

MAGIC ROADSHOW

December 2011, Issue# 126

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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 Friends

Wow. It's December. It's time for Holiday stuff. It's time for snow. It's time for a new issue of the Magic Roadshow. If you are a new subscriber, I want to take the time to 'Thank You' for spending a part of your day with us. Look for a link for all the free stuff near the bottom of this issue.

Yes, it's almost Christmas, and I'm one of those who celebrates Christmas, and I absolutely love this time of the year. I go to sleep each night with Christmas carols ringing in my head and candles in the windows. I'm patiently waiting on Santa, and I've ordered 8 dvd's from L&L, all magic related of course, to help lighten Santa's load. My wife is dismayed that I won't give her a 'list' of wants, but I'll give her a box from L&L instead, and ask her to give it back Christmas morning. Oh, for those of you who keep up with the Carruth saga, I'm married... again. (My former wife and I decided that twenty plus years was simply too much to have invested in a relationship and not make it work..)

Another great thing about Winter... conventions! I'm planning on attending Magic at the Beach and Winter Carnival of Magic in January and March respectively. Hope to see some of you there.

If you have thoughts, comments, or suggestions EMAIL ME



A Quick and Simple Prediction - An On-The-Run Card Effect

I love the simple stuff. I love the effects that impress, yet require a minimum of prep and set-up. I have a prediction effect I've used for years that, until now, I've not included in publication anywhere. Since the Holiday season is upon us, I'm going to include it here.

The first gaffed card I made on my own was a double backer consisting of two spare jokers glued together. Someone showed me one years and years ago, and I've never failed to make one every few

months, maybe every tenth deck or so, and stick it back in the deck for use in effects like this.

Remove the deck from the pack with the double backer, referred to as 'the double' from here on out, on top of the face down deck. A little advanced prep is helpful, although not required... have one card turned face up near the very bottom of the deck.

"I'm going to make a startling prediction, one that perhaps only Kreskin and myself are capable of, and with your help I'm going to let you see it up close and very personal."

"First, I'm going to look through the deck and pick out a couple of cards that are going to serve as my prediction."

Turn the deck face up and, assuming you don't have the deck preset, quickly spot about the second or third card from the top. You are going to turn this card around shortly.. under conceal of the spread of the cards.

It's denomination isn't important. What IS important is that you spot the denomination and color of the two card immediately before and after this card.

Let's say the first spotted card is the Seven of Clubs and the cards before and after this card is the Jack of Diamonds and the Three of Spades. Begin fanning and thumbing through the deck looking for the two matches to the Three and the Jack. Find the other Black Three and the other Red Jack. Take them out and lay them to one side, face down, and tell the spectator that you will get back to those two cards shortly.

With the cards still fanned and the backs facing the spectator, reverse the Seven of Clubs in the deck. It's easy to maintain a wild looking pile of spread cards in your hand to conceal this little move. Be sure to reinsert it between the Jack and the Three.

If you want, you can have a card already flipped in the deck and simply keep it concealed during the fanning and looking for the two tabled cards. (You may find it easier to place this card about third or fourth down in a face down deck, instead of near the bottom, and have the two cards on each side known to you beforehand so you don't have to even look that far down into the deck. Simple turn the deck face up and look for the two known matches to the two known cards on each side of the reversed card. Whatever works for you...)

With the two prediction cards on the table, turn the deck face down, holding it in the left hand. Patter, patter, patter....

"To complete the prediction I need an indifferent card, and the top card will do."

Take the Double off the top and drop it on the table. Keep it close so the spectator won't be inclined to try to pick it up. Casually turn the deck over again so it's now being held face up.

With you left thumb, assuming the deck is in your left hand, slowly begin to riffle down the left top of the deck.

"As I riffle down the corner, please tell me when to stop."

Be mindful of where your reversed card is located so you don't accidentally thumb past it, exposing it.

"Stop here? Great location..."

Slowly pick up the Double and insert it exactly where the spectator said stop. Put the deck face down on the table and ask the spectator to cut the deck a couple of times... nothing fancy. Cut it yourself if you want.

