

MAGIC ROADSHOW 94

October 05, 2008 Issue# 94

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Hi All

Yes, rumors of my demise have been greatly exaggerated.. I apologize to all for being so late with this issue, but life happens.. A massive expansion in my 'other' job has had me busy hiring and training contract couriers , about thirty at last count, and assisting with training a couple of operations managers to keep everyone busy, busy.. I have not had a day off in over two months.. Anyway, enough with the excuses...

If you are new to the Magic Roadshow, I want to 'Thank You' for taking the time to sign up, and I hope you find something to improve your magic. If you're looking for your free downloads, they're at the bottom of the page.. You'll get there soon enough though, so take your time and explore some of the resources I've both discovered and been graciously handed.

Questions, comments, rants and raves.. EMAIL ME

I want to welcome Paul Rohmany to the Magic Roadshow. Paul is a very well know cruise ship performer and brings years of experience in magic to our pages. Look for his article below and for other great articles in future issues.

For those of you who created 'fireballs' from the video link in the last issue, I'm sorry that everything didn't work as planned for some of you. Remember, it wasn't my video.. but it did work 'as advertised' for me.

It's time for the good stuff. I'll catch up with the small talk in the next issue, which is actually about half complete.. Look for it in about three weeks..

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Lessons Learned After 20 Years as a Full Time Professional Magician
By Paul Romhany

For the past nine years I have been a headline act on cruise ships and it has really been an incredible experience that I am fortunate to share with my wife. One thing I learned many years ago was 'you never know who is in the audience'. This story happened to me three years ago and one I will not forget. I had been working on ships for five years and the only television I was watching was CNN or the movies on board the cruise ships. Prior to that I was traveling a lot with corporate work and not watching much television, especially shows from the USA because the influence on television during that time in New Zealand was mostly British.

I was working on a Princess Cruise ship at the time and because it was a Grand Class ship,

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you had to do two shows one night, and a third show the following night. After my second show on the first night I made my way back to my cabin, it was late and not many people were around. As I left the theatre a passenger approached me and told me how much he enjoyed my show. After the show I'm a mess because I am sweating, still have Charlie Chaplin make-up on and just want to get back to my cabin to order room service and relax with a glass of port.

However, on a ship you are always 'on', even when not on stage so need to be polite to guests. It's the closest thing to being a real 'celebrity' because people are always watching you and wanting to talk. So there I am, talking to this passenger who I didn't know but being polite, wanting to get back to my cabin.

The next night after my third show I am stopped again by the same man, so this time I thought if he came to see me work twice the least I can do is stop and give him my time. We must have talked for about half an hour, he was asking me questions, wanted to know if I ever worked at The Comedy Store in LA, asking me very specific questions about show business and my act. He knew the Magic Castle well and so I'm starting to think this man knows something about show business. I asked him what he does for a living and he told me he was a comedian. I asked him if he ever thought about working on cruise ships ... he gave a little chuckle and told me he's working in Las Vegas next week. Finally I asked him his name and he said 'Howie Mandel'. Remember I had never watched US TV (North American magicians will know who he is ... he now the host of the hit TV show "Who Wants to Be A Millionaire" and a very well known comedy act.) He asked me if I had heard of various TV shows including Saturday Night Live, I told him I work on ships so only get to watch CNN!

The closest name I could match in my head to his name was famous sports announcer "Howard Cosell" - who I later found out died in 1995. Once I got back to my cabin I phoned my wife in Canada and told her I had met somebody named Howie Mandel. She then told me how famous he was and what a great comedian he was. Needless to say I was so embarrassed I didn't know who he was I stayed in my cabin the rest of the cruise.

I flew home end of the cruise and was watching an early morning talk show out of the USA called "Regis and Kelly" and who should be the guest host that week ... Howie Mandel!

Lesson learned was that you just NEVER know who is in the audience. During the many years of working on ships I have been fortunate to meet many other well known celebrities and they have all been very approachable and they have always enjoyed meeting the guest entertainers. Howie was such a nice guy and I later found out through a mutual friend that he realized I didn't know who he was and he enjoyed talking to me and did enjoy my show.

