

July, 2022

IMAGINE

MAGAZINE

Issue 7



Dedicated to Making the World Magical



Has Its Benefits

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From the Editor

In the United States you can't think of the month of July without think about July 4th. That is the date in 1776 when the United States declared its independence.

My friend Nick Lewin, as you may know, is from England. He has a line in his show where he asks. "How's that no taxation thing working for you?"

Yeah, no so much.

Today Britain and the United States are close allies. It is amazing how enemies from the past can become the closest of allies. That is true of many of our allies. Germany, Japan are two more examples.

Let us apply that in our personal relationships. If we have been offended and fought with others, we can find common ground, forgive, and live in peace.



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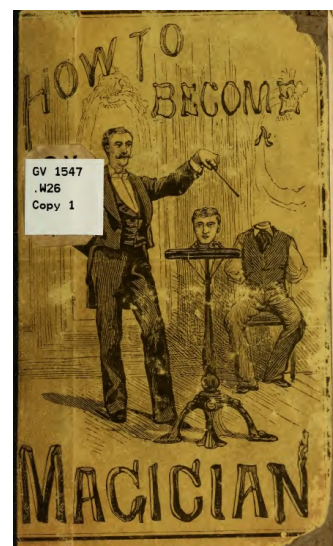
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This excerpt comes from the book, "How to be a Magician". The best I can tell it was written about 1882. The exact author is not know. But it is interesting reading. - Enjoy

This trick must be frequently practiced before it is produced in public.



Borrow two colored silk handkerchiefs from the company, and have three shillings in your hand, but only show two, keeping the other one firmly fixed against the first joint of the second and third fingers. You must also have a fine needle and thread stuck inside the cuff of your coat. Then take one of the handkerchiefs, and put in both shillings, but pretend that only one is in the handkerchief; then put the handkerchief into a hat, leaving one corner hanging out. Now hold up the third shilling (which the spectators imagine is the second), and ask one of the company to lay the second handkerchief over it. You then ask him to hold the shilling tight between his finger and thumb, while you twist up the handkerchief. While doing so, with both hands concealed under the handkerchief, you pass a few stitches under the shilling, and replace the needle. This being done, spread one corner of the handkerchief over the hand of the person who is still holding the shilling, and, taking hold of another corner, tell him to drop

the shilling when you have counted three. At the word "three" he lets go the shilling, and you whisk the handkerchief into the air, when the shilling appears to have vanished, but is really held in the handkerchief. You then tell the astonished individual to draw the other handkerchief out of the hat by the corner that is hanging out. The two shillings are heard to fall into the hat, and every one is persuaded that you have conjured one of the shillings out of the person's hand, and sent it into the hat.

ANOTHER METHOD

Perhaps the spectators may ask to see it again, or demand to mark the shilling. In this case, vary it as follows. Ask some one (always choose the most incredulous of the party) to mark a shilling of his own and give it you. Take the same handkerchief and give him the shilling to hold that is already in closed in it, as in the last trick, dropping the marked shilling into the palm of your hand. Twist it up as before, and then leave it entirely in his hands. Direct him to place it on a table, and cover it with a basin or saucer. Ask him to

give you a cup or tumbler, and hold it under the table, beneath the place where the saucer is. Then tell him to knock three times on the saucer, and at the third knock let the marked shilling fall into the tumbler. Hand him the tumbler, and while he is examining the shilling to see if it is the same one that he marked, take up the saucer, and shakeout the handkerchief that is lying under it, as in the last trick. You must then return the handkerchief, and while you pretend to be searching for the marks, draw out the thread that held the shilling and drop the coin into the palm of your hand, taking care to rub between your finger and thumb the spot where the threads had been, in order to eradicate the marks. This variation seldom fails to confuse the company. You must remember to keep talking the whole time, and always try to make a joke, or otherwise to distract the attention of the audience, while you are executing the necessary changes.

To Place Water in a Drinking Glass Upside Down



This comes from the book Lorento's Wizard's Guide. It contains several things to consider. Some are as simply as this one and some are more complex

Procure a plate, a tumbler, and a small piece of tissue or silver paper. Set the plate on a table, and pour water in it up to the first rim. Now, very slightly crumple up the paper, and place it in the glass ; then set it on the fire. When it is burnt out, or rather just as the last flame disappears, turn the glass quickly upside down into the water. Astonishing! the water rushes with great violence into the glass! Now you are satisfied that water can be placed in a drinking-glass upside down. Hold the glass firm, and the plate also. You can now reverse the position of the plate and glass, and thus convince the



most skeptical of the truth of your pneumatic experiment. Instead of burning paper, a little brandy or spirits of wine can be ignited in the glass ; the result of its combustion being invisible, the experiment is cleaner.