Now, ribbon spread the deck. The only upside down card will be the ____, the Seven of Clubs in my example.

"There's our key card. I'm going to remove both the key card and the cards on each side of the key card."

Slowly flip the other two cards. It's time for your reveal. It's time to show that the two prediction cards are a numerical and color match to the two cards on the table.. It's all about the patter. It's all about the story. My version here is the super short version, and, if properly performed, should cover several minutes. The mechanics are easy enough to allow you to concentrate almost entirely on entertaining your audience, a real plus. I've said it many times before and I'll say it again....

" The Glory is in the Story..."

Rick Carruth

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The Down-Under Deal Formula - a formula for success
Vi Frank

One of the great benefits of being the publisher of the Magic Roadshow is the wonderful list of subscribers I've managed to accumulate through the years. Among my subscribers, I've become 'friends' with a number of magicians and performers, either via email, phone conversations, or through face-to-face meetings. Vi Frank, from the beautiful island of Aruba, is one of those special friends.

I received this from Vi today, and considering my fondness for mathematical effects, I have to share it with you. It is a formula for quickly calculating what position to put a selected card into in order to perform a "down and under" deal and assure that your selected card will be the last one in your hand. Although Vi and I are not sure if this formula has been published in years past, we're going to publish it anyway... and I'm sure that someone will shoot us an email if they can recall seeing it in another prior publication.....

(We do know Simon Aronson included a formula in his book "The Aronson Approach". It is not the same formula, but Simon bases it on the same approach, namely using powers of 2. He takes the lesser available power of two, subtracts it from N, and then multiplied by 2.)

"Rick here is a little issue I've been working on some time ago, and I would like to share this with you so you can publish it in your magazine if possible. The idea to work this out in detail came after a

session I had some time ago with a few casino guy's. To make a long story short, let's jump to the main theme first."

The Down Under Deal :

So far I know, the down under deal is as follows :

Hold a packet of cards face down in dealers position.

Deal first card face down on table, next card is placed under the packet in your hand.

Continue doing this (one card on table, one to the bottom) until there is only one card left in your hand. Now I have used this in the past as a revelation of a chosen card. For example I have memorized that in a deck of 7 cards, the 6th card (from the top card down) will always end up last in this manner. So many times when I want to reveal a card in an alternative manner I maneuver in such fashion that I remain with a packet of seven, where the chosen card is the 6th. If doing the 21 card trick, I know the chosen card to be the 11th, so I take one card from the top place it on the bottom, and now the chosen card is the 10th, and i can proceed to reveal it with the down under deal. Obviously I use false cuts etc. to misdirect.

Mathematics :

So after that session I thought it would be great to have a simple formula, so that in any number of cards, I would know exactly at what position to place the chosen card so it will end up last.

I'll skip the math for later, if requested. The formula is as follows :

Suppose you have a deck of N cards, N being a number from 1 to 52. Then the position "P" where the chosen card should be positioned to remain last after the down under deal is given by the formula :

$$P = 2N - A$$

"P" represents the position the selected card needs to be placed in to remain last.

"N" is the number of cards in your hand, and will be multiplied by 2... thus 2N is the number of cards in your hand times 2.

"A" is a number from the series : 1, 2, 4, 8, 16, 32, 64 (the power of two)

"A" is always the next available power of 2 greater or equal to "N" (the number of cards in your hand.)

Suppose you have 13 cards in your hand.. (N=13). The next "available" A greater than 13 is 16. So the card should be positioned at $2N - A = 2 \times 13 - 16 = 26 - 16 = 10$.

Let's take my earlier example : 7 cards (N=7). The next available A is 8. So the position $P = 2 \times 7 - 8 = 14 - 8 = 6$

So what happens if you have one of the power of two numbers, let's say 8 cards? "A" must be greater or equal than N, so here N=8 and A=8; So $P = 2 \times 8 - 8 = 16 - 8 = 8$. The selected card will be the bottom card in the stack of eight. This is valid for all N where N is a power of 2 (1, 2, 4, 8, 32).

