

Types of Events

- Family Oriented
 - Birthday parties
- Corporate Events
 - Would like more focus on this
- Weddings
- Walk-around magic

Website Layout

Very text heavy. Needs restructuring.

- Home
- About
- Services/Shows
- FAQ
- Reviews/Testimonials
- Contact

Website Content: What I Need

Please Note: I plan on restructuring a lot of your existing text on the website using bullet points rather than paragraphs, specifically for the services. Most of the content is on your site already, which is great, so my focus will be mainly reworking and refreshing existing content.

I would just need a few things from you before I begin for the following pages:

- **New Content for Home Page**
 - Adjectives (3-5) that you believe describe X-Ray Magic the best
 - modern, entertaining, unforgettable, amazing, engaging, hilarious, comedy magic show
- **New Content for About Ray Page**
 - What or who at 8 years old inspired you specifically that made you want to do magic professionally?
 - I was introduced to a magic kit for the first time, then I caught the magic bug. It has always been my hobby since then.
 - You mention your degree but it's very different from the path you took. What made you change?
 - I went to University of Waterloo to study Accounting. After a couple of coop terms, I realized I didn't want to join the rat race and stuck behind the desk doing something that I wasn't passionate about. So I took a year off university to travel the world. And when I came back from my trip, I decided to pursue my dream as a professional magician.
 - How did you start entertaining people while travelling?
 - I was backpacking by myself, . I use magic to break the ice and make friends on the trip. I found I could always amaze people and put a smile on someone's face. Magic is an international language that transcend nationality, race, age and gender.

New Content for Blogging Page

- If you do want to go forward with blogging and are stuck, I can provide a few start-up post ideas to get you going. Any editing you would require from me for blog posts in the future would have to be discussed with Hanadi first!
- I started posting more on my facebook, I think we can use some of these to start it up.
- <https://www.facebook.com/pg/xraymagic/posts/>
- New Content for Services Page
 - Would you be able to provide me with a list and description of the major types of magic tricks you perform other than the goldfish and bunny ones? Or are those the only two that require the most explanation?
 - Goldfish and bunny are my original signature tricks for my family show. I just thought I would like to paint the picture for my potential clients so they have a better idea of what they are paying.
 - For the adult show, one of my tricks is I would throw a knife at someone to find a card. It looks dangerous. I also do some mind-reading and prediction effects. It is a comedy magic show with audience participation.

These are the sections that will be re-worked but I'm sharing the way they'll be restructured before I begin:

- Reworking Content for Services Page
 - *These pages contain testimonials. Reviews and testimonials should be on a separate page. The only information on the 'Services' pages should be about what these services provide. A page will be created where all testimonials and reviews will be placed. separate*
 - Corporate and Adult
 - This page contains information about 'Walk-around magic'. A separate sub-page will be created under Corporate and Adult. It will look and provide information in this format:
 - Services
 - Corporate and Adult
 - Walk-around Magic
 - Family and Children
 - This page will explain the children shows and family shows in a point form format, which will make it easier to read and more visually appealing.
 - You also mention a 'sweet surprise' for moms. This is something to include if you provide what the surprise is. If you do not want to spoil it/share it, I would not include mentioning it. Is it something you would like to share or just not mention?
 - actually you can take this out or just mention it, I don't do this all the time, it depends on the children's age and audience.
 - Weddings

- This page is the least cluttered, which is great. Some of the information is repetitive so I plan on combining information together, so that it is even easier to follow.
 - I noticed that the VIP Exclusive Package mentions that if chosen, you will remain at a venue from start to finish. The other two packages do not state that. If someone chooses the Cocktail Hour Package or the Reception Package, will they have entertainment throughout the entire time it takes to have cocktails and eat? Or would you only stay for an hour, 45 minutes, etc. Please provide me with the duration of entertainment for these two packages please.
 - The hours will be an approximation. Usually if they choose cocktail hour, I will only stay for the duration of one hour or the duration of the cocktail, whichever comes first. For example, if the cocktail hour is 1.5 hours, I will stay for 1 hour. If the cocktail hour is 45 minutes, I will finish when the cocktail hour is finished. I usually would discuss this in detail with the customers once the booking is confirmed.
- Reworking FAQ Page
 - Information that has been provided in your Party Planning Guide will be formatted in a question and answer style.
 - for the FAQ, I prefer not to have the Party Planning Guide info there because like I was saying, I am trying to get more corporate gigs. There is actually a stigma when someone sees you do a lot of kid shows, they are less likely to book you for corporate shows. The Party Planning Guide is for my family show only and I will prefer the corporate clients don't see it.
 - we can postpone the FAQ for now, I need to think about it more.