Paul Romhany is a full time magician with over 20 years experience as a professional magician having taking his magic to over 100 countries and 17 television specials. He is also a consultant for magicians worldwide, and is creator of close to forty original and commercial magic tricks. A published author, musician and teacher Paul writes a weekly BLOG where he reviews the very latest magic tricks. You can read his BLOG at <http://romhanyreport.blogspot.com/>

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Purchase his magic from your favorite dealer or visit <http://www.hocus-pocus.com>
<http://www.paulromhany.com>
<http://www.chaplinmagic.com>

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Restaurant Magic and Children - Bonus Video Effect Rick Carruth

Many restaurant magicians are missing the boat. Actually, they don't even know there IS a boat. Some are snobs, others are elitists who assume their magic is 'above', 'sophisticated', or 'too involved' for their clients children. So, they perform for the adults at the table, smile at the children, and move on from yet another mistake..

You can compliment a woman by mentioning her beauty, and you can anger a husband by mentioning her beauty (maybe), but you can never go wrong by complimenting their children.

Parents are exceptionally proud of their children and go to great lengths and expense to make their children happy. Without their generosity there would not be a market for children performers. Yet, many restaurant magicians fail to 'cash in', so to speak, when they have the opportunity.

If faced with two parents and two children at a table, most magicians will try to perform for either the parents or for the table as a whole, assuming that all will appreciate his effort...

Wrong..

Well, not totally wrong; there's a time and a place. But, to really leave an impression on your table, opt for entertaining the children. Most parents love to laugh - but they love even more to see their children laugh. Go back and read that again...

Performing for the children not only brings a sense of importance to the children, but the parents 'really' appreciate the attention you're showing their children. They know that the children are going to leave the restaurant with a smile on their face, and an ongoing narrative/re-creation of your effect all the way home.. (assuming you're really good)

If you work restaurants, I really want you to devote one night to entertaining the children. Naturally, there will be plenty of opportunities to entertain adults, but make an effort to entertain the children at tables where there are children of the appropriate age.

I'm including a video of an effect I use with great success. Everything you need is readily handy in a restaurant, meaning you don't even have to pack this effect. I use a little sponge in place of the napkins used in the video. Work it right and it will play like the

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Harlem Globetrotters classic bucket of water stunt.

Make em' squeal..

<http://streetmagic.info/2008/10/ice-cubes-from-water.html>

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Derren Brown Performances Plus..

Love him or hate him, Derren Brown is one of the most influential figures in magic. Personally, conversation about certain effects arises from time to time and I'm at a loss to verify or check out something someone once saw, read, or heard. Sometimes, I can't find what I once saw on a special. Thanks to this informative website, anyone can find almost any effect Derren has performed publicly. All the effects performed in the following TV shows or specials are listed, including brief descriptions of each effect..

TV Specials: Mind Control 1 - Mind Control 2 - Mind Control 3 - Russian Roulette - Seance - Messiah - The Gathering - The Heist - Something Wicked this Way Comes - The System

TV Series: 1: Mind Control 2: Trick of the Mind 1 3: Trick of the Mind 2 4: Trick of the Mind 3 5: Trick or Treat 1

6 (US): Mind Control with Derren Brown 7: Trick or Treat 2

Live Shows

2002 - 2004 - 2005 - 2006 - 2007 - 2008

Check it out...

<http://www.rmjs.co.uk/db/tv.htm>

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Systematic Sorcery - The Complete eBook

How would you like to get your hands on an amazing yet simple system that is used by many leading professional magicians?

For years this unique system has been used by magicians to create and perform a whole host of minor miracles, with just an ordinary pack of cards.

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Now it's your turn....

The secrets revealed in this magic manual will have you performing amazing card tricks with ease and really help you to build your reputation as a top magician.

You can simply follow the tried and tested system that magicians have used to completely baffle and amaze audiences throughout the world... You can have it today!

<http://www.learnmagictrick.com/?e=rcarruth@gmail.com>

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Match Stick Routine - Magic Tricks..