Now I have been doing this lately quite often and with great success in various tricks where I'm in position to maneuver the card to a desired position. If I do not want to use the full deck I just discard cards until satisfied. I then maneuver the card to the corresponding position, calculated based on the

amount of cards that remained in the packet.

Try it out, you can instantly work out the necessary position for any number of cards (even if it's more than 52)

I know the down under deal is available in magic literature (read it somewhere long time ago), and I'm sure this formula must be available somewhere in the magic literature, but as I do not have it, the wheel had to be invented again. Maybe you can aide me in this and find out if this has been published already. Many thanks in advance for this.

It all started when I was showing the casino guys alternative ways to reveal a chosen card instead of their standard "this is your card". The question popped up if this could be calculated for any number of cards in a deck, and I said it must be, because any number of cards will always end up leaving you with one card in your hand. So I promised them I would figure out that formula, and here it is...

Vi Frank (luckyviviano@gmail.com)
Aruba

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THE AMATEUR CONJURER

©2011 by Edward Glassman

(An exclusive monthly feature for Magic Roadshow readers)

#11. Traveling Chosen Card Creates Confusion..

I like to create confusion in a spectator's mind and misdirect simply by making a Chosen card make meaningless moves around the deck, befuddling spectators as they try to comprehend what happened. And you can do it easily.

This simple no-hands method to coach a spectator-volunteer to unawarely move the Chosen card up and down a deck, makes a simple trick appear incredible.

THE ILLUSION

Follow the Chosen card with me through the deck. I ask the spectator-volunteer to shuffle a deck, pick a card from it (now his Chosen card), memorize it, and place it face-down on the table, I then request that he deal cards from the top of the deck to form two tidy piles with 10 cards each.

I ask him to set one pile aside, place the other on top of his Chosen card, and then put that pile on top of the deck. (The Chosen card now rests 11th from the top of the deck.)

I then suggest that he deal 15 cards from the deck face-down in a tidy pile on the table, and place these dealt cards back on top of the deck. (This reverses the order of the cards so the Chosen card is now fifth from the top.)

I then ask him to deal ten cards from the other pile on top of the deck. (This moves the Chosen card to 15th from the top.)

I then request that he move ten cards from the top to the bottom. The Chosen card now rests 5 cards from the top.

I finally ask him to move 4 cards from the top of the deck to the bottom. Where is the Chosen card now? It rests on top of the deck and you can reveal the Chosen card in your favorite exotic way. Insightful magic, indeed.

Did you follow the location of the Chosen card as it traveled around the deck. Can you make a new move or change the order in the middle of the moves, and still keep track of the location of the Chosen card to create a new trick, thinking on you feet, so to speak? Try it and see.

Traveling card manipulations can continue for as long as you want. Create your own travel routes to confuse the spectators and still get the Chosen card to where you want it so you can reveal in a spectacular exotic way. Can you plan a trip so the Chosen card winds up on the bottom of the deck?

Keep close tabs on the location of the Chosen card as you do any trick. If you follow the traveling Chosen card as it travels through the deck, you can understand how it moves and where it rests in each step. You may reveal it how and at what point when you want. This provides you great flexibility when designing a new trick.

To mystify your audience, and disguise any trick, add misleading elements of this 'Traveling Chosen card' to any trick, including telephone tricks, to add misdirection and confusion galore.

Want a bonus? You may turn all this into a telephone trick by adding a step to discover the identity of the top card and thus establish a Key card, and then cutting the deck to move the Chosen card next to the Key card, as in the telephone trick I described in Issue #114 of the Magic Road Show. Check it out, and contact me through my website: www.magictrickbook.com or [CLICK HERE TO ORDER](#) my book.

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ABOUT THE AUTHOR

This magic trick is adapted from his book "FAMILY MAGIC I & II," actually 2 books combined into one volume (105 magic tricks). A GREAT BOOK FOR XMAS and BIRTHDAY GIFTS. WELL WORTH HAVING. [Click here to order...](#)

Ed Glassman has been an amateur magician since high school. When he turned 80 years old in 2009, he wrote his two Family Magic books so his family, and yours too, could have some magic in their lives.

