

January 3, 2021

IMAGINE

MAGIZINE

Issue 1



Dedicated to Making the World Magical

NEW MAGIC ACADEMY

Membership

Has Its Benefits

- **Unlimited access to lectures from some of the best magicians in the World** so you can listen and re-listen to lectures over and over to squeeze out all the magical goodness from each and every lecture and that means if you miss the live lecture you can easily get a replay.
- **A growing library of magic books on a wide variety of topics** which lets you have access to thousands of magic tricks and routines from some of the greatest magicians of all time which means your magical education continues between lectures
- **Develop relationship with other magicians from around the world** which lets you you gain unique perspective and thoughts you would not otherwise have access to and that means you can offer something to your audiences no one else in your community can.
- **Access to special members only events ... participate in member only lectures, jam sessions, clinics and master classes ... your magical skills improve as you are interact with others dedicated to making the world magical**
- **Members only video magical training** As the library increases many of the tips and tricks are reproduced in video format so you can you are not limited to only one style of learning.

**Join Today And Start Enjoying Your
Membership TODAY**

NewMagicAcademy.com/join

Contents

From the Editor

Editor! ME? Well I guess I am. At least until I can find someone else who can do it. And works as cheap.

This started out as a email newsletter. But it has evolved to this.

What are my qualifications to run a magazine? NONE! What are my qualifications to edit a magazine? NONE! What are my qualifications to design a magazine? You guessed it. NONE.

But I am dedicated to trying to provide magical education. I believe magic brings hope to the world. It helps expand imagination.

That brings me to the name of the magazine Imagine. Nothing happens with out imagination. I close my shows with a routine I call "A Magician's Job." In it I explain the job of a magician is not to trick you or fool you but to help you expand your imagination.

That is my job and this magazine is simply another tool in the toolbox.



From the Library

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That Wonderful Wand

This section provides the secrets contained in Books inside New Magic Academy's Library. The complete growing library is available to members of the New Magic Academy.



This selection is from **131 Magic Trick for Amateurs by Will Dexter**. This is 157 pages of simple magics. If you are looking for tricks to teach children this book is an excellent reference.

Page 11

“If you learn how to do only one single trick out of all this book, bear in mind those two important principles: **PRACTICE... and KEEP YOUR SECRETS!**”

... When you feel you can present several of these tricks, ... Learn all you can from books. And then make friends with other conjurers and exchange your information” (Emphasis in original) -Will Dexter

“Your audience will like to believe that it’s the wand that makes the magic.”

Or you will find this unusual wand made from 15 inches of malacca cane, will interest your audience, and be easy and pleasant to handle.

Remember! Whichever type of wand you use, your audience will like to believe that it’s the wand that makes the magic.

It is more useful than you might think! The Magician’s wand is used for misdirection as well as to provide valuable secret aid when you need it.

The wand is usually made of black wood or plastic with white or silver ends. But if you want to be a little more original you may like to use a Chinese chopstick (which you can buy from the Chinese Arts and crafts shops or from novelty shops) made of ivory, plastic or rare Oriental woods.



Who's Knocking

It Must Be The Spirits

Page 13

At least that's what your audience will think when your wand beats a RAT-TAT-TAT on your table.

1) But we know it's not spirits, don't we? Because this is what we've done to make the wand rap out it's weird message:

