

MAGIC ROADSHOW

January 12th, 2010 Issue# 105

Rick Carruth - editor/publisher (C) 2009, Rick Carruth, all rights reserved
worldwide

Street Magic's #1 free newsletter for magicians, street performers, restaurant workers, close-up artists, and mentalists, with subscribers in over seventy countries worldwide.



Hello Everyone

Welcome to the latest issue of the Magic Roadshow. If you are a new subscriber, I want to take a moment to thank you for joining us and I hope you find this issue worthy of your time and efforts.. Remember to download your free ebooks at the bottom of this issue..

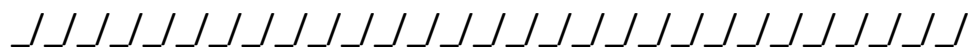
Yes.. it's been a little while since the last issue, but I've been really busy paying bills.. Christmas and all. You guys know I'd never forget about you!

I hope you find something worthwhile in this issue. I think you will. I've included a number of free PDF's for your pleasure.

Please let me know if I can assist you with your magic in any way..

EMAIL ME

Without further ado.. on with the Roadshow..



Master Public Speaking - free Ebook

Every magician has to deal with public speaking.. to some degree. It's darn near impossible to perform in public without having to relate information to your audience. How well you achieve this depends on how comfortable you are in front of strangers.

This is the third of my ebooks I've decided to offer to my readers free of charge. It won't be free for long though. I will take it down after a short while and sell it on it's own site.

Why would I write ebooks and then give them away? Because you guys are a special bunch. Unless I pointed it out to you, I doubt that you would perform a google search for a public speaking ebook.. Maybe you would, and I'm just a naive country boy, but I doubt it...

Just think of it as my Christmas gift to YOU..

<http://www.divshare.com/download/9510624-95c>

Multiple Means of Response : Making It Easy For Your Prospect To Contact You
by Dennis Regling

How can your prospects and clients contact you? Have you made it easy for them?

These days, most entertainers have a website and a business card. Other informational tools like brochures and yellow page ads are also used.

These are great as far as they go, but in order to be effective, your prospects must be able to contact you. They will want to do it their way, not yours. They want to work within their comfort zone.

If I had it my way, all my shows would be booked by email, and most of them are. But some clients want to phone. Others want to get information by mail. Some want brochures, others want sample DVDs.

There are many, many different ways that people approach us.

So how do we make it easy for them to get the information when they want it and the way they want it?

It is important to have multiple means of contact. You should have your webpage, email, phone, and more available to your clients.

Make it easy for your prospect to get the information they want and book a show. Keep it in their comfort zone. Different personalities prefer different ways of communication.

Be sure your phone number is easily found on your webpage. I put mine at the top and bottom in bold and large type. I do the same on my sales letters.

Put your email address on your business card. You don't need a street address on your business card - you go to them, they don't come to you (unless you own a theater). But have your webpage, email and phone on the card. Make it easy.

You may also want to put an auto-responder on your website. Some folks don't want to email. They are looking, not booking. An autoresponder gathers basic contact information from them and offers a free report or show information. This gives you the information you need to follow up with a mailing, phone call or email.

The point I am making is have several ways for your clients and prospects to reach you, get your information and book the show. This is just one way the professional gets the edge on the competition.

Dennis Regling is a full time professional magician and author.

<http://www.mymagicrabbit.com>

Any Card at Any Number...

The Ultimate Card Trick...

- The Deck is out at the start
- A number is named
- A card is named
- The magician does not touch the deck
- The Spectator deals the cards to the chosen number
- The thought of card is at that number.

A great method to perform this fantastic effect.

<http://d5121psxtbqafi83co4p17lh7c.hop.clickbank.net/>

Keith Barry Mentalism and Mental Magic seminar - free video

As Arthur C. Clarke said, "Any sufficiently advanced technology is indistinguishable from magic." Think of Keith Barry as an elite software engineer of the human brain. Featured with specials on both MTV and CBS, Keith also starred in Close Encounters with Keith Barry, a European TV series with aired in 28 countries.

Barry's repertoire ranges from the outright stunt -- driving a car at full speed blindfolded -- to mind control, mindreading, and hypnosis. The Irish magician's style has made him an extremely popular performer worldwide, both in live shows and on his European television series.

"Mr. Barry is not content merely to perform sleights of hand; he wants his audiences to know how deeply he embraces risk, how very life-affirming careering toward the canyon of eternity can be."