My favorite new site.. FreeMagicTricks4U.com, and it's owner Simon Crack, have sent along an easy-to-perform routine with match sticks. There are three different effects in all, and you should not be in serious danger of burning down the house.

Editors note.. I WILL NOT accept responsibility if you do burn down the house. If you are not old enough to buy tobacco products, then you are not old enough to play with matches.. And if you are old enough to play with matches, then PLEASE use caution.

Effect One.. You borrow any two ordinary matches. You place one on the tip of your pointer finger. Taking the second match in your other hand you begin to move the match closer to the first match. The second the two matches meet the match on your finger jumps across the room!

To discover the secrets, go to:

<http://www.freemagictricks4u.com/matchstick-puzzles.html>

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Audio Interview with Harry Blackstone, Jr.

In this 1985 interview, Don Swaim talks with the award-winning magician, Harry Blackstone, Jr. about his first experience on stage at the age of six months, and the relationship between his father and Houdini. Blackstone is the co-author of There's One Born Every Minute, My Life As A Magician and The Blackstone Book Of Magic and Illusion.

Listen to the Harry Blackstone, Jr. interview with Don Swaim, 1985

(27 min. 06 sec.)

<http://wiredforbooks.org/harryblackstonejr/>

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How To Think On Your Feet - Article

I recently ran across this interesting article about thinking on your feet and how to increase your ability to do so.. Story highlights include performing improvisations, which is an easy and fun way to learn to think fast on your feet, and developing the skill to avoid awkward silences, move forward, and make both yourself and others look good.

According to the article, trusting your instincts and practicing are key to making it work, and this article teaches the basics to make it happen..

<http://www.cnn.com/2008/LIVING/08/12/rs.how.to.think.on.feet/index.html>

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This is a BRAND NEW never before seen compilation of some of the VERY BEST magic tricks known to man. Each and every effect has been chosen because it is EASY TO LEARN and gets FANTASTIC reactions from anyone watching you perform.

Whether you are a professional magician or a beginner wanting to learn some of the best effects available.. this eBook collection of Magic tricks is for you!

[Click Here!](http://realclear.magicsi25.hop.clickbank.net/)

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Elliott 'the Hawk' at the Magic Castle.. video

Here's a nice video of Elliott the Hawk performing a stacked deck routine at the Magic Castle. This is a perfect example of why humor is SO important to your routine. Watch and laugh..

<http://rickcarruth.blogspot.com/2008/09/elliott-hawk.html>

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The Secret to Business Success: Sales
by Dennis Regling

For many of us, magic is not just a hobby, but a business. It is our financial life's blood. It is how we make our living.

Like any business, to be successful, magic requires not only a good product (our show), but also effective marketing and sales techniques. Marketing is the process of getting our business known. Sales is the act of actually selling the product or booking the show.

"The Secret to Business Success" is and always will be sales. The old adage "build a better mousetrap and people will beat a path to your door" is not true. People have to know you have the mousetrap for sale - marketing. Then, they must make a decision to buy it - sales.

There are many books and videos that teach how to do magic and put together a fine show. If you are a professional magician, or considering taking that step, I would assume you have indeed put together an entertaining show. There are many fine marketing books available at your local library. There also many articles on marketing written for magicians in my archives. An internet search will provide a large list of marketing programs for the magician. But sales itself is often overlooked.

Many magicians develop an excellent act, an entertaining website and even send out scores of sales letters. Yet, they book very few shows for their efforts. Why? Because they fail to convert the interest they generate into bookings. They fail to close the deal when someone phones from their ad. They are not salespeople. They are performers and some even become pretty good marketers, but they never develop into sales people.

They buy marketing program after marketing program, looking for the one secret that will fill their calendars. They buy complete ready-to-go shows with the hopes that the quality of the program (and the included marketing materials) will sell itself. Indeed, most of the marketing gurus fail to give any instruction on how to actually close the deal. They promise to have your phone ringing off the hook, but never tell you what to say when you answer it.

Part of the problem, I believe, is that too many have bought the lie that people hate salesmen. People do not like to be "sold" anything, it is true. They do not like to be pressured to buy. But, people do like to buy. They do like to be assisted in making the buying decision. They like to know they are making a wise and informed decision and they depend on good salespeople to help them. Your job as a salesperson is to help the prospect make the right decision.