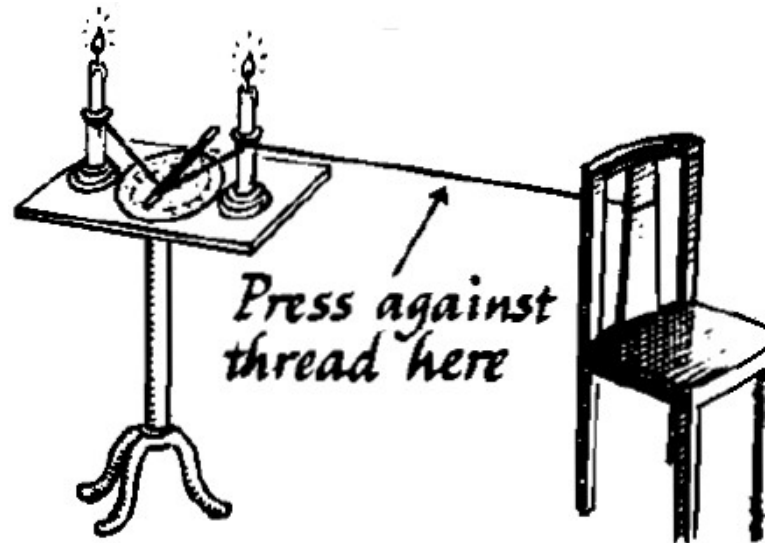
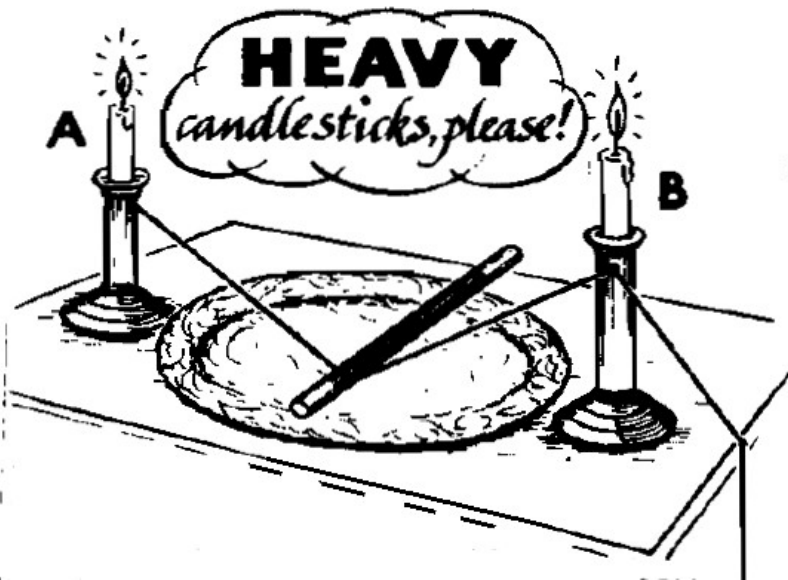
2) The two candle sticks are important! A fine black thread is tied to candle (a) and run through an eyelet on candle (b) Thence the thread runs off-stage to a hidden assistant who pulls it gently when necessary. The wand rests on edge of tray and its end lies on the thread.

Thread runs through eyelet on candle (b) and a third eyelet on floor to hidden assistant in wings

3) If you wish to dispense with the hidden assistant, tie the thread to a chair and press body gently against it.



There are many other tricks in this book here is a list of three more



The Floating Candle Remove the candle stand and the lit candle remains floating in the air with no visible support (p 26)

The Feast of Candles (p27) If you have just done a trick which a candle is used you can astonish your audience eating the lit candle. (It tastes good too)

The Acrobatic Coin (p 37) A coin balances on the tips of your fingers. Then it sways slowly back until it lies flat on your hand. You can then let a member for the audience lift it off your hand.

The Floating Candle
Remove the candle stand and the lit candle remains floating in the air with no visible support (p 26)



Changing an Orange Into an Apple

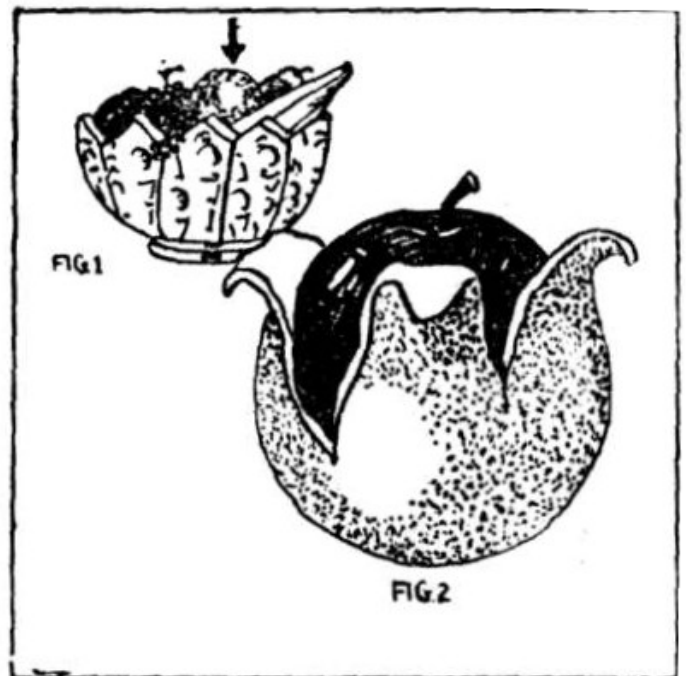
From After Dinner Tricks

Page 29

Cut an orange into quarters and carefully peel the skin off each part. Plaster the orange peels on to an apple of about the same size, and the finished product will closely resemble a genuine orange. Place the imitation orange in a dish of fruit.

