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Marketing Lessons From A Las Vegas Strip Club

By David Hooper

Just got back to Nashville after 11 days in Las Vegas. I was there primarily to do my first Music

Business Brainstorm of the year. This is when I bring in clients, lock them in a room, and we systematically go through their biggest music business problems.

It was great. The guys in this group are smart and the group came up with some incredible ways for folks to generate more income with their music businesses.

But about the strip club...

At the end of the first night, around Midnight was when we finished, I sent out the attendees to go find three examples of good marketing in Las Vegas. Some of the guys headed to the strip club.

And here's what they brought back to me...things you can use in your music business.

1. Know Who You're Talking To – The girls in the club would get the names of the guys who walked in and refer to them by name for the rest of the night.

"Hello, David. How are you tonight?"

2. Ask For the Sale – If you don't ask, you don't get.

"Hello, David. Would you like some company?"

3. Ask Again – People buy when they're ready to buy, not when you want them to. And a strip club is no exception.

If you don't get the sale the first time, ask again.

"Hello, David. Are you ready for your lap dance now?"

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4. Ask Again – Even if you do get the sale the first time, ask again.

"Hello, David. Are you ready for another lap dance?"

5. Upsell – Once you get a "yes," ask for something more.

"Hello, David. Would you like to go to the VIP Room?"

Please note that names have been changed to mine to protect the guilty... And the guilt gets worse...

Coming soon...lessons from one of the guys who picked up a prostitute.

Whoever said "whatever happens in Vegas, stays in Vegas" obviously wasn't reading my blog.

David Hooper is the founder of Kathode Ray Music, an artist development organization specializing in promotion and marketing of independent musicians and bands. Visit

<http://WWW.FREE-GUITAR-SHEET-MUSIC.COM/>

for more tips and hints for musicians, bands, and

songwriters.

Marketing Lessons From A Las Vegas Hooker

By David Hooper

If my story about on Marketing Lessons from a Las Vegas Strip Club, made you blush, you should stop reading now.

Last week, during my Music Business Brainstorm in Las Vegas, a couple of my clients decided on a few room service options which the hotel catering department didn't provide, if you know what I mean. And while the subject will be titilating to some, there are some good marketing lessons at play.

This one guy I want to talk about in particular called a service after seeing an ad in one of the entertainment guides. Within an hour, his "date" arrived.

The first thing she did, according to him, was to discuss prices. \$1000 for everything.

When that wasn't an option, she gave him the option to get a dance for \$100...and than got him for all he was worth with an "upsell," which was about \$300.

Lesson One... People buy based on emotion. After sampling the service, he wanted more, and was able to justify the price.

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And she did one more thing which I thought was great... She called him back a couple of days later! He didn't take her up on the offer, but I'm sure there are people that do.

Lesson Two... It is easier to sell an existing customer than it is a new one.

This lady probably makes thousands of dollars each year with a few simply followup calls. And you can do the same thing!

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