I hate going to Wal-Mart and K-Mart simply because there are no salespeople. No one offers to help me find the product that will meet my need. No one helps me to make the right buying decision.

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Several years ago, I went to a local hardware store, looking for a circular saw. The clerk showed me where the saws were, but I expressed that I thought they were too expensive. Yes, they were all high quality saws, but I didn't see why I should spend the extra for one of those fine tools. The clerk, who is a friend of mine and an experienced builder, let me go to K-Mart and buy an inexpensive saw.

If my friend had only explained to me why I needed the better quality saw, I would have bought it. I definitely would have been happier with it. I have since bought a high quality circular saw. It will last me lifetime and is far superior for my needs. My friend was an excellent clerk and a fine craftsman, but he was not a salesman. He let good business walk out the door and buy an inferior product.

You may be an excellent magician, but if you are only a clerk, you will let many prospects go down the street and higher an inferior magician. Rather than making an intelligent decision, maybe paying a little more and being delighted with their purchase; they end up disappointed in the act they do higher. Why - because you did not a) show them how your show would meet or exceed their needs and b) help them to make a decision and be comfortable with that decision.

Over the next few weeks, I will be posting several articles on the art of salesmanship and how magicians (and other entertainers) can learn and use this skill to grow their business. I welcome your questions and input as they will help me make this series the best it can be for you and others.

Dennis Regling
<http://www.magicdennis.com>

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Attention and Awareness in Stage Magic: Turning Tricks into Research

Thanks to two of my many magical friends, Henry Pettit, one of the directors of the South Carolina Association of Magicians convention, and technician of PBS produced magic specials, and Bruce K. Rubin, Professor and Vice Chair for Research, Department of Pediatrics Professor of Physiology and Pharmacology at Wake Forest University School of Medicine for pointing me to this wonderful article on scientific aspects of magic. Contributors Stephen L. Macknik, Mac King, James Randi, Apollo Robbins, Teller, John Thompson and Susana Martinez-Conde have published a definitive article, in pdf form, that any magician with a desire to understand the psychology of magic will cherish.

"Magic shows are a manifestation of accomplished magic performers' deep intuition for and understanding of human attention and awareness. By studying magicians and their techniques, neuroscientists can learn powerful methods to manipulate attention and

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awareness in the laboratory. Such methods could be exploited to directly study the behavioural and neural basis of consciousness itself, for instance through the use of brain imaging and other neural recording techniques."

"Magic principles - Various principles of stage magic aim to manipulate attention and awareness. These principles have been identified by magicians and have been refined over the centuries to great effect. The time is now ripe to take them into the laboratory and use them to guide new and more powerful experimental testing and careful quantification. This would elucidate the mechanistic pathways in the brain that allow magic tricks to work and would also generate novel and robust laboratory techniques for studying attention and awareness."

Published in - Nature Reviews Neuroscience | AOP, published online 30 July 2008;
doi:10.1038/nrn2473

<http://www.divshare.com/direct/5503287-307.pdf>

Thanks again.. Henry and Bruce

Side Note

Bruce K. Rubin has been a source of magic and science news for the Roadshow in the past, and it's not a surprise.. considering his accomplishments in both fields. Check out this recent news release...

"Pediatrician at Brenner Children's Hospital wins International Award"

"WINSTON-SALEM – Bruce Rubin, M.D., a pediatric pulmonologist at Brenner Children's Hospital has been awarded the Prix Extraordinaire Award by the International Congress of Pediatric Pulmonology (CIPP).

The Prix Extraordinaire or Special CIPP Award is the top recognition by CIPP and has been given out only three former times. The award's presentation emphasized Rubin's work over the past 2 decades with pediatric pulmonologists around the world and his use of magic to break down barriers and to teach. Rubin has held magic workshops on 5 continents over the last 10 years plans to give another later this month in Santiago, Chile.