Announcing



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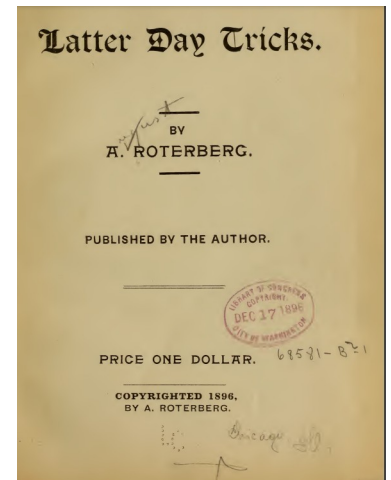
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To Join**

Handkerchief Production

Here is another selection from the New Magic Academy library, This is from the book *Latter Day Tricks*. This book was published in 1896. The method is very simple

The plan used in this form of the ever popular handkerchief producing trick, is a very simple one and is especially suitable for the successive production of handkerchiefs of one color, as for instance the three white handkerchiefs used in "The New Changing Handkerchiefs." (Editors note: That is another trick described in the book.)

For this purpose the conjurer places one white handkerchief in his left sleeve and the other one in his right sleeve, in a manner as to allow one corner of each handkerchief to lie near the cuff, where it is not noticed, but from where it may be obtained with comparative ease. After having produced a third white handkerchief



After having produced a third white handkerchief in any manner he fancies, the performer holding it by one corner with the tips of the fingers of the right hand, draws it several times from below through the partly closed left hand, the movement being a very natural one. After having done this, say twice, at the third time he seizes the protruding corner of the handkerchief concealed in the left sleeve and draws it out of its hiding place, passing it through the left hand with the other white handkerchief.

Holding the two handkerchiefs, which to the audience appear to be one only, by their opposite corners, he breathes on them and

allowing them to separate, shows one handkerchief in each hand. Holding the two handkerchiefs side by side in the left hand, the performer draws them once or twice through the right hand and by using the process already described, produces the third handkerchief. Those of my readers who wish to try the experiment, will find it simple and easy of execution as well as perfect in deception.

The open spaces of the vest between the buttons may be utilized in a similar manner, except that here no corner of the handkerchief is allowed to protrude, a short black or white thread (according to whether a black or white vest is worn) with a knot at one end, its other end being fastened to a corner of the handkerchief, being employed instead.



June Member event was basic coin magic. We talked about different techniques as well as different routines. Coins make great impromptu magic. You carry them. You can borrow them. With simple sleights you can create miracles.

Next month the VIP Member event is scheduled for July 17. The topic will be rope magic. You can join us. By becoming a VIP member. All you need to do is go to NewMagicAcademy.com/join

AIN'T GET'N GIGS?



Here's da fix

Matt Fore

I had a friend who mailed out 40 promotional pieces and was disappointed because he didn't book any shows from that.

That's the mindset of an entertainer that doesn't really understand the process of getting gigs on the calendar.

I'm going to give you a few actions you can take right away but first, a tip on the correct mindset.

Booking shows is a process. It's not one action followed by emails pouring in.

It's about developing trust with people and staying top of mind through a system.

When you do that, you get the call when they are ready.

1. Weekly Email:

If you're not doing a weekly email to a list of past customers and potential clients, you are missing out on THE most important action you can take.

This is not hard to do and only takes a few minutes per week.

2. Keep up with your people.

You need a very simple database system that helps you keep up with who your best leads are and what your next action is.

If you only have 50 potential clients, you could start with 3 x 5 cards. Beyond that, ACT is a data base system that is super simple to use and very inexpensive.

3. Daily Actions.

Set daily tasks for follow-up and do them. That's not selling. Nobody likes to be "Sold To." But everybody appreciates your follow up when done with respect.



4. Use the Mail.

"But that's old-fashioned," you might say. "Nobody does that. " That's why it's so great. Many people miss your email but eyes always see your postcard.



5. Stop Shooting Quotes in email. Don't send out prices through email. Exceptions to that could be birthday parties, school assemblies etc. But for higher-priced events, you must get your people on the phone. Once you do that you'll never go back to sending out quotes and getting ghosted.

Do these things and watch what happens.



Dean Hankey

Making YOUR Declaration For
FREEDOM!!

“Happy Independence Day”!
ANYONE who dreams of and loves
real FREEDOM to achieve
whatever it is you dream to
accomplish!!

