

FocalPoint CASE STUDY

Adam Christing — *Entertainer and Educator*

Profile:

Adam Christing is no stranger to the hard knocks of the entertainment business. While developing his career as a stand-up comedian he delivered pizzas and sold advertising printed on grocery bags.

There is something unique about Mr. Christing's act: It's completely clean and inoffensive. In 1990, as the need for his type of entertainment grew, Adam formed *Clean Comedians*, a company that helps event coordinators book other hilarious comedians and speakers who delight audiences and prove the company motto, "It doesn't have to be filthy to be funny!"

The Challenge:

Lagging sales are no laughing matter. When performing solo, Mr. Christing relied on his agent to get him bookings. Now other performers were counting on him for their bookings and therefore their livelihood!

The Solution:

The FocalPoint Module 3: *Grow Your Business* helped Mr. Christing build his business. Especially useful were the Superstar Selling Sessions.

The Results:

Just one of the simple but powerful techniques he learned led directly to a \$170,000 booking! Mr. Christing's "clean comedians" have performed for leading corporations and companies, including Coca-Cola, IBM, and Brian Tracy International. He has also parlayed his experience into another income stream for his organization. His home study course, "Getting the Gig," teaches aspiring entertainers how to make it as a public speaker.

