

August, 2022

# IMAGINE

## MAGIZINE

Issue 8



Dedicated to Making the World Magical



## 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 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 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 are not limited to only one style of learning.

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

**[NewMagicAcademy.com/join](http://NewMagicAcademy.com/join)**

## From the Editor

August marks the end of summer. The end of August usually means the start of School. But summer still lets us know it is still around because it is still hot.

But don't let the heat fool you. Fall is just around the corner. Weather will turn cool. Prepare for the change.

The only constant in this world is change. That mean we need to keep our shows, routines and props up to date. You can change or be left behind.

The New Magic Academy offers lectures from the best of today's magicians to keep you up to date.

*J D Stewart*

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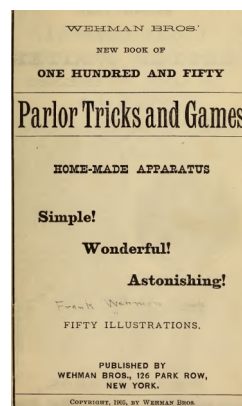
[August And September](#)

# Ghost Rings

## A Pretty Party Trick

This month we have two tricks from the same book in the library. 150 Parlor Tricks and Games. It contains items you can make at home.

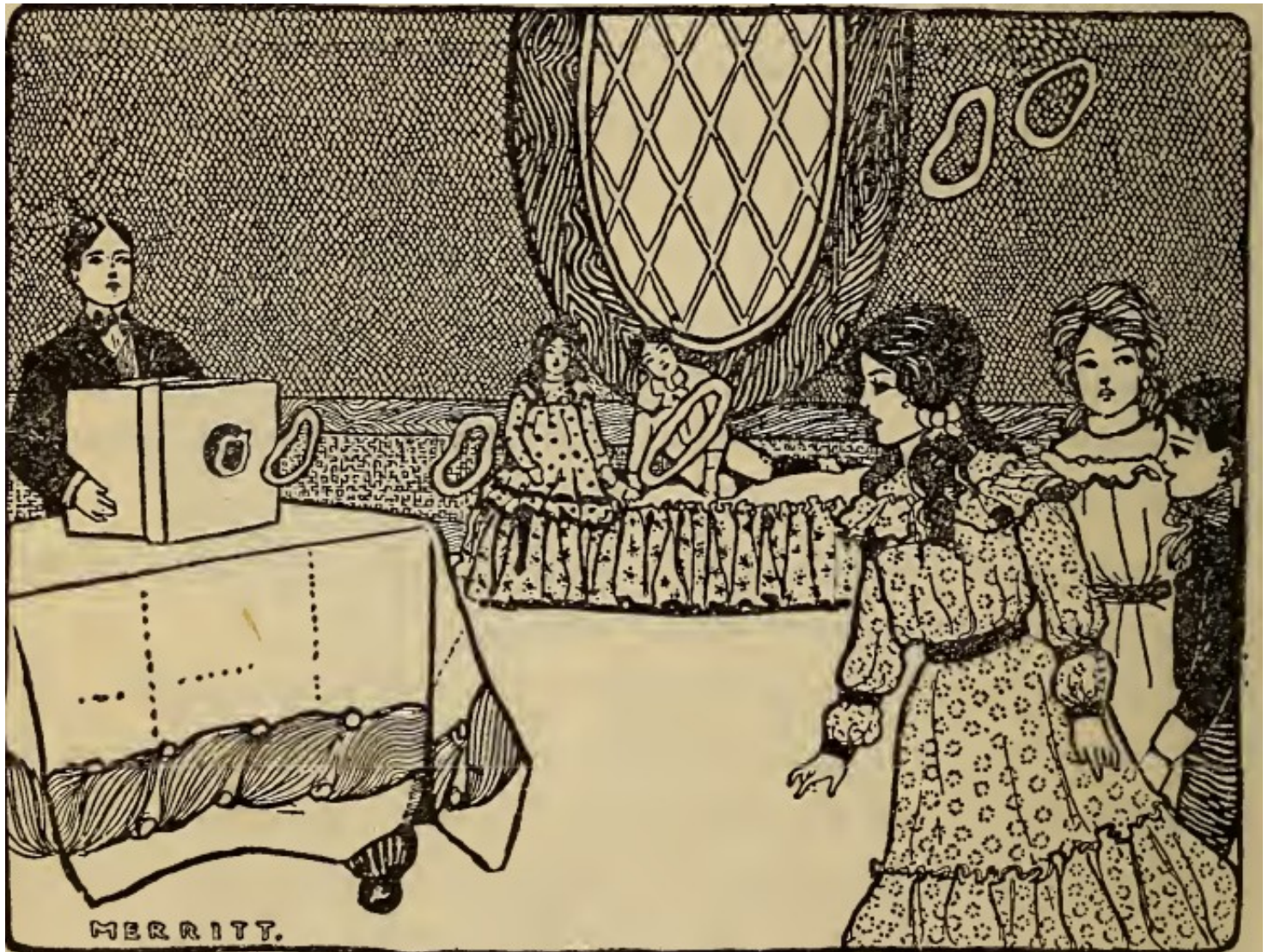
This is a trick that is a very effective one to give at a party and, although it appears very strange to the spectators when well performed, still it is most simple. Take a pasteboard hat box and cut a circular hole four or five inches in diameter in the centre of the cover. Get two pads of blotting paper, each composed of six or eight pieces. Place the box on a table facing the company and tell them that you are about to make some ghosts for them—one for each. Take the pads of blotting paper into another room and then pour on one a small quantity of muriatic acid and on the other a similar quantity of ammonia, both of which you can get