He lives in Moore County, NC, where he wrote a column on "Creativity At Work" two times a week for the Citizen's News-Record and a column on "Business Creativity" for the Triangle Business Journal in Raleigh.

A Professor Emeritus of the University of North Carolina at Chapel Hill, he was a 'Guggenheim Foundation Fellow' at Stanford University and a 'Visiting Fellow' at the 'Center For Creative

Leadership' in Greensboro, NC. He can be contacted through his website: <http://www.offbeatbooks.net>

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Five Free Video's from Jay Sankey - from our Archives
(Plus a free ebook with 12 more effects...)

Hey.. since it's Christmas I think I'll include this link again for those of you who missed it the first time around.

Take advantage of this free offer from Jay, featuring five free video effects and an ebook featuring 12 more effects.

"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>

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How to Juggle a Fireball - video

How do you create a fireball and then roll it around in your hand, tossing it from hand to hand, as if it were simply a piece of paper? According to the maker of this video, it's pretty easy...

As with any effect involving fire, I personally DO NOT support you if you attempt this move. This is intended for entertainment purposes only and carries absolutely NO guarantees from the Magic Roadshow that this actually works. Read the warning carefully before watching the video and DO NOT even consider trying this if you are a minor.

That said, I realize that stupidity knows no boundaries. If you would like to determine if this works, take the link to your science teacher/instructor and ask for their advice and assistance. If this is actually do-able, they will assist you in your endeavor.

<http://streetmagic2.blogspot.com/2011/12/how-to-juggle-fireball.html>

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Joshua Jay and John Guastafarro Interview on The Magic Newswire (2010)

This was one of my favorite interviews during the past couple of years, between This Week in Magic and Joshua and John. If you are into cards, these are two of the very, very Best.. period. I met John at the Carolina Close-Up convention a couple of years ago and couldn't have been more impressed. And what can you say about Joshua Jay that hasn't been said by the top performers in the world...

"On this episode of This Week in Magic, Cameron Ramsay and I are joined by guests Joshua Jay and John Guastafarro. We discuss the relevance of playing cards in magic and society, the fascination that younger magicians have with unusual decks, John's new book "One Degree" and much more!"

There's nothing to sign up for or download... just click a link and listen to the hour long interview.

<http://mnw.squarespace.com/magicnewsfeed/2010/10/11/this-week-in-magic-jay-guastafarro.html>

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Interview with Teller - TNT Magazine

"Put the idea to US magician Teller that living in such a technologically advanced age is slowly rendering traditional magic redundant, and he'll soon set you straight."

"The diminutive 63-year-old and his loudmouthed colossus of a partner, Penn Gillette, have wowed audiences for 35 years with their skillful mash-up of often-gory illusion and comedy. They're known and loved for their intelligent discussions, and even revelations, about magic – an attitude that's led them to a long-term residency in Las Vegas and multiple TV shows."

"But for everything he's seen and done, Teller (he legally made his first name disappear some years ago) remains adamant the artform he's carved a successful career out of is still a massive drawcard in 2011, and faces no threat from ever-improving technology such as CGI, video games or 3D..."

Teller is one of my favorite performers. He is a true magical treasure. I think you'll enjoy this interview conducted with TNT Magazine in England, where he and Penn are scheduled to perform. Don't wait too long to read this interview, as links to magazine articles online tend to disappear really fast....

<http://www.tntmagazine.com/london/events/interview-penn-teller>

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MENTALRADIO - for Your Entertainment

Remember Shadoe Stevens? Shadoe was the radio host of 'Americas Top 40', in addition to being on Hollywood Squares and one of the co-stars of DAVE'S WORLD, starring Harry Anderson. Shadoe can currently be heard each night on Late Late Show w/ Craig Ferguson as the off-stage announcer.

