international celebrities, movie stars or recording artists, but are giants in their respective specialized fields or cities/ countries. One thing many of these entertainers have in common is the strategy and approach to their business and careers. They all understand that show business is not just about the show but also about the business. This book is filled with incredible stories, practical advice, time-tested tips and market-proven action-steps on how to build a successful career as a performing artist and live entertainer. Learn how to: • Be a Successful Creative Entrepreneur • Build Your Brand • Dominate Your Niche Market • Harness the Power of Positioning • Price & Negotiate Big Money Shows • Find Your Big Break • Grow Your Business • Get Paid Without Performing • Invest for Your Future • Handle Career Challenges and Failure As a bonus, learn three instant money tips to increase your income immediately without performing more shows. This book was written to benefit all types of entertainers such as: • Aerialists • Balloon Artistes • Bands • Circus Acts • Comedians • Contortionists • Dancers • Escape Artists • Face Painters • Hypnotists • Illusionists • Impersonators • Instrumentalists • Jugglers • Magicians • Mime Artists • Musicians • Singers • Variety Artists • Ventriloquists • Vocalists

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