very cheaply at any drug-store. Be very careful to keep the two pads from touching each other. Carry them into the room and put them in the box one on top of the other, clapping on the cover of the box at once. The box will immediately become filled with a thick white cloud. Now turn the box over so that the hole in the cover is pointed directly at one of the party. Tap the box sharply on both sides at the same time with your hands and a ghostly white ring will come out of the hole and float directly at the person in front of it. By shifting the



position of the box, and aiming the hole at different ones, you can send one of , these rings at each person in the room. They will be greatly surprised, and will dodge and try to get out of the way, as a general rule. By renewing the supply of chemicals on the pads of blotting paper, you can afterward amuse the company by taking turns at projecting these rings at a door knob, or some other prominent object, stringing several of them upon it before they melt away and disappear. If two of the rings should knock together in the air, they would bend and straighten out again without losing their form, just as an elastic body of more solid material.



# *The Balanced Handkerchief*

Here is the second selection from 150  
Parlor Tricks

This trick is so simple that the veriest amateur will be able to perform it quite easily, while it is effective enough to be presented upon any stage.



A large cambric handkerchief is borrowed and rolled ropewise; then one end is rested upon the top of the finger and balanced. That is the effect, and this is the secret of the performance.

position indicated in the first illustration.

First obtain a piece of whalebone, or failing that a piece of stout wire about twenty inches long. To the end of this fix a fish hook, and then push this piece of apparatus up the left sleeve. Take the borrowed handkerchief by the corners diagonally, and twist it round in the form of a rope ; then attempt to balance it upon the first finger of the left hand. This first attempt will of course be unsuccessful and the handkerchief will drop down to the

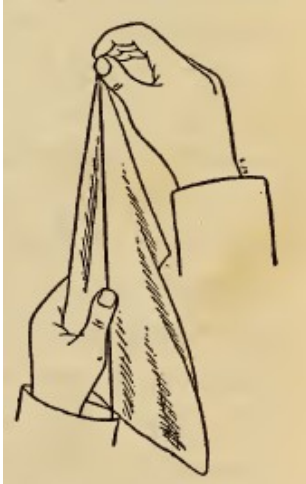


Now take the top corner of the handkerchief between the thumb and first finger of the right hand, and hook it to the top of the piece of whalebone protruding from the top of your sleeve ; drag this through your left hand so that the handkerchief hides the apparatus



(see second illustration).

