

Easy ^{2 hour} Party Guide



A Parent's Guide
to Enjoying An
Easy Kid's
Birthday Party

Inside:

- Avoid 7 Costly Misconceptions About Birthday Parties
- 4 Mistakes To Avoid With Party Entertainment
- How To Get a 100% No Risk Guarantee
- 5 Steps To Arrange Your Kids Birthday Party In Under An Hour

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Want to know what works and what doesn't at kid's birthday parties? Then speak to someone who has been to literally thousands of them: a busy birthday party magician. That's me! **Keith Harvey the Magician**. Let's drop the formalities and you just call me Keith :-)

I'm here to share my insights with you to try and make your life easier.

Full disclosure: I am going to recommend to you the services of professional magicians because I truly believe it is the quickest, easiest and most cost effective way for you to put on an incredible party that is talked about. That said, you are going to get so much useful information here. Of course I'd like you to book a magician but deep down I am just as happy if you take the knowledge you get here, use it to remove stress from your own life as this will ultimately make you a better person for those you love. That's about as good an ending as I could hope for.

What you will discover here is essentially the headache free way to run your child's birthday party.

Homemaker Guru Martha Stewart says:

"Birthday parties are like road trips: Getting there is half the fun. Deciding on the theme, decorations, and activities makes the days leading up to the event seem like part of the celebration itself."

Well, that sentiment is not shared by 90% of the thousands of parents I have spoken to when they are planning their party. They say: "I love my child to bits but just help me get this over with quickly and without problems. I'd love

to just send out some invites, put out some chips and candy, blow out some candles and wave goodbye..."

It always makes me quietly laugh that they have just given me the recipe to a



perfect party but they can't see the forest for the trees. There is so much noise and chatter out there about 'perfect parties' that it is hard to think clearly.

Let me turn down the volume for you a bit and I'll describe the world of kid's parties through my eyes; through the eyes of a professional whose #1 job is to make parent's lives easier. *(Maybe that surprises you. Maybe you thought a children's entertainer was supposed to just entertain. I'll happily explain all that to you soon.)*

If I could only tell you one thing it would be this. Here's the simple truth: **most parents spend more money on their kids party simply because they spend it on all the wrong things.** I know this to be true as I see it week after week, month after month, year after year.

So YOU don't waste your time and money making the same mistakes, let's start with how to:

Avoid These 7 Costly Misconceptions About Birthday Parties



A longer party is a better party.

No, it's not. If you are in the small minority who love a long lingering all-day-drop-in-when-you-like type of affair then skip this. The other 99% of you keep reading.

This is not about the kids. Kids cannot differentiate between a shorter dynamic party and a longer slower one. It's all just a

blur for excited kids. Parents though, can. I can tell you from literally thousands of phone and in-person conversations that two hours is the accepted and comfortable length for a kids party.

Parents know that if they drop and run there is time to run a few errands in those 2 hours.

It is workable time. It's almost now an unspoken social agreement that busy parents expect of each other. Parents that decide or need to stay — and this is common at younger children's parties — will do either of two things if you go over 2 hours:

1. Be quietly thinking to themselves what makes you think your time is more valuable than mine.
2. Or they simply won't accept your invitation in the first place and politely decline.

Besides 2 hours has inbuilt positives. Perfect schedule with natural breaks built in like school. The kids' internal clocks are set to work like this.

The longer the party, the more the cost. The main cost to you though is not money, it is social currency. People simply do not appreciate a party longer than 2 hours these days.

You Can Find The Perfect Party Date and Time To Suit Everyone

Stop trying to please everybody. You never will, so don't try. Finding a party time to fit with everyone's soccer games or dance recitals is a stressful task. You will get it all perfect then someone's schedule will change and it's back to square one.



It's only a party. Get a feel for what might work for people, set the time that suits YOU and maybe your child's best friend, then move on. The cost is to YOUR health and well being.

Inviting the whole class is more work than inviting a select few.

We all know the awful stress of deciding who to drop from your wedding guest list. You don't have to suffer that anxiety and social discomfort with your child's birthday party. I'm about to show you the 2 hour party blueprint. You'll understand that inviting the whole class is SO MUCH EASIER.

You'll find you don't need much more room, you only need to spend a fraction more on food and drink, but you get a HUGE reduction on your stress levels.

Hiring a Party Planner Will Make Things Easier For Me

The problem with a party planner is they are working in their interest, not yours. They are like wedding planners, everything is an up-sell. One item leads to the next and to the next. It's amazing what you didn't realize you can't live without after you have had your initial consultation. If your personality is such that the look and feel of a party is paramount then you and a party planner will work well. If budget is not a concern for you then and you have time in your daily schedule to HAVE to make choices, then this might work just fine for you. If not, then you really do not need a party planner for your child's birthday.

If I don't have the right food and decorations people will judge me poorly



If you read party websites or listen to party planners they will tell you this is the case, that you have to be up with latest. Truth is you don't. The beauty myth that fashion magazines push on you to feel inferior and make you purchase more beauty products, we

could just rename that *the party myth*.

