

January, 2023

IMAGINE

MAGAZINE

Issue 13

1

YEAR OLD

Celebration

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From the Editor

A full year of Imagine is in the can.

As I mentioned in the first email this magazine was scary for me. It played to none of my strengths. I played to all of my weaknesses. I appreciate all y'all helping out.

First I would like to thank Dean Hankey. He has provide almost 100% of the content for the Business of Show Business section. Next, I would like to thank Nathan Kranzo, he provided a series of tricks to reprint in the magazine.

Believe it or not I would like to thank everyone who pointed out my typos and errors. Having those pointed out reminds me to do better.

This issue marks the beginning of a new year. I hope to make the this year better than last year. To that end I need your help. Tell me what you want. What would you like to see?

If you have an article, tip, trick or technique you would like to share contact me at
jds@newmagicacademy.com

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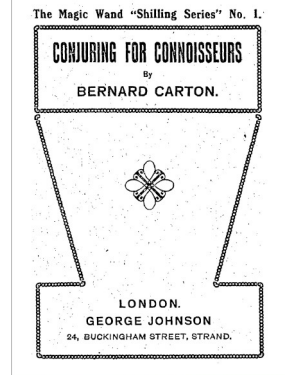
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From the Library

A SOAPLESS CASE

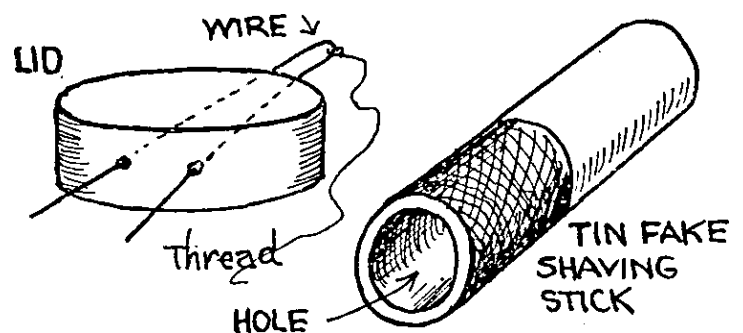
What is really interesting about the library of old books is they describe trick and use props not longer readily available. I have been have fun thinking about the different props I can use this technique with. This come from the book Conjuring For Connoisseurs by Bernard Carton



This effect I worked out and sent home from Palestine in 1916. I make this statement in case I should be accused of plagiarism. I find on my return, the firm that previously made the soap in question has discontinued doing so—but— here it is. The same effect may be obtained with one of the many metal-topped glass boxes sold by chemists.

Effects.—A “Yardley” glass shaving soap case is shown, and the soap removed, the case then being wrapped up and given to a member of the audience, or assistant, to hold. The soap is wrapped in tissue paper and warmed over a candle— flash—the soap disappears.

A silk handkerchief is next taken—or produced from the candle—and on rolling it between the hands it changes into the shaving soap, whilst on uncovering the glass case, the missing, silk is found inside, and removed by the member of the audience holding it.



Apparatus.—The lid of case is faked by having two small holes drilled in each side. The silk— or rather a duplicate—is pleated up and inserted in this lid.

1. A piece of florists' wire twisted—as a hairpin—is pushed through both sets of holes. When this is withdrawn, the silk expands and fills the glass tube—a slight shake also assists.

2. A tin fake, covered with tin foil and glazed paper to resemble a stick of shaving soap is made. This should have a hole in the tin foil covered end, so that when stood up it is apparently solid all round.

3. Two silks—duplicates: a piece of newspaper —a candlestick, and of course, the ubiquitous flash paper.

Working.—This can be easily followed from the effect, and I think needs no further explanation- When wrapping the glass case up in the newspaper, there is plenty of opportunity to withdraw the wire fake, thus enabling the silk to expand and fill the tube.



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Easy To Do

Get It Now

Chen Lee's Screen Illusion

This is from Illusion Secrets by U. F. Grant. It is a type written manuscript but full of simple but clever illusions.