Directly the whole length of the support has been pulled out of the sleeve,



the handkerchief must again be twisted into a rope, which readily forms round the whalebone. In this condition, if the handkerchief is placed up on your finger-tip, it will be found quite easy to balance, as in the third illustration.



The corner fixed to the hook must be at the top, thereby preventing the handkerchief from slipping down. The handkerchief can be balanced upon your nose equally well, and in fact a variety of suggestions will occur to the performer now that he knows the secret of stiffening the square of cambric.

Even when the whalebone is in position and everything ready to perform the trick, it is always advisable to make one or two attempts before allowing the handkerchief to stand upright. An additional effect may be obtained by passing your hand round the side and top, so as to prove the absence of any strings or wires.

# The Law Of Sacrifice

I adapted this from a chapter of "The 22 Immutable Laws of Marketing" by Al Ries and Jack Trout. It is one of the best marketing books ever written. It's adapted for the magical performer.

If you want to be successful you have to sacrifice something. According to Ries and Trout, there are three things to sacrifice. They are product line, target market, and constant change.

What does this look like for magicians? An ever-expanding lineup of tricks. Targeting anyone and everyone. And always chasing the latest marketing craze.

Yesterday was mail outs today is Facebook, and tomorrow is email.

What kind of performer are you?

Are you a mentalist? Are you a comedian? Are you a geek

performer? If you try to be more than one, you only confuse your clients.

Pick a style. Develop that style and stick to it. Improve it. There

is a demand for all

style. But

clients want

clarity. They

want to know

what to

expect. A full line of magical styles is a luxury for losers.

No one wants a magician for any occasion they want someone who



**THE SUCCESSFUL  
WARRIOR  
IS THE AVERAGE MAN**

**WITH LASER-LIKE FOCUS**



is a specialist. This is true in almost any field. Who makes more, a cardiologist or a general practitioner?

Marketing is a game of mental warfare. It is a game of perceptions. It is not a game of who can do the most. Ries and Trout show specialists are strong. Generalists are weak. Do one thing. And do it well.

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If you want to be successful you have to sacrifice something. According to Ries and Trout, there are three things to sacrifice. They are product line, target market, and constant change.

What does this look like for magicians? An ever-expanding lineup of tricks. Targeting corporate, kids, families weddings. Always changing your

marketing approach. Yesterday was mailouts today is Facebook, and tomorrow is email.

What kind of performer are you? Are you a mentalist? Are you a comedian? Are you a geek performer? If you try to be more than one, you only confuse your clients. Pick a style. Develop that style and stick to it. Improve it. There is a demand for all styles. But clients want clarity. They want to know what to expect. A full line of magical styles is a luxury for losers.

No one wants a magician for any occasion they want someone who is a specialist. This is true in almost any field. Who makes more, a cardiologist or a general practitioner?

Marketing is a game of mental warfare. It is a game of perceptions. It is not a game of who can do the most. Ries and Trout show specialists are strong. Generalists are weak. Do one thing. And do it well.

The second sacrifice is your target market. I think this is best illustrated with Ries and Trout's example of Coca-Cola and Pepsi Cola. Coke was the dominant cola. It outsold Pepsi 5 to 1. In the early 60s, Pepsi developed a strategy based on the law of sacrifice. It targeted the teenage market. Pepsi closed the gap. to within 10% of Coca-Cola. In fact in the supermarket it outsells Coca-Cola.

No one wants a magician for any occasion. They want someone who is a specialist.

Marketing is a game of mental warfare. It is a game of perceptions. It is not a game of who can do the most. Ries and Trout show specialists are strong. Generalists are weak. Do one thing. And do it well.

Targeting your market does not mean limiting your market. Pepsi targeted teenagers. But it also sold to old men and women who wanted to be young again. Targeting a market did not limit their market.

How many times has a corporate executive hired a magician he saw at a children's birthday party?

Because you have a target market does not mean you have a limited market.

The third area of sacrifice is change. Here it is written that you must adopt every new technology? Why must you always try something new?

If you try to follow every twist and turn of the market. You will end up off the road in a ditch. The best way to maintain a consistent position is not to change in the first place.

Good things come to those who sacrifice.