I live in the same world as you, a world of gourmet TV reality shows but in thousands of parties I have never heard the kids talking about the food or the decorations. Granted, some adults will. But there is a very sad side to some parents who create parties to please the adults as much as the kids. (I'll tell you about this soon). In my extensive experience, no one, kid or adult, goes to a kid's party for the food. In thousands of venues I have been invited into to perform, the pure volume of gourmet food — beautifully presented — that is left untouched could feed a small nation. Talk about literally pouring hard earned money down the drain.

I'll make this a get-together for parents as well as my child's party.

What I am about to tell you makes me sad. There is a growing trend, as parents seem to get busier, to turn their child's birthday into a social occasion for their circle of friends. I am going to be bold and suggest you re-think this. I'll tell you why. Nothing is sadder to watch than the birthday child up on stage in their special part of the show and instead of feeling like a **King or Queen** up there, they are l-o-n-g-i-n-g-l-y hoping their parents will watch them, casting ever hopeful glances over to the cluster of parents socializing loudly around the finger food and drinks trays.

Doing this will cost you the most. This is the most expensive one. You are losing a precious moment with your child money cannot buy back.

Having my party in my back yard is easier.

Here's a few reasons why your back yard may not be the best option after all:

- Stings and bites cause tears.
- Sitting in the sun for two hours is dangerous.
- If it rains you have a LOT of rearranging to do. (*Hint: We live in the Florida where rain is the norm. The stats say we get about 150 wet days a year. You just have to guess which of the days it won't rain*)
- Wind is nobody's friend at a party.



Before you are bedazzled by the simplicity of the **2 hour party blueprint** — that utilizes the experience of true professional kids party entertainers — have a quick look at these ...

4 Mistakes To Avoid With Party Entertainment

“I’ll just get a bounce house, that’s nice and easy.”

Have you thought that through?

Bounce houses are wonderful things at school fairs and community events. Kids love them. Heck! I even still secretly love a quick bounce now and then. But do they make your party easier?

You can generally book them for half a day or a full day = 4 hours or 8 hours. Considering that the ideal party length is 2 hours booking them for more than that is neither here nor there. Aha, but the kids can get the use of it before and after the party you say. So true, and this is where the problem lies.

I've lost count of the times I have arrived and the birthday child — or their best friend — is all red eyed and their cheeks are sporting dried tear stains. They then show me the large lump on their forehead. That's the reality of bounce houses as much as we all love them. They require constant supervision which means work for someone.



If you set them up indoors get your ear plugs ready because you are in for a very noisy party. The motor noise alone sounds like a screeching Jumbo Jet flying directly overhead and when you add jumping children your party becomes a screaming match to be heard.

But what about setting it up outside? If it rains — and it does always when you least want it to — you are left high and dry — so to speak — and there goes your entertainment. If the kids do continue, they come in wet and muddy and grassy.

The beauty of the 2 hour party blueprint is you don't need a bounce house or any other equipment. The formula ensures fun for the kids and a relaxed, stress free party for you.

Booking through a party agency?

Sometimes your 'party expert' that is delivered to you through an agency is a student trying to pay their way through college. Nothing wrong with that. Are they a birthday party expert who can solve your problems for you on the day? It pays for you to check exactly who you are getting and what their experience is. Ask for specific testimonials for 'the' person attending your party.

I see many kids party game hosts who are just brilliant and are naturally suited to it. There are plenty though who just aren't. It pays for you to check because really, you could be paying a lot of your hard earned money for expensive baby sitting when you could just grab a couple of hoops and balls and do the same.

Make sure you deal direct with the entertainer and have their personal mobile number.

This is the minimum you should expect:

- top quality entertainment
- polite, good-natured interaction with your guests
- fast, no fuss set up and take down
- Completely self contained
- own PA system
- fully insured
- friendly and enthusiastic service

Do you understand the difference between passive and active entertainment and how it affects you?

Go search the ads for a children's party entertainer and you will quickly see you get a whole range of services clustered under that description: magicians, fairy parties, face painters, balloon twisters, baby animal petting farms.



When you hire for instance, a regular balloon twister or face painter, they will prop themselves in a corner and quietly go about their business. This is 'passive entertainment' that usually requires kids (and parents) to stand in line and receive the entertainment one person at a time. Their skill and work is mostly superb but it is passive. Just be sure of what you want because passive entertainment

does not kick a party into action or take the pressure off you.

100% No Risk Guarantee ... For Me ... Really?

It's not surprising that most parents don't understand what they are really getting when they book a children's entertainer and what they are entitled to expect as part of the service. That's because some kids party entertainers think that it is enough to give a good show and their websites show it. "I'm an expert at this and won awards at that." There is no mention of what they will actually DO for you, how they will work for you. Kids aren't paying the money, you are. What's in it for you?