Every one will be surprised when you take an orange, peel off the skin and find an apple inside.

Copyright, 1921, by Public Ledger Company



GEM!!

From Al Baker Book Two

Page 7

The performer has two cards selected from the pack. The cards are then returned to the pack and it is shuffled by the performer. A handkerchief is borrowed, pack is covered with it and then performer states that he is going to make the two selected cards disappear from the pack. Performer says, "will remove the cards one at a time and you will see at the finish that your cards are not among the rest of the cards".

Reaching under handkerchief performer brings out a card and showing it, says, " This does not happen to be one of the selected cards, by any chance? " One of the spectators says, "Yes! It's my card." Performer looks puzzled and says, "guess I got things a little wrong, I'll try again." Reaching under the handkerchief he brings out another card and says, " That is not a selected one? " The other spectator will say. " That's my card! "

Performer looks rather puzzled and then says, " I know what has happened. I meant to have the two cards disappear and got things a little mixed up. I made the pack disappear instead." At the same time, removing handkerchief and the pack is found to have vanished.



Click Image To Read Method 6

The Riches Are In The Niches

***The more specialized you are
The more valuable you are***

In this premiere edition it is appropriate to ask what is your niche. As the saying goes, “the riches are in the niches.” The more narrow your niche the more valuable you are to a client. The more valuable you are, the more they pay you. The more they pay you the more money you make.

You may think “But I can perform for a wide range of audiences. If I market myself to only one audience that means I might miss out on some gigs.”

Let me answer with two stories. The first is a real-life example of a friend of mine. He is a successful magic creator and corporate entertainer. One day a new lucrative client called him up to cancel. He inquired why and this

new client said he did not think he was right for his company.

This client had seen him on YouTube performing for children. The client thought my friend's show would be too adolescent for his company. Since he was a children's performer the client did not want to risk his job on a children's entertainer. A \$250 birthday party cost him a recurring \$3000 client.

The second story is a hypothetical example. But I think you will see the point.





Business of Showbusiness

Let's assume I had a simple magic book. It is "Simple Magic Anyone Can Do." This type of magic book sells on Amazon for 8.99 to 12.99. But let's take the same book, same tricks, and aim it towards the salesman. Title it, "Simple Magic Tricks For The Professional Salesperson." A salesperson could realize he could use that information. It would aid him in creating rapport with new clients. The book that created that type of value could now easily sell for 29.99.

But there are all kinds of salespeople.

There are retail sales, consumer sales, and Business to Business sales. So let's niche down a little more.

"Tricks for B2B sales calls." Someone in B2B sales would see that and think, "I sell to corporations I could use that."

A book targeted to that niche could sell for 59.99. But there are all kinds of business. What if we targeted to B2B salespeople who sell shipping supplies. The new title is "Magic to Close More Sales of Packaging and Boxes". A

salesman who saw that book would think that book is written just for him. It solves his problem. He sells packaging and boxes to business customers. He would say to himself, "Hey I want to close more sales. I need that."

Here is a book written to his exact needs. It could easily sell for \$150.

The reality is it is the same magic book as the 8.99 book. The difference is it is targeted to a specific niche. But niching down,

making it more specific increased its value.

People want someone they see as a specialist. They believe their business, their industry, their company are unique. You can choose to fight it. But you will lose.

Increase your value. Identify your niche. When you do you become the specialist. You increase your value to your client. And they realize you are what they needs.



We had our first member's event December 5th. It was a virtual Christmas Party. And it was a roaring success. There was a lot of holiday magic shared.

It was not a lecture but an interactive time of sharing. We covered Christmas programs, routines, and tricks on the cheap.

*May your
desires be
greater
than your
obstacles*

The group was very interactive and a lot of ideas were shared. I got some teasing about my favorite magic store, Dollar Tree. I recommended so many items I was accused of working on commission. LOL.

The next members only event is January 9. Become a member and join us.

The Money
Making MAGIC
VIP Keys To
Success!

ASK Your Way To Success!