Aside from his TV work, Shadoe is still very active on radio, and is the force behind "MENTALRADIO"....

"MENTALRADIO is more than a Radio Talk Show, it brings energy, theater, and humor to radio and the Internet in entertaining explorations of the most interesting and powerful topics in contemporary life. It brings information, evidence, images, tips, and interviews designed to create a positive way of looking at everything.

Tongue stuck Frozen to the Flagpole of Talk Radio breaks Free. Introducing "Chronic Talk MENTALRADIO is here at www.mentalradio.net.

Created by Shadoe Stevens and featuring "Dr. Freeze" and guests, it is now heard on www.kthoradio.com in Lake Tahoe and on www.mentalradio.net, and weekly, Saturdays and Sundays, noon-3pm Pacific. MENTALRADIO is about a State of Mind. It's about a new way of looking at things. It's the Pipe and Slippers your Imagination was waiting for. It's about pivoting in the face of

negative events and thinking, and looking at the bigger picture.

MENTALRADIO is a theatrically produced "show about everything" - a radio show and website dense with talks about consciousness, the power of the mind, the power of intention, mystics, mind over matter, scientists, dreams, aliens, conspiracies, celebrities in trouble and the Top Five Tunes of the Week.

It brings humor and irreverence to sacred topics typically talked about with earnestness, hushed tones and new age reverence by people like Depak, Dyer, Art Bell and George Noory - while talking about the madness in the world with production, jingles, radio theater, features, conversation, unusual ideas, and laughter."

<http://www.mentalradio.net/>

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Double Lift – The Final Frontier - A PDF by Roy Zaltsman

Effect: I have used the classic double lift trick for many years. Some one selects a card, I control it to the top, show the top card to be a different card, let the spectator hold it and than it changes to the selected card.

One morning I woke up and I asked myself why do I do this trick this way?

I answered myself that I don't know, but it's about time to think of some good psychology to improve it.

You see, by showing the top card (a double lift) and asking participants if this is their card, we're giving them a clue that it might be possible to somehow bring the chosen card to the top of the deck in some manner, and retain it there.

Here is my casual yet practical way to amplify the impact of this trick....

<http://unpublished.com.networkprotected.com/dl.pdf>

If you are not subscribing to Roy's Unpublished Magic Tutorials, you should be... it's free and extremely entertaining.

<http://www.telepathy.co.il/unpublished>

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A Simple Color Changing Deck Effect - Card effect

Another nice effect from Cardtrickteacher... This one involves a color changing deck and then a surprise color change to end the effect. All you need to perform this effect is a red backed and a blue backed card glued together to create a red/blue backed gaff card. Easy and impressive...

The great thing about this change is you only need one gaffed card to complete the entire effect. Everything, including the color changing deck, is achieved with this simple-to-create gaff...

<http://www.etricks.info/2011/12/color-changing-deck-effect.html>

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Conan, a Comedian, and a Video

Thanks to my friend Harold Brosious for the link. Pete Holmes, in a recent appearance on Conan O'Brian, explains why it is so much easier being a stand-up comedian than being a magician. This is a very humorous video, perhaps pointing out a few of our ingrained problems we don't take into consideration before going onstage.

<http://teamcoco.com/video/pete-holmes-magic>

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Martin's Magic Top 100

I like to include this link in the Roadshow from time to time to give you the opportunity to explore a site with links to over 260 magic related sites. That's quite an impressive link page...

It won't hurt my feelings if you vote for StreetMagic.info (the Magic Roadshow's home) while you're there. I think we are currently #4 among all sites, but I'm confident you guys will push us to #3, or maybe even #2. Nothing to sign up for.. just hit the vote button.

<http://www.martinsmagic.com/?html=top100&data=appendvotes>

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Magic Tips and Tricks - Book and Ebook

A special 'Thanks' to everyone who ordered my MAGIC TIPS AND TRICKS in 2011. It's not that I hoped to make money on my book, it's that I wanted to get it in as many hands as possible. I honestly believe in the KISS principle, explained in the book, and think that all of us stand to benefit from it's simplicity.

