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# How to Host JACOB MAYFIELD

## Virtual Psychic Entertainment Guide



## Thank You

First and foremost, I want to sincerely thank you for having an interest in or inviting me to work with your campus virtually. I have had the privilege of doing virtual events with schools from California to New York and hopefully for you as well.

By selecting virtual psychic entertainment you have taken the first step towards having a successful event. Students can enjoy a custom experience without the constraints of a showtime. These events are also easy to host. You are provided with a custom video invitation for your students, social media posts, and receive full documentation at the end. The nature of this event is both bespoke without the stress of a traditional show experience, allowing for maximum enjoyment.

This guidebook is filled with suggestions and steps on how to make this a stellar event. Unlike many events that are simply "plug and play" I am going to customize this experience for your school. My primary goal is to take care of all the heavy lifting for you and ensure that students have a memorable experience.

# Zoom or Instagram?

The first step to having the perfect event is knowing that virtual events are not one size fits all. Schools have the choice of platform and kind of reading. Schools can pick if they want to host their event on Instagram or Zoom. With Instagram, students simply send me a photo of their hand for Palmistry or a question to ask the Tarot and get a custom video response. With Zoom, students sign up for a time slot and get that truly interactive experience.

## Zoom

VS

## Instagram

3 hrs of Zoom, live interactive tarot or palm readings. Students will sign up in advance or drop into the room during the 3 hr stint and wait. Each reading is about 5 mins and staff must be on hand to run the waiting room. Staff is also responsible for setting up a way for students to sign up.

Common Question: Why doesn't Jacob take care of the sign up?

Answer: This allows you to collect data on who is participating, check on the status of the sign ups during the week, and some institutions prefer the added layer of security in doing it themselves. You also have control over the length of each reading. 5 minutes is what most organizations go with. However, you could always adjust the times based on student interest.

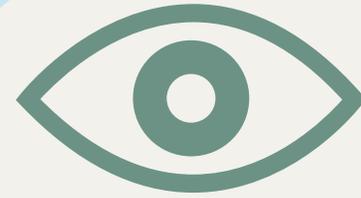
100 Instagram based readings over 1 weeks time (you have seven days to use them all)- palm or tarot (Submit photo of hand or submit an answer to his question prompt question) and receive a private Instagram video message with reading within 48 hours. If your students begin to excel the 100 readings we will let you know and you can purchase more. During the event, I keep detailed records that you are able to view via GoogleSheets at anytime. This includes the day the reading was completed, the username of the individual, and any important notes. A screenshot is taken of every single student interaction which is then put into a Google Folder.

*Feel free to contact me if you want some guidance on making this selection.*



# Tarot or Palmistry?

*Unsure which to pick? I am happy to schedule a demo so you can experience exactly what your community will experience.*



Once you have selected Zoom or Instagram, the next step is deciding what type of readings you want to offer.

Common Question: Can we do more than one type of reading?

Answer: I would not recommend it. This can make advertising trickier and can make interactions a bit clunky. For example, with limited time in a Zoom reading, we don't want to waste 2 of the 5 minutes deciding on what we are doing.

I use Tarot as a tool for answering questions and exploring topics while I use palmistry as a way to explore the authentic self of the individual. Both are great choices! Ask students or community members their thoughts. Jacob is also happy to help guide you in making a decision that is perfect for your school.

# Holiday and Specialized Readings

Holidays are always a great excuse for a virtual event. Halloween, Spring Carnivals, and Friday the 13th are all obvious choices. Below are some campus favorites you may not have thought of, or known about, before.



## Lip Print

A fun option for Valentine's Day and more. It is the art and science of interpreting someones lip print similar to a palm reading.



## Celtic Tarot

These Tarot readings incorporate Celtic, Druid, and Traditional Irish imagery. A great fit for St. Patrick's Day and schools with an Irish affiliation.



## Runes

Runes are an ancient Germanic alphabet deeply rooted in the Nordic culture. Perfect for schools with a Viking mascot or looking for something unique.



## New Orleans Style Fortune Telling

Bring a piece of New Orleans to your school. Great for themed events and ideal for Mardi Gras.