This to me, is somewhat of a
word-picture for our success in
this business as well. Some are
willing to “DO WHAT EVER IT
TAKES” to have their success,
freedoms, dreams, goals and
outcomes, while others only wish
& whine. They do not have the
moxie to DO what others are/were
willing to do.

But Freedom is NOT without a
price.

The price for freedom is and will
continue to be great. But it MUST
be paid in order to have the
independence we dream about!

During the American war for
Independence many paid the price
for our freedom from from
tyranny. Yet we hold ourselves in
bondage and peril ever day!

As we reflect on our own
freedoms won for us in the past,
we take this opportunity to shout
our own DECLARATION of
liberties, freedoms and yes,
INDEPENDENCE. as individuals
yearning to breath free where-
ever you reside on this big blue
ball called earth!

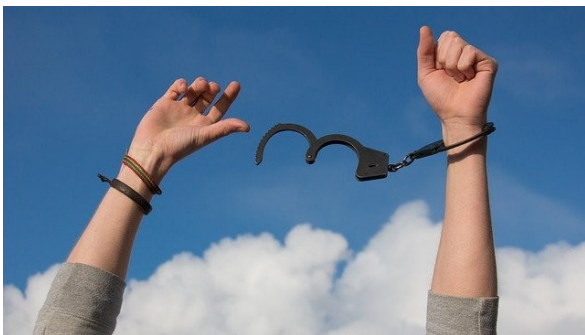
FREE to earn and enjoy the lifestyle of our dreams! - - Our hopes, our aspirations, our wants, our needs, our desires to achieve great things!

OK... so What Is Stopping You
What oppression? What fears?

WHY is it that so many live like the oppressed from the past. They are unwilling to give-up whining and step-out and DO WHATEVER IT TAKES to EARN their dreams and desires!

We need a WAR-CRY to break our bonds And earn our SUCCESS!

May I respectfully suggest that you (each and every one of us) declare your Independence TODAY and set into motion a civil war the likes of which we have never seen. - - The carnage will be great, but the REWARD will be even greater.



FREEDOM!!

May I submit that it is one of the most noble, worthwhile causes, and wholly worth dying along the hillside of achievement as we make our way to the top of the mountain of success!

So, are YOU willing to pay the price to have such success?

To fight oppression? To beat-back fear? To STOP living under the thumb of rule & reign? To set back the bondage of inaction and limiting beliefs? Or are you just gunna let the world beat you to a pulp?

RIGHT NOW are you willing to make your own DECLARATION OF INDEPENDENCE!?!

Are YOU Willing To Literally Go Out And FIGHT the Good Fight to Win The Phenomenal and Astounding Success You Want, Need, Desire, Deserve and Dream About NOW?

Join arms my friends! - - You are NOT in this fight alone! We are steadfastly standing right beside

you on the trenches climbing up the side of the hills and mountains of the battle field of success.

YES there is a price to pay! Some, who only 'wish and whine' will never even attempt to make it up the hillside or will give-up too easily and die on the foothills! - Certainly there will be battles won and lost, but the greatest news of it all is, that if you are willing to do whatever it takes and whatever needs to be done, you WILL ABSOLUTELY win amazing battles and even THE ENTIRE WAR. Then you will be heralded a HERO, earning the ticker-tape parade! You and your family will live FREE! - - You will have the virtually unlimited choices that are only awarded with true FREEDOM and Liberty!

Circumstances can't stop you! Only YOU can stop you! Many retreat or worse yet, never show up. They hide in the bushes and trees throwing sticks and stones at those clearing the way.

Join us as we earn, achieve, accomplish and enjoy our dreams.



JOIN US and earn the respect of yourself, your friends and family.

Cast into motion your own Declaration Of Independence and scream the war-cry of success...F-R-E-E-D-O-M! FREEDOM to choose as YOU see fit. FREEDOM to go as you please! FREEDOM to say no thank you. FREEDOM to take another step. FREEDOM to say YES!

What does that FREEDOM mean to YOU? Answer THAT question and you will find all the weapons, you need to win this war of success!

It's time to write and sign you 'Declaration Of Independence'. Join us in the battle of success!

Happy INDEPENDENCE DAY my friend!



More Shows and More Money

Instant Credibility

Instant Author

- You are an author of your own book
- Authorship brings trust
- Authorship brings authority
- Authorship respects

Business Card

Business They Keep

- Single sheet version make great give away
- Activities and magic they will reference
- Unique give away makes you memorable.

Back of Room Sales

Business They Keep

- Up sell at birthday parties
- Sell after your show. (Librarians love to push books)

One Time Fee of Only 197

Click Here



Jazz Aces is an impossible Ace Assembly. It only uses 8 cards. The 4 aces and 4 spot cards. Everything can be examined before and after.