We try to make magic too hard. Yes, some effects demand extreme practice, but most don't. If we would work on our presentation as much as we work on our techniques, we would all be in twice the demand. Don't think I'm advocating we ignore technique, I'm advocating we work on the TOTAL effect and make the presentation just as important as the "triple in-jogged double undercut from the mechanics position.. thingy".

MAGIC TIPS AND TRICKS tries to bridge the gap between performance and technique, much as John Scarne tried to do in the fifties. Although he was, according to some, the greatest card mechanic of all time, he thoroughly believed in the KISS principle, although he didn't have a clue what the KISS principle was. What he did was write books that reflected this wisdom without spelling it out as such.

<http://www.createspace.com/3605025>

http://www.amazon.com/gp/product/1461137551/ref=as_li_qf_sp_asin_tl?ie=UTF8&tag=stremagi-20&linkCode=as2&camp=217145&creative=399373&creativeASIN=1461137551

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What Is The Roadshow's Best Selling eBook of All Time?

The answer may surprise you, as it's not 'exactly' what the Magic Roadshow is all about. It does contain some magic.. but it contains much more, and some of it is downright weird... You have my word.

If you're looking for a good read, and something that will definitely expand your horizon, check it out.

<http://50465cnxs0tbjfcjfa0f102o6v.hop.clickbank.net/?tid=ASTOUNDING>

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Ten Ways to Get Free Advertising for Your Business

By: Adrian Kennelly

(Editors note: There are many ways to advertise your business, regardless of what type business you have. Some of us have magic related businesses, some online businesses, others have storefronts, and others don't actually have businesses - but work for someone that might appreciate a few great tips. These are real-world tips that don't cost. How rare is that??)

If your business involves selling a service, such as consultancy, you might find blatant advertising is counter-productive - no-one really wants to hire a professional who is so obviously hungry for work. But you can't just sit back, waiting for business to come to you; it simply doesn't work like that. So you'll be pleased to know about several ways for you to market your business, or service, which are not only effective but, best of all, almost free of charge.

(1) Networking

Networking is essentially about building a client list, including people who might want to use your services and those who are in a position to recommend you to others.

Networking means making and using contacts from all areas of your life: colleagues and workmates, neighbours, family and friends, past clients, people in a similar business to yours, former or current employers, fellow members of business and professional groups and social acquaintances.

The whole thing is about keeping yourself in the public eye - unobtrusively. Ways to do this include:

- * Telephone just to say 'hello' whenever possible, but not too often - you might arouse suspicion
- * Find out when their birthdays are. Send a card, or invite them out for a drink

(2) Get Listed in Directories and Similar Publications

This includes being listed in professional directories as well as trade and business directories and yearbooks. It also means having your details included in telephone and other advertising publications, including 'Yellow Pages' and other popular advertising directories.

(3) Attend Meetings

Attend as many meetings as possible where referral sources, and actual or potential clients are likely to be. Suitable gatherings might include association meetings, professional seminars, trade meetings, and so on.

Always make a point of being seen but not by monopolising the proceedings. If you are an expert on some topic currently being discussed, make this known by contributing a few main points or by putting forward your own views on the subject.

(4) Making Speeches and Presentations

Offering your services as a speaker or to present awards increases your visibility and establishes you as an authority. Appropriate contacts include trade and professional associations, civic groups, business clubs, large companies, and other high profile organisations.

(5) Letters to the Editor

When your letters and most importantly, your name, are published in appropriate places, you increase your visibility and establish yourself as an authority on your chosen subject. Potential clients and referral sources will notice that your ideas and views are of sufficient value to be communicated by editors. The more often your name appears, the more credibility you'll achieve.

Letters to the editor are the easiest place to start your writing 'career'. The best letters - namely those most likely to be printed - are generally topical and relevant, and almost always controversial.

Letters should be short and to the point. If you intend to be a regular contributor, make a point of studying the style of published letters, including length, style, viewpoint, whether letters are captioned, and so on. Model your own on these.

