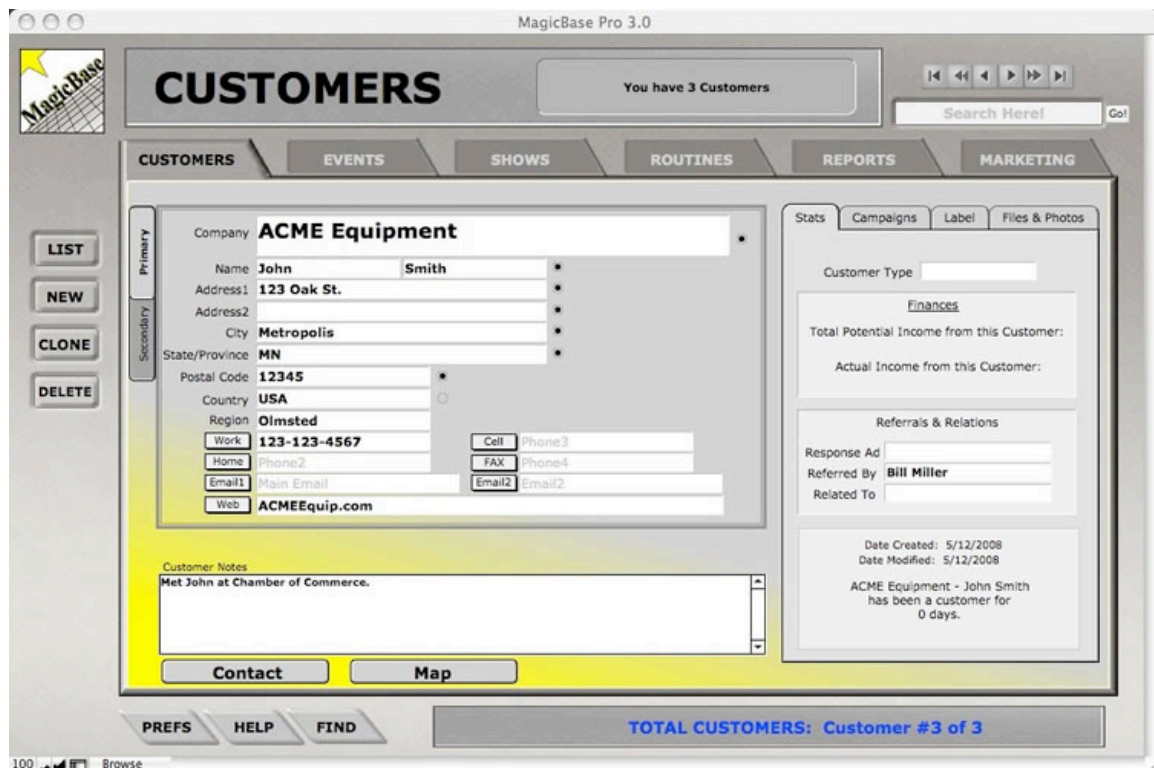


# Overview of MagicBase Pro [www.MagicBasePro.com](http://www.MagicBasePro.com)



If you are a specialty performer – magician, clown, juggler, hypnotist, or whatever, and you want to do shows for money (and in this economy for sure!), then you need a tool that will help you to plan, market, manage, and track all of your customer and show information.

MagicBase Pro does all of that and more. The main screens are segmented in an intuitive tabbed interface. There are six main tabs: Customers, Events, Shows, Routines, Reports, and Marketing. These tabs are the starting points for the more than 15 different screen views in the program. It would take too long to describe everything that MagicBase Pro does. Fortunately there are many videos on the site. And there is a free demo that you can really use with your customers. And, if you like it, you can just buy an unlock code and keep using it without re-typing your customer contacts previously entered.

Here is an overview of the six main tabs:

## **CUSTOMERS:**

To just say that it is a customer-relations manager for performers would be an understatement. Sure, it will help you to keep track of all of the customer contact info like names, addresses, emails and contracts. But you can also categorize all of your customers in multiple ways so that you can easily print reports or send newsletters to just a selected group of them.

This screen also has it's own mini tabs that help to avoid screen clutter. You can see every detail that you'd need to about a selected customer including things like: a photo; digital file folders that link to other files on your computer; what newsletters and advertising campaigns you've subscribed them to; and a record of which of these campaigns or referrals actually led them to you- valuable marketing information.

## **EVENTS**

Any customer could have any number of events associated with it. So you can keep track of all the things for which a customer has hired you – for decades! This tab also includes all of the financial information that you'd need to know like: deposits, discounts, agency fees, and mileage. Also, there is plenty of space for notes related just to one particular event, and even a place to enter notes that will be added to the customized contract just for this event.

## **SHOWS**

'Shows' are defined as sub-sets of events. For example, you may get hired for an evening's entertainment for a corporate event, and you may do a number of different shows like: walk-around magic during the reception, a stage show after dinner, and close-up magic in the hospitality suite later. The details for each of these shows (like fees, location, audience size, etc.) can be listed separately and still be associated with that single event. Shows or events can be recorded to cover multiple days if needed.

A neat feature that magicians will appreciate is the ability to keep track of what tricks you've performed for each customer. You can even print a packing list that includes a list of all of the props, time, volunteers and preparations needed for each routine.

## **ROUTINES**

This tab has multiple sections: Performance Routines, Collectors Routines, and Magic Dealers and Suppliers. You can keep a list of every routine that you perform and/or own. And this list of routines is what is accessed when you plan a show. You can even keep a list of your favorite suppliers. And you can have a web link button to go immediately to their web site. Collectors may appreciate the sections for keeping track of collection value, and history.

## **REPORTS**

Anything that needs to be printed can be accessed from this tab: contracts, envelopes, and letters, with all of the event information automatically merged in. You can also automatically generate and print out a handy Customer Information card that summarizes the event info, and a Referral form that you can give to the client for feedback. There are also dozens of financial and marketing reports to choose from.

## **MARKETING**

You can use this set of screens to plan a marketing campaign *and* assign certain customers or groups of customers to it. The campaign can describe all of the elements needed like: ads, bulk mail, radio, TV, email, and newsletters. A neat feature of this is the

ability to select a group of customers based on a number of factors like: *customer type* (corporate, church, daycare, etc) or *geography* (just customers in a certain state or city) or *time* (choose any month or date range). Then each of these campaigns and the customers assigned to them can be saved and used later.

Many performers are using multiple programs to do all of the things that MagicBase Pro does. Now there is no need to keep your records in a spreadsheet like Excel and export them to mail merge into letters with a word processor. It is an all in one solution that you will literally be able to use for decades. Hundreds of performers in 10 different countries are using MagicBase. Why not try it?

The introductory price is \$199. Owners of the original MagicBase can upgrade for only \$100. MagicBase Pro is frequently updated and improved. This upgrade is numbered version 3.0.5 but it is completely different than the original MagicBase, which was released in Sept of 2004. Free tech support is offered for the first year and is available by phone or email. Suggestions for changes or additions are always welcome. Get your free demo at [www.MagicBasePro.com](http://www.MagicBasePro.com).