

# Working With Your Restaurant

## Dear Restaurant Owner and Management,

*As an entrepreneur I take pride in cultivating long-term relationships with each of our venues. You have taken the time to establish your business. I am here to help give your customers another reason to love you even more! I know you have a lot on your mind and on your plate (pardon the pun). I want to make your life easier while helping you INCREASE business. Here are some questions that you may be thinking right now:*

### **Will my customers like magic?**

People of ALL ages love magic! And most of the time they only see it on television. When they get to experience magic live, inches from their eyes, presented by a professional, this is an experience they will talk about for a long time to come. AND they'll tell all of their friends WHERE they saw the magic, advertising for your restaurant!

### **Is magic "right" for my restaurant?**

This is the #1 concern I hear from managers and we understand this thought completely. You've taken time and effort to create an atmosphere in your restaurants that your customers love and recognize. The only thing I'm here to do is to ADD to the warmth of the atmosphere you create. I work with a variety of restaurants, from fine dining establishments to bars, nightclubs and family focused venues. Each restaurant requires a different approach which is why as a performer I know to be Courteous, Professional and Welcoming to All Guests.

### **Can magic really enhance the customer experience?**

Yes, yes and yes! That is my #1 specialty! I know how to create that special magic moment that your guest will talk about for weeks, months and even years! I create custom presentations for each table and they LOVE the special attention they receive at your restaurant! Whether it's friends celebrating a birthday, a couple celebrating an anniversary or just the regulars coming in for dinner, I do something special for them that they will tell all of their friends about. And furthermore, if you have delays in the kitchen or the servers are in the

weeds, the magic is that extra level of customer support that will keep your guests happy while they wait.

**Can you really increase my business?** Simply put: when a customer of yours who has seen the magic has their friends or family in town that they want to take out to dinner and have to make a choice between two restaurants, they will pick YOUR RESTAURANT because it has "this incredible magician that you've just GOT to see!" Over time this will add up to a lot of business!

### **How will this be promoted?**

It usually takes 3 weeks of performance at your venue for both the staff and the regular visitors to get used to the idea. Then the word-of-mouth starts to spread like wildfire! Over the first three months you'll see a steady increase in customers asking for the magician and returning on another night knowing the magic is there. I will also provide the restaurant with a lobby poster designed to advertise the magic if you desire.

### **Can I really afford this in today's economy?**

My goal is for the services I provide to pay for themselves, which typically happens within the first 3 months. The word-of-mouth spreads and each week enough guests will come in to see the magic to pay for the magic itself. More importantly, when I work with restaurants, I make a dramatic rate cut in order to work with you in the long-term. When hiring a restaurant magician through Restaurant Magic Business, you get to pay 1/2 the price and you get DOUBLE the time.

# Working With Your Team

## **ATTENTION** **SERVERS!**

**To delight & entertain our guests & give them an extra reason to return, we're adding a bit of Magic!**

**Please let our guests know there is a magician here & let management know of any Feedback!**

### **The Magician is Here to Help...**

- Give our customers something special when they come in to eat.
- Create an atmosphere of joy and make it a fun-filled evening.

- The serving staff out during long wait times, check times or if you get "weeded".
- Make a table's celebration a little more memorable.
- Enhance the guest dining experience.
- Help make you look better!

### **The Magician will NOT...**

- WILL NOT disturb your guests while they are eating.
- WILL NOT interfere with food or wine presentations.
- WILL NOT take your tips.

### **Please Call the Magician if...**

- You are having longer check times on food.
- You have a table celebrating a special occasion such as a birthday, anniversary, or if they just look like they are having fun.
- If you have "regulars" or a table that looks like they need some extra attention!

## Questions You May Have...

**When does The Magician Perform at The Table?** Most often, the magician will perform at a table after guests have ordered and are waiting for their main course. The magician tries not to approach tables where there are menus, food, or a check on the table, unless specifically requested by the table and this is the only chance he or she will have to engage the group.

### **How does The Magician help me?**

There are many specific situations where you will find the magician to be your best friend and most useful ally. If a table has ordered meals that take a long time to prepare or there is an unanticipated delay, let the magician know right away and he will try to get to the table to keep them occupied and make the time fly by. Inviting the magician to join a table for a special occasion can also make the evening a fun and memorable experience for the whole group! If you see regulars, tell the magician their names or give any extra information to make their usual experience fun and extraordinary.

### **Can The Magician help my Tips?**

Because the magician has been contracted by the management and does not make a living by asking for tips, working with the magician can actually increase your tips as the customer's satisfaction level will be much higher thanks to the magic. Once in a while, a guest will insist on tipping. In these cases, the magician will accept the gratuity out of respect for the patron.

### **What's The most effective way to interact with The magician and get my guests excited?**

When you greet your tables, let the guests know there is an amazing magician present who would be delighted to entertain them, on the house, while they relax between courses. Then let the magician know right away he has been requested. You will quickly pick up on the critical "applause times" when guests are watching closely. And when you deliver the food, the magician knows to wrap up the show right away. After just a few nights, we will learn the best ways to work together, creating a seamless and magical experience for our guests!

## Contact Information



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