Key Points:

- * Send letters to editors of trade and professional publications as well as national and regional newspapers and magazines

- * Always use your professional letterheading with your qualifications and specialty included

(6) Donating Your Services

Consider donating some time to a non-profitmaking organisation as a gesture of goodwill. Make sure the commitment don't impinge too heavily on your normal, income-earning hours.

Most importantly, make sure the organisation is worthwhile and promotes you in a good light.

(7) Radio and Television Exposure

Here you might look for regular slots having something in common with your specialty. Alternatively, think about something on which you have expert knowledge, not necessarily related to your profession, which might be of interest to viewers or listeners.

Locate the appropriate contact person and explain what you have to offer. This might be particularly beneficial if your contribution is broadcast just before something special you are organising, in which case you should emphasise that the interviewer gives out information during or after the broadcast.

(8) Referrals

Another excellent source of business is recommendation from past satisfied clients or anyone else in a position of power or authority. This type of recommendation is achieved through the image and professionalism you display. It means being reliable, enthusiastic, doing your best for the client, and seeing to it that everything the client wants, the client gets!

(9) Announcement Columns

Announcement columns are sections in newspapers, magazines and other publications, usually set aside for information about members and readers. Make a point of sending details about any awards you receive or any seminars and workshops you organise. Keep the editor updated on your range of services and point out any additions or expansions.

Remember to give yourself enough lead time if your announcement relates to a specific time or period.

(10) Press Releases

A press release, as the name implies, means 'releasing' information to the press in the hope that it will be published. It could be about a book you have written or a newsletter you have published. It might be about a new business or expansion to an existing business.

Press releases can be sent to all kinds of publication, including trade and business journals, national and regional newspapers, professional journals, the business and financial press, and so on.

Key Points:

- * A press release should never be longer than two or three pages of double-spaced typing, preferably much shorter

- * Start with a compelling headline and introduction and include a photograph where possible. Your headline and opening paragraph are the most important features of the press release and will almost certainly make or break your chances of having it published

- * Always include a contact name, address and telephone number.

- * Unless the publication indicates to the contrary, send your press release to the editor. Address the person by name where possible. The name can usually be found in writers' books and directories available in most main reference libraries.

Alternatively, the editor's name is usually included in the newspaper or magazine itself. If not, or if it's hard to spot, telephone the publication's switchboard for the information you require.

Article Source: <http://www.articleinfo.org>

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The Recession hits everybody in the US

I got a pre-declined credit card in the mail.

CEO's are now playing miniature golf.

Exxon-Mobil laid off 25 Congressmen.

A stripper was killed when her audience showered her with rolls of pennies while she danced.

I saw a Mormon polygamist with only one wife.

If the bank returns your check marked "Insufficient Funds," you call them and ask if they meant you or them.

McDonald's is selling the 1/4 ounce.

Angelina Jolie adopted a child from America .

Parents in Beverly Hills fired their nannies and learned their children's names.

My cousin had an exorcism but couldn't afford to pay for it, and they re-possessed her.

A truckload of Americans was caught sneaking into Mexico .

A picture is now only worth 200 words.

When Bill and Hillary travel together, they now have to share a room.

The Treasure Island casino in Las Vegas is now managed by Somali pirates.

Congress says they are looking into this Bernard Madoff scandal. Oh Great! The guy who made \$50 Billion disappear is being investigated by the people who made \$15 Trillion disappear!

And, finally

I was so depressed last night thinking about the economy, wars, jobs, my savings, Social Security, retirement funds, etc., I called the Suicide Hotline. I got a call center in Pakistan , and when I told them I was suicidal, they got all excited, and asked if I could drive a truck..... Bummer.

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_____oOo_____

Bless you for making it this far.. I sincerely hope you've taken something of value with you. I know I learn something from every newsletter, simply through the process of scouring the web, looking for resources...

I encourage you to share your favorite links, videos, and resources with other magicians from around the world. If you know of a site that has a free ebook or a wide assortment of magic related material, let me know. I'm sure all the other readers will appreciate it..

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