The performance is just the icing on the cake. A good performer works to lift the burden from your shoulders of keeping the visiting kids and adults occupied, interested, happy and relaxed. If you really do not feel you have had that expectation met, you should not pay. This is the guarantee a professional kids party expert lives by. Expect it, ask for verification of it and don't be afraid to use it if you feel let down.



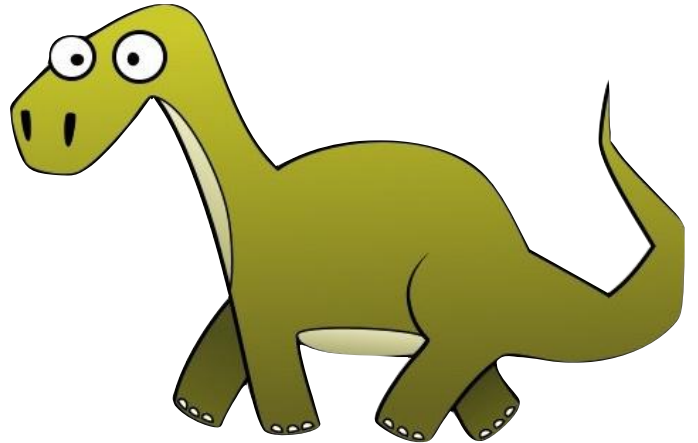
5 Steps To Organizing Your Kids Birthday Party In Under One Hour

#1 Understand how the 2 Hour Party works in your favor. Here goes

Foundation 1: The money you would normally waste on un-appreciated food and decorations you spend on a professional entertainer.

Foundation 2: The Brontosaurus principle kicks in. You deal with the easy parts at either end of the party like putting up some decorations and the professional entertainer takes over the big fat hard to get a handle on bit in the middle.

Foundation 3: You actually get to enjoy the day with your child and take some pictures and video for your family album.



The 2 Hour Party Blueprint Party Schedule

Lets say your child's party starts at 0000.

45 minutes before your invitation time your entertainer arrives to set the scene. The show and lights are setup and ready and party music plays so that your guests arrive into a party atmosphere.

0000 Guests arrive and are welcomed by your entertainer. The children are entertained with interactive games to keep them occupied leaving you free to welcome your guests.

0015 Your guests will all have arrived by now so it's Magic Show Time.

0100 Magic show ends. The children sit down to enjoy the birthday food.

0110 Your entertainer plays inclusive table games with the children. These games can be played while eating and they keep all the children together so no running around high on sugar.

0120 Blowing out of the candles, singing of the birthday song.

0125 Fun disco with games and prizes. Your entertainer burns off the sugar with high energy games set to popular music. This gives you time to clear the food tables.

0155 Super special ending where your child is made to feel like a superstar.

0200 Wave goodbye and hear the parents congratulate you on running such a good party. (That's a guarantee)

0210 Hug your child and ask them if they had a good time. Best birthday party ever.

That's how simple it is. Your home is safe, your sanity is intact and you have created incredible life-time memories.

#2 Decide on the venue.

Home - Local Community Center – Church - What works best for you?

#3 Book your children's party entertainer. Get a personal quote.

Clowns, face painters, balloon twisters, super heroes, sports activities. There are many good professionals available. Your best option, in my opinion, is the birthday party magician. (Full disclosure, of course I am one).

Why? Magicians are in the 'control' business. Understanding people and using psychology to get them to do what you need them to do is at the very heart of a magician's show. You should capitalize on that and have them come in and organize your party, in a fun enjoyable way, then let them steer your party toward a successful conclusion.

#4 Download free invitations

Pass them around at school. Invite the whole class. Only half to two-thirds will show up. Even if the entire class does it is not a problem. Any average sized space works perfectly for a show. The kids sit on the floor. Adults will mill around and look after themselves.

#5 Your simple shopping list:

- A packet of balloons.
- A handful of simple decorations if you want.
- Order a cake, candles and box of matches.
- Chips in individual packets, candy, sweets and some fruit. Don't go overboard on the food it just ends up going in the bin.
- Drinks for the kids, use individual plastic bottles.
- Paper bowls and inexpensive pre moistened hand wipes
- Unwrap and serve food for adults e.g. cheese, crackers, olives and tooth picks
- Water bottles
- Large Garbage Bags
- That's it... you are organized.



With doing nothing more than this you will have a party for your child and their friends that everyone will enjoy.

Why a Birthday Party Magician?

Kids love magic shows. Always have, always will. It is interactive entertainment that keeps kids glued to the spot. The birthday child is made the "star" of the show so they feel special on their special day. Good party magicians keep the adults entertained as well as the kids. The host parents are freed up to attend to details, as everyone is entertained.

Get a personal, punctual and pressure free quote from **Keith, the expert birthday party magician**, right now and you'll also get your:

FREE invites

FREE Guest Tracker

FREE Party Timeline

Emailed straight to your inbox

You will always deal direct with me... no middle men to lose your booking and you always get my full attention.

Tip: Everyone wants weekend parties. Get in right now with your preferred date and time to avoid disappointment.