New York Times

Enjoy this video, courtesy of TED and the Magic Roadshow..

<http://streetmagic.info/2009/11/keith-barry-mentalism-lecture.html>

Happy Birthday Martin Gardner..

"Mr. Gardner was 42, an editor at Humpty Dumpty, and had never taken a math course beyond high school. He had struggled with calculus and considered himself poor at solving basic mathematical puzzles, let alone creating them. But when the publisher of Scientific American asked him if there might be enough material for a monthly column on "recreational mathematics," a term that sounded even more oxymoronic in 1956 than it does today, Mr. Gardner took a gamble.

He quit his job with Humpty Dumpty.

On Wednesday, Mr. Gardner will celebrate his 95th birthday with the publication of another book — his second book of essays and mathematical puzzles to be published just this year. With more than 70 books to his name, he is the world's best-known recreational mathematician, and has probably introduced more people to the joys of math than anyone in history."

Martin Gardner is a treasure, a gentleman who could be best described as a compiler of information moreso than a creator. It is his ability to put together information in a way thousands can relate to that makes him special.. He reminds me very much of my hero.. John Scarne. That's enough of a reason to read this article from the New York Times...

http://www.nytimes.com/2009/10/20/science/20tier.html?_r=1&emc=eta1

Performing Magic for Teenagers.. Free eBook

The first of a multiple-part series on performing magic for teenagers by a true professional. David Breth knows how to deal with this specific group.. being a full-time professional. He says:

You see one of the major draw backs many magicians have when performing for teenagers is they are so disconnected with “reality” they are usually speaking down to or way out in another universe and the teenagers are simply looking at them and thinking “What is wrong with this person... they have no clue”.

Download this very special pdf and 'get a clue'...

<http://www.divshare.com/download/10121324-066>

110 Magic Tricks You Can Perform With Everyday Objects - Free eBook

Visit one of my blogs and be rewarded with another free ebook for readers of the Magic Roadshow. I like this one and recommend it as worthy for your library..

<http://rickcarruth.blogspot.com/2009/12/110-magic-tricks.html>

Devil's Elevator - Video

Watch Pete perform. See if you can figure the secret to this really nice effect. I think I know how it's performed but I'm not telling.. yet. Let me know your thoughts..

<http://rickcarruth.blogspot.com/2009/11/devils-elevator-effect.html>

Coin Thru Card - Free video effect

Simon Crack at Free Magic Tricks demonstrates another magical, but simple, effect that's perfect for the close-up magician. You'll find this one not only easy, but impressive as well..

<http://www.freemagictricks4u.com/simple-card-tricks.html>

Two Free Offers-Resources from the Magic Coach and Xploremagic

I received this from my friend, Timothy Hyde, and I am more than glad to assist. Timothy would like to introduce you to a comprehensive directory of magicians, and since it's free for you to sign up.. I advise you to do so. All his points are valid...

Hi Rick

Your time is precious - This is a 3 minute read!

Magicians Directory

This has been around for some time, but has just been improved a bit. You can get a free listing for yourself with links etc. Obviously they are hoping that you will then pay for higher level of advertising. That's up to you.

As with all of these sites, if you are considering that, it's worth asking to see stats of their visitor levels, and also run some Google searches etc to see how they are ranking.

Your own SEO techniques are probably delivering you better results for your own site, however there is still a benefit to spending the 20 minutes needed to create a listing. Not only may you get a few extra visitors from them, but even if you don't, you have created another live Incoming Link to your own site. This will help your own ranking, which is probably more important than a trickle of small visitors from them.

<http://magicianlocator.com/>

And then I received this from Jacob at xploremagic. Same basic principle and even more exposure for you and your act..

"I am Jacob from xploremagic.com .

Recently, we have created a Free Magician Directory Services. This directory allowing potential bookers to find the perfect magical entertainer to their show or events!

You could visit the link at here:

<http://www.xploremagic.com/Magician-Directory/>

Could you help us by passing this information to your Magic Roadshow list?

Thank you very much for your help."

Best Regards,
Jacob

Stop the Presses...

WASHINGTON: The CIA hired America's most famous magician to write a manual on the arts of trickery, concealment and secret communication during the Cold War

<http://www.smh.com.au/world/cia-paid-magician-to-teach-spies-new-tricks-20091126-junt.html>

17 Free Tricks from Jay Sankey..

Jay's material is always different... very creative and entertaining. Take advantage of this free offer from Jay, featuring five free video effects and an ebook featuring 12 more effects. Go Jay...