Effect: Four aces are placed face down on the table in a row. The performer holds the packet of 4 spot cards. He counts and shows four cards face up and face down. One of the spot cards from the packet is placed next to the "leader" Ace. One of the aces is placed in the packet. The ace in the packet vanishes and appears with the leader Ace. This is repeated until all the aces are together.

Only 9.97

Check Out Performance



TIRED OF COPYING OTHERS? SHOW THE WORLD YOUR MAGIC

Learn the secrets to creativity. Learn the processes used by the most creative magicians. You can be as creative. When you learn these processes, you can create your own magic. You can show people something new. You will be able to give them something they cannot get anywhere else.

Plus you will be able to create and gain the admiration of your peers. You could even sell your magic to other magicians if you like.

All this is in the **Creativity Bundle** course. Best of all, this incredible course is only 9.97.

Get It Now



There you are in front of your audience when you vanish. Poof! You are gone. The audience wonders, "What happened?" Then just a fast you are back. And you continue on as if nothing happened. Then you disappear again. Then you reappear. Then you're gone. Then you're back.

Magic Trick? No. Not really. And the audience isn't fooled. In fact, they are a little annoyed.

If you are a solo performer there is very little doubt you have performed this unmagical magic trick. When You bend over behind your table and search for a prop, you disappear. You find the prop stand up and tada you reappear. You do perform a while then you step behind your table and vanish. When you

finish putting the prop you perform your unmagical magic trick and re-appear.

Ducking behind the table makes you break eye contact with your audience. And that reduces the connection with your audience. it also creates a lag between routines. It makes your show drag.

Many amateur magicians are unaware they have this problem. They are unaware of the dead time between routines. After all, they are busy. They are occupied. But the audience is not. The audience is bored.

Add to the problem many performers choose to work out of an attache, suitcase, or other similar cases. Those are great cases for transporting your

props. Everything fits in it well and there is a handle and everything. But then they place the case on a low table or chair. This forces the performer to hunch over behind the open lid in search of a prop. The magician disappears both literally and figuratively from the audience.

Whenever the audience can't see you or what you are doing. They assume you are doing something sneaky. Which of course is the last thing you want them to think. Especially if you are doing something sneaky. You want their trust. You want them to believe you. Otherwise, there is no magic.

The best way to fix this is with a script. Make the retrieval and putting part of the show. When you put the prop away use a dump box. Yes, that means when the show is over you can't close the case and go. You have to put everything away after the show. But that is a small price to pay for a smooth show and a happy audience.

I have used several items for a dump box. I purchased a small one which was like an upside-down umbrella. But when that wore out I used collapsible boxes from Dollar Tree. I also have used a laundry basket from the dollar tree. I hid it behind my case.

I use also either a keyboard stand or a restaurant tray stand to hold my case. They hold my case up so I do not need to bend over. Also, I make a special effort to turn only my head to look into the case when I need to grab something.

Smooth transitions and prop handling may go unnoticed by your audience. In fact, they should be unnoticed. But the audience always notices clumsy transitions and fumbling or fidgeting with props.



Dump Boxes

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

- ✓ 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.

Matt Fore July 10

Matt Fore is a comedy magician. And his lecture is “Killing it on Stage.” Want to make your clients book you over and over again.? Don’t miss this lecture. Matt lecture is about comedy gags, lines structure callbacks and more.

Register for this lecture at NewMagicAcademy.com/matt



JD Stewart July 24



July 24 is a date when every lecturer in the world is book. AN I try to book well in advance too. Who knew that was such a popular date. But I have been asked by a few of you about having a gospel magic lecture. As it turn out I have a gospel magic lecture I have give at a couple of conventions. I will present it to you. If you are not interested in gospel magic that is fine. There will be some good magic and thoughts on combining magic and messaging.

Register for this lecture at NewMagicAcademy.com/jds

July

Kent Cummins Aug 7

Kent is both an author, entrepreneur, and magician. Many of you may know him from his monthly article in the Linking Ring magazine. Kent will be lecturing on magic with a message. Trade show magic is an example of magic with a message. If you have something to present other than pure magic you can charge a lot more. But how do you do that without making appear forced and cheesy. Kent will tell us how.



Register for this lecture at NewMagicAcademy.com/kent

David Garrard Aug 14

David has been speaking and entertaining with magic for almost 50 years. David's unique mix of magic and music has made him popular with audiences throughout the United States.

"David Garrard has been my good friend for more than 25 years. He is one of the most knowledgeable and proficient magicians I know. He is also a fantastic entertainer that audiences of all ages can appreciate." — Lance Burton, Las Vegas, NV



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