Dean Hankey

VIP FulFilled Events Marketing Magic & People Pro!
VIP: ValueImpactProfit.com | PayItForwardAndProfit.com

Make More Money Doing What You LOVE!

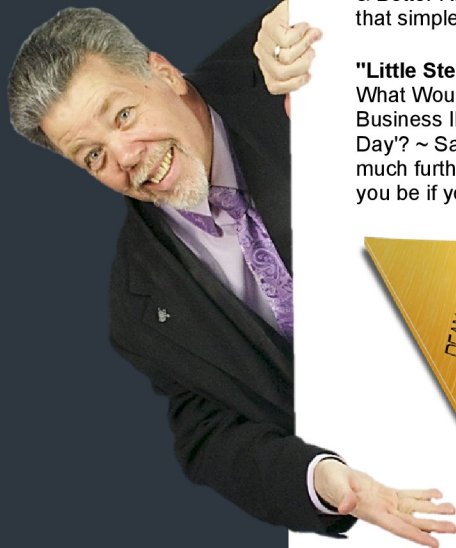
Rev P. Dean Hankey; 'FulFilled'
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FULL of People FILLED With
Profits!!

"The DEAN of \$uccess!"
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FUN & EZ-PZ! - Zero Funky
Funnel, Ugly Opt-In...

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How To Become A Professional & Profitable 'KISS ASK'.

Hey Success Family... I am reminded of a fundamental fact of success that you KNOW I Speak, Teach, Preach & Nag On A LOT and It's Always a Great Reminder Of One Of The Foundational 'VIP Keys To Success!'

I was speaking to this on a Clubhouse Chat and Folks went away so vexed by this "KISS" Truth That They Wrote about it throughout social media, so I am sharing it here with you yet again as you go on to GROW-ON into the new year and beyond!

"Becoming A Professional & Profitable KISS ASK!"

I believe in the power of ASKING... We Say "Ask Your Way To Success!" All The Time! ...and It's 100% TRUE!

"The Quality of Your Success Is Determined By The Quality Of The Questions You ASK... Yourself and Others!"

The MORE & Better Questions You Ask, The More & Better RESULTS You'll Get! Honestly...it kinda IS that simple.

"Little Steps... The Power 25"

What Would Happen To Your Life and Your Business IF You Simply 'ASK 5 More Times A Day'? ~ Say 5 Times a Day, 5 days a Week... how much further along in your business success would you be if you simply did "The Power 25"?



Too, there are good, better and best ways to ASK more effectively for more & effective results... Try THIS:

=> **A.S.K.** Your Way To Success!

- **A:**
ASK Always & Often! The More You ASK, The More You Get. - DUH!

- **S:**
ASK Specifically. The Better & More Specific The Request, The Better & More Specific The Response. - It's Just How The Brain Works.

- **K:**
Keep Asking & ASK Kindly. Ask How You Can Be Of Value, Service, Support. Ask Who Can I Help & Serve? How Can I Help & Serve? - If You ASK & Help Others Are They More or Less Likely Be Willing To 'Help You Back'? - It's Really IS Magic!

And Remember This: "**Sometimes The "T" Is Silent! - The Task is Simply To ASK!**"

Hope That Adds To The Conversation and Your Success.

...as noted:
Become An ASKaholic!

*I Am at Your Service and In HIS Service,
~ Deano In Reno
<><*

Killer BONUS Gift Access:

*"The Power 25... Little Steps To Your Success! -
The Power of Asking & More!"*

https://drive.google.com/file/d/15i1LbSXtLtsS6WnlPAnZsu_mue6GnaPoo/view?usp=sharing

*(May Want To 'Click & Save-As', Download,
Open, Apply & Enjoy)*

A Contrarian View *An Editorial*

By JD Stewart

I recently asked this question. “What is the best advice you ever got about creating your own routines?” That created a discussion about originality.



My position is a minority position. So I share it with you.

Many claim you should avoid copying anyone else. They claim learning from video and DVDs will make clones. I disagree.

First, imitation is not a bad thing. It is one of the first steps in learning.

How do children learn? They learned by copying mommy and daddy. Are your children clones of you? Of course not. Often they are the opposite of you.

Let's follow that line of reasoning with other arts. If you are learning a musical piece, you should not listen to anyone else play it. It will make you a clone. If you are

an actor learning Shakespeare, you should not watch Shakespearean plays. It will make you a clone. If you are a singer you should not listen to anyone else sing. It will make you a clone. That is Ridiculous!