# Promo Pack

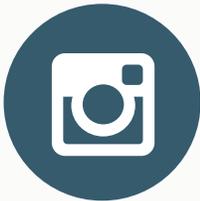
Although many performers provide a variety of pre-made marketing materials, I wanted to kick it up a notch. So you should receive some custom materials along with this PDF. In the days and weeks leading up to the event, you can use these materials to promote the event.

My standard promo pack includes:



## Custom Invitation Video

Custom video invitation that can be shared with students via email, social media, etc. It will be shared via an unlisted YouTube link for easy access.



## Custom Instagram Post

A custom instagram post attached. I would suggest the following text: "Get a free virtual (Tarot, Palm, etc) reading on (Enter Date)! Jacob Mayfield, @MayfieldMagic, will be doing (Tarot, Palmistry, etc) over (Zoom or Instagram)." Then include a call to action like "sign up ahead of time for a slot" or "Message Jacob on instagram with a question or photo of hand."



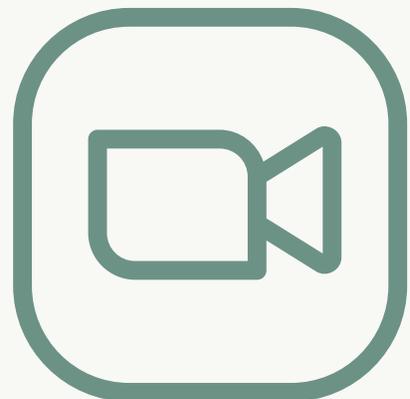
## Promotional Photos

2 promo photos attached. Each has been cropped as either a square or an 8x10 for your needs. Need more? Just ask!

*Feel free to tag me and keep me in the loop with your use of social media. I am happy to comment, share, and interact with your students. This can help build excitement and promote the event within the various algorithms at work.*

# Hosting on Zoom Checklist

- Confirm that the event is on Zoom with Jacob and what kind of reading he is providing.
- Create an event on Zoom with a waiting room. Share that link with me and the students in advance.
- Decide on how you want students to sign up and how long you want each session to be. Many people I partner with use SignUp Genius. This allows you to collect data on who is participating, check on the status of the sign ups during the week, and some institutions prefer the added layer of security in doing it themselves. You also have control over the length of each reading. 5 minutes is what most organizations go with. However, you could always adjust the times based on student interest.
- Create a timeline for your event promotion. Most successful campus events start promoting at least two weeks out. During this initial round of promotion, make sure that you are sharing a way for students to sign up. I would also suggest posting, emailing, promoting etc a week out and the day of. If you find yourself needing additional promo material, just send me an email. If I know far enough in advance, I am happy to create something custom free of charge.
- Select a representative from the college will then monitor the waiting room during the event and let students in at their time. This also allows you to see if anyone signed up and did not show up.
- Before the event, please provide me with a contact person, and their phone number, for during the event. This is an added precaution in the event of some unforeseen tech issue. Usually it is the person monitoring the waiting room.
- I will arrive approximately 20 minutes before the start of the event to check tech and answer any last minute questions.
- Common Question: What if so many students sign up we can't accommodate everyone? Answer: You can always contact Laura about extending your time or adding an additional date.



# Hosting on Instagram Checklist

- Confirm that the event is on Instagram with Jacob and what kind of reading he is providing.
- Create a timeline for your event promotion. Most successful campus events start promoting at least two weeks out. During this initial round of promotion, make sure that you are sharing the dates the event is occurring during. I would also suggest posting, emailing, promoting etc a week out and the day of. If you find yourself needing additional promo material, just send me an email. If I know far enough in advance, I am happy to create something custom free of charge.
- Common Question: What if so many students sign up we can't accommodate everyone? Answer: You can always contact Laura about extending your time or adding an additional date.



# What Does the Future Hold?

If you have gone through the checklist, and used the custom promotional material, you are set for an amazing event in your future. During this entire process, I am here to help anyway I can. So please, don't hesitate to call or email anytime.

Often at events, there are a few people who want to tell me about a reading they received in the past. Whether it's the student who got one a few years ago at a party or the faculty member who had their palm read on a boardwalk over 50 years ago. Readings create memories that last a lifetime. I am excited to bring those memories to your campus.