## **Sacrifice:**

**The act of giving up something highly valued for the sake of something else considered to have a greater value or claim.**



# Marketing is Everything Everything is Marketing

Dean Hankey

"Marketing Is Everything and Everything Is Marketing!"

The ideological notion that we are in any business except "OS2" (Others Oriented Success Solutions!) is a myth regardless of what we 'think' we sell, offer, serve or provide solutions for. ~ We've all been told that it's "B2B" (Business To Business) "B2C" (Business To Consumer!) and so on, BUT the TRUTH of the matter is that it's ALL "P2P" (People To PEOPLE!)

Hey, if there are NO People, there is NO Success... No Matter What! - Pretty Simple Really. We MUST "KNOW People" to Know Success!

Every Guest Experience is Marketing. Before, During and After the 'so-called' sale. ~ What they read, what they see, hear,

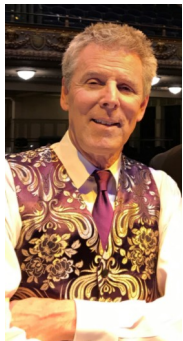
feel. What 'they' experience. It's ALL marketing! Storytelling, communication, service, our solutions & ultimately the RESULTS we deliver our 'brand (user) experience'.

How well we DO (Serve, Support, Encourage, Create, Communicate, Fulfil, Deliver... Add Real VALUE!) all that determines how effective we will be in the marketplace as business leaders of influence and impact in our respective environments.





# The Magic of DAVID GARRARD



**David Garrard** has been entertaining and inspiring audiences with magic for more than 50 years! He has appeared extensively throughout the United States and was featured on Season 3 of *Penn & Teller: Fool Us!* [Click here to watch!](https://www.youtube.com/watch?v=...)

David's book, *Out of My Hat* has gotten rave reviews from the Linking Ring, M.U.M. and Stevens Magic. David is the creator of the popular trick, Sketch-O-Magic.

## The Lecture

David Garrard will be lecturing for New Magic Academy on Sunday, August 14 at 4:00 p.m. Eastern, 3:00 p.m. Central, 2:00 p.m. Mountain, and 1:00 p.m. Pacific. In the meantime, visit [www.davidgarrardmagic.com](http://www.davidgarrardmagic.com) and click on Products to see some of what David has to offer.

## Brand New!



A "country-fied" version of Jim Steinmeyer's great Menu Trick! Magician correctly predicts the exact total of a country dinner freely chosen from a menu showing

multiple entrees with multiple prices! Easy to do and uses a beautiful single page (front and back) laminated menu that looks exactly like a menu you would find in a restaurant! \$35 plus shipping.

*"I hope you sell as many of these as Cracker Barrel sells pancakes!" -- Mac King*



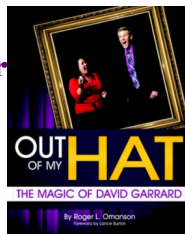
With a spectator's help, 8x10 full color Christmas cards are shown and shuffled; then correctly paired up again using 5 magic words! A Christmas take on an old idea! Easy to do! \$35 plus shipping.

## Also Available:

**Out of My Hat- The Magic of David Garrard**  
hardcover \$75, softcover \$40 (plus shipping)

"Everyone should get this book! It is an exceptional book with classic routines that I will refer to again and again."

- **Jim Kleefeld**



Visit David's website to read Jim's full review in MUM!

## What They Are Saying...

"David's magic is direct and clean. It is unusual and entertaining. He almost always has an interesting premise. Above all, David's magic is amazing!"

- **Lance Burton**

"Thanks so much for the fabulous opening you brought to our show tonight. Absolutely classy, classic, and so full of love and charm."

- **Teller**

"David Garrard's *Out of My Hat* is a great collection of material, from close-up to illusions—it's all practical, it's all commercial, and it's filled with exactly the sort of ideas that make you excited about performing magic."

- **Jim Steinmeyer**

"This is all 'A' material!"

- **Stephen Bargatze**

"David's lecture was the highest rated lecture at the 2020 Winter Carnival of Magic."