"Bruce's work has encouraged physicians to break down barriers and attempt to communicate with children of all ages through magic," said Jon S. Abramson, M.D., chair of pediatrics at Brenner Children's Hospital. "We are pleased that this international society

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chose to recognize the high caliber of his work."

Rubin served as the program committee chair for the CIPP meeting in Lisbon in 2004, as a congress president for the CIPP meeting in Montreal in 2006 and served as past president in for the CIPP meeting in Nice in 2008."

The world of magic owes a round of applause for Dr. Ruben and his outstanding work with children.. The Magic Roadshow salutes our friend..

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Free Magic from Jay Sankey - 12 video's

Jay Sankey video's are among my VERY favorite. There's absolutely no doubt that he is one of the most creative minds in all of magic. Jay just has a way of explaining an effect and making it do-able for even the novice.

I am now prepared to offer up, not one, but TWELVE Sankey videos, complete with both effect and explanation, for your viewing pleasure. Hey, I've bought 35 buck DVD's with effects not as good as these. Some will be new to you, and others will be familiar... but all are worth watching to get Jay's take on each...

10000 Words
Acrobatic Aces
Fast Hands
Indestructibill
Plastic Surgery
Sleight Of Elbow
Telekinesis
Through And Through
Rising Card
Magic Dust
Reunion
Behind Your Back

I've mention in a past issue that Jay has graciously agreed to an interview with the Roadshow, and it's my fault it hasn't happened. I'm still working on the questions and discovering the deeper meaning of life..

<http://www.sankeymagic.com/learnfreetricks.aspx>

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A Call to Arms and a Great Resource for Balloon Enthuasists

In 1988 DEO Consulting, Inc was born. Its owner Dale E. Obrochta was a professional entertainer (Magical Balloon-dude Dale) who worked at a local trick shop and entertained around the Chicago land area. On January 21, 1997 Dale developed mbd2.com. The site originally was going to be co-hosted by Dale and a DJ company. This lasted little over three months when the DJ company decided the Internet was not for them. But Dale kept the URL... mbd2.com.

In 1998 Dale open a Yahoo! balloon forum and in 2000 mbd2.com started it first e-commerce balloon supplies. In 2002 the mbd2.com forum was started. As each year goes by new products and services are developed and incorporated in to the mbd2.com site. Their goal is simple, provide a good products along with good services.

In 2003 saw the development of the first balloon animal database was started. This database helps individual find instruction on a specific balloon animals and what video, CD, DVD, or book teach how to make that design.

In 2004 the mbd2.com entertainment article section was implemented and in the following year 2005 the mbd2.com classified section was developed. The Balloon Entertainers Grid cam in to exsistance in 2007 along with the MySpace Entertainers Directory.

In 2008 the introduciton of the mbd2.com blog was started.

Now.. my friend and frequent Roadshow contributor, Dale, is looking for a few good men (and women) to assist as contributors for the article section of mbd2. All topics are accepted related to entertainment and marketing..

Visit mbd2 and discover a world of ballooning and balloon supplies. Contact Dale today to become a 'partner in education'.. for current and future enthuasists..

http://www.mbd2.com/forum/balloon_Animal_Blog/?s=balloon+animal+instructions&x=0&y=0

Be sure to visit Dale's very informative blog at:
http://www.mbd2.com/forum/balloon_animal_blog/

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A Thirty Minute Mentalism Routine..
Carson Kahn

Wouldn't it be nice to have a 30 minute routine you can carry in your pocket? One of my cohorts in crime, Carson Kahn of 2ndNatureMagic says he has a routine that will fill the bill. Carson has revealed his routine, and the accompanying effects, in a pdf created just for Roadshow readers.

Remember, mentalism is THE hot item in the world of magic. If you would like to have a routine you can carry in your pocket and perform at a moments notice, check out Carson's pdf at:

<http://2ndnaturemagic.googlepages.com/KahnsMentalismRoutine.pdf>

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~ Free Downloads for New Subscribers ~

.: Bobo's 'Modern Coin Magic'

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

.: Expert at the Card Table

<http://streetmagicsecrets.info/erdnase20.htm>

.: Easy Mentalism

<http://streetmagicsecrets.info/1mentalphay.htm>

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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..

