

Richard Cole Presents

The \$18K Skit



How To Turn An Ordinary Hypnosis
Routine Into A HUGE Opportunity!

Preface

It is with great trepidation that I release this skit to the assembled masses. I have held this particular routine close to me for many years. Those in the business who have seen it, may not have fully comprehended the true nature of the skit, or its encompassing consequences.

My name is Richard Cole. That's my real name, not a stage name. I have been an entertainer since 1980, a magician, and a professional comedy hypnotist since 2001. I've had the wonderful opportunity to travel with my show, and meet many wonderful performers, hypnotists and entertainers along the way, many of whom I am proud to call my friends.

This skit, in fact, my whole career, would not have been possible without the guidance and support of 5 of the most wonderful people I know:

Chris, Stickman, Kevin and Jason, and of course Julie.

These are my most cherished friends.

This report is dedicated to them.

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Introduction

The \$18k Skit is not some cutting edge fast and furious comedy routine that builds into a giant crescendo of belly laughs. It is not a risqué, X-rated or Blue bit you can throw in at a whim. It is not difficult to create, develop, fine tune, master and perform.

It does come with a warning!

Do NOT Underestimate the Power of this skit.

Dismiss it at your own peril!

There is little risk in performing it, and possibly great rewards to be had.

Upon reading this report, you may pass it off as fluff, but rest assured, there is more power in its implementation than you can see on the surface.

**The \$18K Skit IS for everyone;
beginner to seasoned professional.**

- Any performer will understand how to use it.
- Successful performers will easily understand its nature.
- Successful show business *pros* will understand its potential.

By the end of this report, you will have a powerful, skit for your repertoire.

How much you make with it, is up to YOU!

Background

The \$18K Skit got its start at only my second show. It came about, not out of necessity, but more out of EGO. I would eventually realize the genius of the idea later on, and that's when the name "\$18K Skit" developed.

We had a long drive to a high school assembly show; about 5 hours away from home base. On this trip I brought my truck driving friend Kevin, and my teacher friend Jason. Our destination was a small Mid Western Ontario town located on the shores of Great Lake Huron. We travelled in Mid February.

As we arrived at the location to set up for the show, the young coordinators of the school greeted us, and showed us to the room we'd be performing in. I asked him if he'd ever seen a hypnosis show before.

"Oh, yes! We've had the same hypnotist for at least 4 years. He just couldn't make it this year."

Lucky for me! I asked him "What was his name?"

He responded, "Honestly, I don't know."

Just to recap:

The same hypnotist had performed for this person for **at least 4 years**, and by all accounts, did a great show. But even with all that said, his name was forgotten almost as soon as he left the stage.

I found this incredible! I turned to my team and said, “I’m going to come up with a skit right now, so that EVERYONE remembers my name! That way, they’ll know who to call next year!”

In the following 5 hours before the show, between the trip to see wolves, and a Lynx, and even Lions at a wintery zoo, the \$18K Skit took form.

2 minutes before stepping on stage, it was tested for the final pre-show time. It sounded good, it offered some funny laughs, and most importantly, would be memorable!

**“No one who saw MY show would forget
who the hypnotist was!”**

To date, the skit has earned me well over \$18K. I say OVER \$18K because I stopped counting after that amount. For months following that amount, it was on my show set list as “18K”, located between “Funny Smell” and before “Bodybuilders”. If I write out a set list, I still call it 18K. But before 18K, it was know simply as

“Richard Cole”

The Formula For Laughs

Standard Hyp suggestion : When Triggered + Volunteer’s Reaction = Laughs

Many skits and routines are laid out in such a way that when the volunteers on stage respond to a hypnotists suggestion or trigger, the resulting actions / situations make the audience laugh.

The 18K formula is similar, in that its initial reaction creates laughter, but it subliminally does more.

The \$18K Skit Formula for \$\$\$\$

You begin the skit with the standard :

*“When I say **A** you will respond with **B**.”*

B is the funny reaction you want the volunteer to do.

But **A** is the KEY.

Here is the EXACT formula I used at that show when the skit was first introduced. I recommend you change it to suit you, I’m sure you can figure out why....

The Original \$18K Skit

A = “Richard Cole” **B**=”He’s The MAN!”

Hypnotist: “When I say “Richard Cole” (A) you will jump out of your chair and shout “He’s The MAN!! (B)”

A simple skit it may seem, perhaps you have heard something similar, or used it yourself. But did you realize you may be missing some of the potential of this powerful skit?

The KEY is YOUR NAME!
The KEY to your SUCESSS is WHO says it!

The \$18K Skit ver.2.0

Hyp Suggestion :

Audience Triggered + Volunteer’s Response = \$\$\$\$\$

At the end of a show, many hypnotists send the volunteers back to the audience with what are called “Light post-hypnotic suggestions”. In the case of the \$18K Skit, you are doing the same thing.

You send the volunteers back into the audience with a “modified” final suggestion:

“When you return to your seats, for the rest of the afternoon, anytime someone comes up to you and says “Richard Cole” you will shout “He’s The Man!!” “

Imagine, you are sending the volunteers out into the audience at the conclusion of your show, and the AUDIENCE, their friends and family, coworkers, bosses, everyone they know, will be saying the trigger phrase to their friends who volunteered.

Essentially, you will have an audience filled with people **REPEATING YOUR NAME**. Not just once, but even after they leave the venue!

“Richard Cole” “He’s the Man!”

“Richard Cole” “He’s the Man!”

“Hey, what did you think of Richard Cole” “He’s the Man!”

“Have you seen the Richard Cole show?” “He’s the Man!”

“Richard Cole” “He’s the Man!”

The last thing you hear as you stand in the wings, is an entire auditorium filled with YOUR NAME!

**The sweet sound reserved for ROCKSTARS ..
..is yours to be had!**

Conclusion

When the call came into the office, I answered the phone, and asked a few questions:

“Do you mind if I ask how you heard about the show?”

“I saw you at a conference. I spent the whole day saying “Richard Cole” to my friend who was on stage, so I just Googled your name...how could I forget it?!! Richard Cole –He’s The MAN!!”

Now that you understand the skit, you’re now ready to use this skit to its MAXIMUM Potential!

That call resulted in a booking worth \$2200. I decided it might be fun to ask that question during every inquiry, and track how many other people remembered the “Richard Cole” skit. I’d then copy down the amount of the booking based on the client remembering my name from that skit. After only a few short months, I stopped counting..and the tally at that time..you guessed it...

\$18, 000

Hence,

The \$18K Skit

Of course I can't guarantee you will make \$18K using JUST this skit, you will need a well balanced show to wrap it around, for sure. I am, of course curious to see how high your \$18K Skit can get you. Please feel free to email me with the name you call it, will it be 21K, 32K, could it possibly ever reach 100K, or even 1Mil?!

Enjoy your new skit, and all the success that comes from it.

Cheers,

Richard Cole

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