

## *The 5 Steps to* **Creating Tricks to Sell**

1. **Think of your *purpose* (what are you trying to achieve? [i.e. vanish of coin, transposition of card, etc.] )**
2. **Create idea for and formulate *method* (how could your purpose be accomplished?)**
  - a. Think of other tricks like yours on the market if you know how they work.
  - b. Watch videos on YouTube.com or MetaCafe.com to see how other people present and/or do tricks like yours.
  - c. Use your brain! We know you're smart (or else you wouldn't be a magician)!
  - d. Once you think you've come up with one, test your method. Chances are it won't be perfect, so:
3. **Test and *retest method* (build gimmick or transcribe trick, and then follow your own instructions).**
  - a. Speculate whether or not the average Joe could do your trick, that is, that you aren't the best card magician in your country and your skill level is required to do the trick.
  - b. Make your method as simple but fooling as possible. Keep in mind—sometimes you will have to compromise one of the two. Who are your buyers? If they will be beginners, making a coin appear with a gimmick, but not as convincing to adults might be the way to go! If your costumers are professional magicians, or at least adults, you might consider compromising simplicity to cater to amazement!
4. **Create a *detailed manuscript and/or instructional video* (and, if applicable, find a way to mass-produce, or at least produce on demand, your gimmick)**
5. **Once it is all figured out, contact some magic dealers!**
  - a. Good USA shops include PenguinMagic.com, MagicProShop.com, Ellusionist.com, MagicDreamLandMagic.com, and MagicTricks.com, among many others!
  - b. Good UK shops include eMagicTricks.co.uk, MagicWorld.co.uk, TopSecretMagic.co.uk, and WorldMagicShop.co.uk, among others.
  - c. Do not forget to call local non-web-based magic shops. Chances are, there's one in the nearest capital city.
  - d. Price your trick:
    - i. Remember: reasonability is the key. Don't price a coin-bend-that-works-by-a-little-metal-lever-that-shoots-up-your-sleeve \$200, and don't price a self-levitation-with-no-ropes,-magnets,-or-visible-support-that's-nearly-impromptu-and-can-carry-you-20-feet-into-the-air \$5! You want to make good profit, but you don't want to earn bad reviews or enemies...

***MORE TIPS ON NEXT PAGE...***

## More Tips...

- Not all tricks have to have/come with gimmicks— your trick could be something that a customer makes on their own at home, or an instant download explaining an impromptu trick.
- Price things reasonable.
- Don't let your dealers rip you off. It'd be best, actually, for all of us: you--me— Rick Carruth—if you made your own shop! Setting up a website your shop is easy, just buy and “eCommerce” template!
- Simplicity is the key...
- No, amazement is the key...
  - No, you're both wrong, your trick needs both...
  - Please do invent tricks! Its good for all of us: You make money, us others have more tricks to perform, magic retailers have something to sell, Rick has stuff to write about...It's a win/win/big-win situation!
- Contact [CarsonKahn@gmail.com](mailto:CarsonKahn@gmail.com) for more details and tips on how to create tricks.

**Feel free to distribute this pamphlet to your friends and family and colleges! Just do not delete, in any way, the following text:**

**Some GREAT magic sites by the author of this pamphlet include:**

- [www.2ndNatureMagic.co.nr](http://www.2ndNatureMagic.co.nr)
- [www.LaMagieCabaret.TK](http://www.LaMagieCabaret.TK)