- **Tom Vorjohan**

[www.davidgarrardmagic.com](http://www.davidgarrardmagic.com)



The July VIP Members event was all about rope. Who knew rope could be so much fun, There is more to rope than the cut and restored rope.

Join use in August The topic will be Rubber band magic.

The August VIP Members' Event will be August 21. To attend all you need to do is join do to

[NewMagicAcademy.com/join](http://NewMagicAcademy.com/join)

We look forward to having you.

**"Is your reading  
and research  
supplementing  
your actions  
or substituting  
for them?  
Research is  
useful until it  
becomes a  
form of  
procrastination."**

**James Clear**





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# *Jazz Aces*

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**



# Scripting & Rehearsing Your Show

JD Stewart

Let me tell you a story about my very first public show. It was in a real theater. There were lights, sound, curtains, assistants, tech crew, the works. People actually bought tickets to see the show.

I had done many private events. But I had never produced my own event. I was in a real theater! I had rented it and now everything was on me. I was the only act on the bill. I hired two assistants and a technician to run sound and lights. I was the director. I was the producer. We had rehearsed and rehearsed and opening night finally arrived.

Here's what happened:

The house was full. Wow, my very first show, and it sold out. Up to this point, I had been full of confidence.

All of a sudden panic set in.

This was my debut into the theatrical world. I was about to step out on stage and there was no safety net. There were no other acts I was it. I either succeeded failed. There was no middle ground. If I got in trouble there was no one else to turn to. It was all me. There was no one else.

What if something went wrong?

I looked out into the audience and saw professional actors and directors in the audience. What I did not expect that!

What if I sucked?

What if I dropped my props? What if the tricks did not work? What if I flashed? What if... What if... I was in a panic.

Suddenly it was "curtain." I needed to step out on stage. I needed to face my fears. I needed to man up and take control. But what if I lost control Oh no!

I sucked it up and stepped out on stage. I thought all I needed was to start. Then my fears would vanish. WRONG!

I don't remember anything I did. I don't remember anything I said.

I don't remember any audience reaction. Time stood still.

Act one was over and it was time for intermission. I stepped behind



the curtain. It seemed like I had not been on stage for any more than 5 minutes. Once again I panicked. I had completely misjudged the length of the show. How was I going to give people their money's worth?

I turn to my assistants and asked how long was I out there? They said an hour.

What?! It felt like 5 minutes. Well at least the show length was OK.

Intermission ended. I completed that show. The audience was thrilled. And the professional directors and actors all came up to





# 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.

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me and committed in glowing terms. The show was a success.

Here's what I learned from this:

Scripting and rehearsal are invaluable. You need to know what you are going to say and how you are going to say it. Improv is not something you do not practice. Improv is pulling from a known and rehearsed set of responses and answers. When you panic you can rely on your training and rehearsal.

This is important because:

Even if you think you are a master of improv. You must rehearse.

You must have a script. You must not only know what to say but how to say it. Rehearsal saved me. Never wing it.

The moral of this story is clear: Scripting is king. Practice and rehearse your script. If you know your script well enough, don't worry. Your training will take over.

Here's how you can use this step by step:

Script your routines. Script your movements. Script your tonality. Script everything. Then practice. That is your training. You do not need to worry. You just rely on your training.



# 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.

## **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](http://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

# September

## **Adam Wilber Sept 11**

World-famous master magician Adam Wilber is recognized as one of the most creative minds in magic.

With over 20 years of performing experience Adam brings cutting edge illusions and world class sleight of hand. His Lectures are amazing. His thinking is unique and wonderful.

Register for this lecture at [NewMagicAcademy.com/adam](http://NewMagicAcademy.com/adam)



## **Nikolas Mavresis Sept 18**

Nikolas is a mentalist who is creative in his approach and thinking. Nikolas has been with us before and the response was overwhelming. Do not miss this lecture even if you do not do mentalism. He just might convince you to incorporate some.

Register for this lecture at [NewMagicAcademy.com/nikolas](http://NewMagicAcademy.com/nikolas)





# IMAGINE MAGIC MAGIZINE



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