

ROMAN KHALAFYAN

ILLUSIONIST · PRIVATE & CORPORATE EVENTS

ORGANISER'S BRIEF. HOW TO OFFER ME TO A CLIENT IN 30 SECONDS

This file will save you time. Inside: one rule, a 30-second script, ready-made messages for the client and answers to typical doubts. There is nothing to sell. Your job: show the video and offer to check the date. I do the rest myself.

RULE NUMBER ONE

Don't say the word "**magician**". The client hears it and pictures a children's-party entertainer. The refusal happens before the person has seen the product. So don't explain — show.

Guest-reaction video (1.5 minutes): [watch the video \(RuTube\)](#).

Video first. Words later. That is the whole rule.

WHAT IT ACTUALLY IS

Briefly, so you understand the product:

- **Close-up magic.** 40–60 minutes among the guests: welcome hour, reception, dinner pauses. No stage. Covers the dead zones of the timeline: guests are never bored while the couple is at the photo session or latecomers gather.
- **Stage show.** 20–25 minutes of mentalism: mind reading, predictions, guest participation. An adult format — no clowning, no circus aesthetics.
- **Combination.** Welcome plus stage. The most popular option.
- **Illusions.** The guest of honour's grand appearance, a guest levitating out of the audience. For events where "everyone has seen everything".

Audience: adults, high-status guests — they react strongest of all. I work officially, under contract. Prices are the same for everyone; the current price list on request.

WHEN TO OFFER

Four moments in the brief where it comes up naturally:

1. The client says: "we want something non-trivial", "how do we surprise the guests?"
2. You discuss the welcome hour and realise the guests will stand with drinks for 40 minutes.
3. The client worries the guests will get bored or won't mingle.
4. The client has "seen it all": cover bands, show ballet, fireworks.

If none of these moments happens, still leave me as a line in the budget. More on that below.

THE 30-SECOND SCRIPT

Word for word, while discussing the programme:

"There is an artist I recommend for almost every project. Telling you about him is pointless — just watch a minute and a half."

(show the video from your phone or send the link)

"This is Roman Khalafyan, an illusionist. He works among the guests during the welcome hour or dinner. Note: these are adults, and this is how they react. Want me to check whether your date is free?"

That's all. No need to explain formats, defend the price or persuade. The video plus one question about the date.

IF THE CLIENT HESITATES

Three typical doubts and ready answers.

"Magic tricks? That's for kids, circus stuff"

"I thought so too until I saw it live. That's why I show the video instead of telling. Look at the guests' faces: it is closer to David Blaine and Now You See Me than to a party entertainer."

"Our guests are shy, they won't take part"

"He never drags anyone on stage. He walks up to guests casually, and five minutes later there is a crowd around him. You can see it in the video."

"We need to think about it"

"Of course. I can set up a 10-minute call with Roman — he will show you something right over video. Then decide for yourselves."

That call closes almost everyone: the client experiences the effect first-hand before buying. Just write to me and I will arrange it.

READY-MADE MESSAGES FOR THE CLIENT

Copy and paste.

Wedding:

[Name], remember you said you wanted to surprise the guests? Watch a minute and a half: [link](#). This is illusionist Roman Khalafyan — he works among the guests during the welcome hour and the banquet. After him, the wedding is talked about for another year. Shall I check his availability for your date?

Corporate event, milestone birthday:

[Name], for your "something non-trivial" request there is a strong option. A minute and a half: [link](#). An illusionist-mentalists, adult format, works among the guests and on stage. His dates go fast — shall I check yours?

THE SIMPLEST THING YOU CAN DO

Put me as a line in the standard budget you send every client:

Illusionist (a wow moment for the guests) from RUB 200,000 + [video link](#)

Don't decide for the client whether they need it. Let them cross it out themselves. Some clients will ask "what is this?" — and the video does the rest.

TERMS FOR YOU

- Agent fee: 15% of every event. From my typical fees that is 30–80 thousand rubles per event.
- The commission always comes out of my fee, never on top. The client sees the honest price, the same as everyone. You never look like someone who "marked it up".
- Payout: the day the client pays the advance. Not after the event.
- I answer about dates within 15 minutes.
- I handle everything else myself: the client call, the programme, the contract, the rider, the timing with the MC. You get an artist you never have to blush for.
- After the event I hand over the show video and photos for your portfolio and social media.

IF YOU ARE AN MC

I am not a competitor and never pull attention away from your work. I cover the welcome hour and the pauses where an MC physically cannot work, and hand you back a warmed-up room. I always agree the timing with you, and I request the service stop for the stage act myself.

CONTACT

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