We want to be original without understanding the learning process or originality. We often change things to just change them. We think that will make us original. To quote Pop Haydn, “I think anyone who throws away thirty years of work by the guy that published the routine, not to improve it, but just to make it different, is a fool.”

What is creativity? What does it mean to be original? Was the iPhone original? What was

You Need Something Your Audience Will Remember And This Is It!

Here is Your New Closer Card In Orange



Card In Orange

This is not just a card to an impossible location. This is a torn and restored and card to impossible location all in on the complete routine.

The Card in Orange is one of the strongest tricks in all of magic. The fact that a "freely" selected card is torn up and then ends up restored in an organically sealed fruit is truly astonishing to audiences, no matter how many times they see it.

In the course, you will be taught by Magical Mystical Michael. He has been doing Card In Orange for nearly 40 years. In that time he has learned a thing or two about preparing and performing this outstanding routine.

Only 9.97

Get It Now



Click Here

original about it? All it did was combine existing technologies. It was a cell phone. Cell phones already existed. It was an MP3 player. MP3 players existed. It was an internet device. Internet devices had existed for over 20 years. It was a digital camera. Digital cameras already existed. So what was the big deal? The big deal was it took these technologies and put them in one device. And that device has changed the world. You could argue there was nothing new with the iPhone. In one sense you would be right. And in another sense, you would be very wrong.

I remember performing one of my first magical shows for magicians. A well-known and respected performer came up to me afterward and said how much he enjoyed it. He liked it because it was so original.

I thought to myself there was nothing original about it. I borrowed a little from this guy, a little from that guy, and some more from another guy. I put them together in a way people were not used to seeing. And he thought of it as original.

But that is what creativity is. That is what makes something original. It is combining existing ideas in a different ways.

We need to allow ourselves the ability to learn from each other. And we should teach each other.

Creating something new is taking something old and changing it.

Pop Haydn said. "The main way I create routines is by taking a classic routine and fixing the things I don't like. Most creativity is about solving problems."

One response to my question was "Keep your darlings." I respectfully disagree. That is the worse possible advice. Share your darlings. Learn their weaknesses.

Videos and DVDs do not make you a clone. They share performances. And that allows you to become better and more original.

Discover Magic That Looks Real... Really

If you had real magical powers you wouldn't need to cover or hide an object to make it vanish. It would just be gone. **POOF!**

That is what 3 fly my way looks like. All three coins vanish one at a time and appear in a cup.

Now they see it. Now they don't. Not only do they see all three coins vanish uncovered. They hear then hear it hit the mug

Only 9.97

Get It Now

- ✓ Helps You Perform Magic That Looks Like Real Magic
- ✓ Makes It Easy To Perform Amazing Magic With A Few Coins And A Mug
- ✓ Gives You A Complete Professional Routine
- ✓ The Real SECRET For Performing Magic That Look Real



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Up Coming Lectures

The lectures at New Magic Academy are free. Here are the next few lectures we have scheduled.

JD Stewart January 10

JD Stewart is a professional family and children's entertainer. He is also the founder of the New Magic Academy. In this lecture JD will reveal how for years he has booked his summers solid with gigs and camps.

Register for this lecture at NewMagicAcademy.com/jd



Harry Allen January 31



If you have been to a magic convention you have met Harry Allen in the dealer's room. Harry is one of the hardest working magicians in country. In fact we needed to change our regular Sunday and time in order to get him. He is one of the partners of Daytona Magic. Watching Harry work is a master class in hooking and reading an audience. Sometimes I will sit in the corner and just watch him work. I learn so much just watching him. He is one of the best. But Harry Allen is more than a dealer. He is a great performer. But If you have seen him perform you already know this.

Register for this lecture at NewMagicAcademy.com/harry

February

Ryan Piling February 13

This is a repeat performance Ryan Piling. His first appearance at the New Magic Academy was a hit. There was a lot of chatter about his approach to creating magic and rapid prototyping and I had to get him back. Ryan is creative and his approach to magic will delight and inspire you.



Register for this lecture at NewMagicAcademy.com/ryan

Ken Scott February 27

Ken is the president of IBM. The real one not the one that sells computers. Ken Scott is a family and children's entertainer. He is an experience performer and lecturer. He was one of the first to embrace virtual shows. His knowledge is vast This is a must see lecture.



Register for this lecture at NewMagicAcademy.com/ken



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