"BENDER"

Use your mind to BEND an ordinary spoon! And the magic happens while the spoon is held by someone else! (And no, the person isn't a 'secret helper!') This completely impromptu trick is easy to learn and exactly the type of visual, 'psychic demonstration' that completely FREAKS PEOPLE OUT!

"MAGIC MARKER"

Tear an ordinary paper napkin into pieces, and then mysteriously RESTORE the napkin! People can even closely examine the napkin BEFORE and AFTER the magic!

"REUNION"

Place two pieces of ordinary, household string in the spectator's hand, and then cause the two pieces to FUSE TOGETHER into one long piece of string! Magic that happens in the hands of other people always gets the BEST REACTIONS.

"SPIRIT WRITING"

Have someone pick a card and then reveal the name of their card by rubbing coffee grounds on your arm! The image of their card actually APPEARS on your arm while everybody watches in amazement! This trick is so good it was featured on National TV!

"10,000 WORDS"

Someone merely THINKS of one word from an ordinary and unprepared book, and yet you are able to immediately READ THEIR MIND! This killer trick is easy to perform and relies on several ingenious principals.

Free Ebook Bonus..

Along with the 5 free videos, you will also receive a link to "The Best of the Sankey Magic Newsletter' pdf e-book! Learn the secrets to 12 MORE great magic + mentalist routines with coins, dollar bills, birthday candles, slips of paper, playing cards, newspapers, drinking glasses, business cards, marbles, guitar picks, pens, stir sticks and even socks!

<http://www.sankeymagic.com/5freetricks.aspx>

Rubik's Cube Solved..

Yes.. that wonderfully frustrating little puzzle made a resurrection of sorts last year, thanks in part to Will Smith and his movie - In Pursuit of Happyness.

I've found a good tutorial if you would like to learn to solve Rubik's cube in a minute or less..

It's a PDF, and you can right click and 'save as' to your desktop..

Check out the video of Toby Mao of the USA, the current world record holder, sitting the completion record of just over ten seconds..

<http://www.streetmagicsecrets.info/rubikscube.htm>

Cujo

Watch Cujo demonstrate a wide variety of sleights and flourishes on this really entertaining video. One of my favorite videos of 2009.

<http://www.youtube.com/watch?v=s5x2FQuQfTg>

Astounding Secrets - eBook

Some of the feats you'll learn in the Psychic section:

- * Bend keys and spoons with "your mind."
- * "Melt" spoons with your mind and watch them break in two.
- * Make a compass move just by concentrating on it?
- * How to have a seance and make a table "dance," sometimes clear across the room.
- * Various mind reading and telepathic methods that will convince people of your "powers."
- * Move things with your "mind."
- * Spin a coin and control the way it lands!
- * Secrets of telepathic drawing. Reproduce a drawing

In Strong Stunts you'll learn how to:

- *Tear an apple in half with your bare hands (it's tougher than it sounds).
- * Break the bottom out of a soda or beer bottle using just your hand!
- * Strength challenges where you can beat the strongest man in the room, no matter what your size.
- * The biggest man won't be able to lift you once you learn the "secret pressure point."
- * How to keep someone a prisoner in a chair with just one finger.

And just to name a few others..

- * You'll learn how to make a real egg bounce like rubber! Split the egg to reveal the yoke and white! It's a real egg!
- * How to tie a wishbone into a knot!
- * Make a bottle stick on a wall! No glue, no advance preparation.
- * Learn how to make fog just like in the movies! Great effects!
- * How to force a choice on people! This one can be abused seriously. Please be careful how you use this one!

Impossible!?

Not for you.

<http://1acd7no8n1rcpd7lt5th8adpbe.hop.clickbank.net/>

=====

Free eBooks for New Subscribers

Erdnase' "Expert at the Card Table"

<http://www.divshare.com/direct/6004719-c1a.pdf>

JP Jacquard's "Easy Mentalism"

<http://www.divshare.com/direct/6004724-23c.pdf>

Hugard's "Encyclopedia of Card Tricks"

<http://www.divshare.com/direct/6004872-3e0.pdf>

Bobo's "Modern Coin Magic" - A classic

<http://streetmagicsecrets.info/bobo.htm>

R. Carruth's 'Hypnosis Mania'

<http://www.divshare.com/direct/4523985-60f.pdf>