ILLUSION SECRETS

BY

U. F. GRANT

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The Book of Life

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The Book of Life

This is ideal for the club performer as all you need is any two two-fold screen about six feet high- These are on the platform "or" on the floor as shown in the first sketch. Behind "A " is hidden a girl assistant. She is holding a large globular fish bowl full of water and goldfish. Hanging from her shoulders with straps are bags containing silks, live stock, etc.

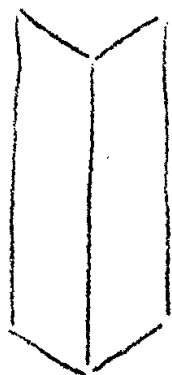
The entire secret of this effect depends on smooth well-timed moves therefore it should be rehearsed well before presenting it before an audience. Performer picks up screen "B" and folds it flat, then opens it out so the edge of "B" just overlaps in front of..edge of "A" At the same time (when "B" is in this new position) the girl skips from behind "A" and into "B" at the same time performer, moves "

B" slightly forward. If this is worked in a smooth natural manner the audience will never notice the screens come together.

Now "A" screen is picked up and folded flat and placed in back of "B" forming two into a square cabinet.

Performer steps up on a small stool and reaches in top of screens and girl secretly hands him the silks etc, that he produces from top of screen. Then he fires a shot and girl releases birds which fly up out of screens. And for the big finish, the screens are parted revealing the girl.

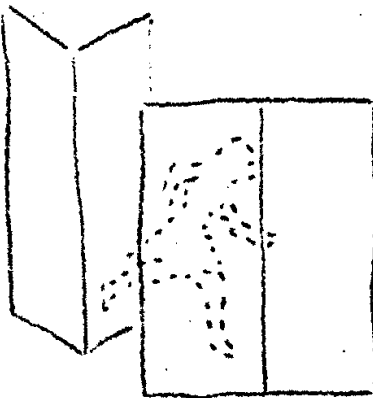
Also use it for Spook Shows to produce a Spook.



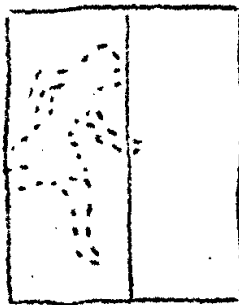
A



B



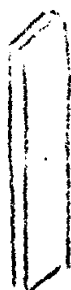
A



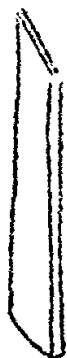
B



A



B



A



B



A

B



Learn

AMAZING

MAGIC

Fun, easy magic for new Magicians
Perform magic not tricks
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- 5-day course with multiple tricks every day.
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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.

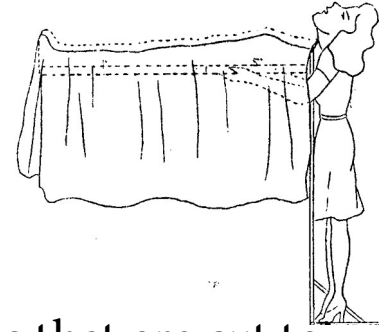
Plus you will be able to create and gain the admiration of your peers. You could even sell your magic to other magicians if you like.

All this is in the **Creativity Bundle** course. Best of all, this incredible course is only 29.97.

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Grant's Miracle Suspension

This is another UF Grant routine. But this one is from it is from Modern Levitation By UF Grant



“Grant’s Miracle Suspension” has reached an all-time high in simplicity, effectiveness, and ease of execution. For the man who will spend a few dollars in constructing the equipment, and will rehearse the act well with his assistant, this is the greatest levitation of them all! Yes, this method is an adaptation of the old comedy levitation, but here the weak point has been eliminated and a super levitation results.

Requisites.

1. Plywood screen decorated to represent Buddha or a Chinese temple, that is held in an upright position by the hinged strip on its back. If desired, heavy cardboard, instead of plywood, could be used in its construction. See illustration.

2. Dummy form that is to be substituted for the assistant in presentation. The gimmick is made of plywood or heavy cardboard, and

consists of sides that are cut to represent the assistant’s form from her shoulders to foot. These sides are hinged to facilitate folding for packing, and cloth or canvas is stretched across their tops to complete the form. Prior to performance this gimmick is concealed behind the Buddha screen. (See illustration.)

Working.

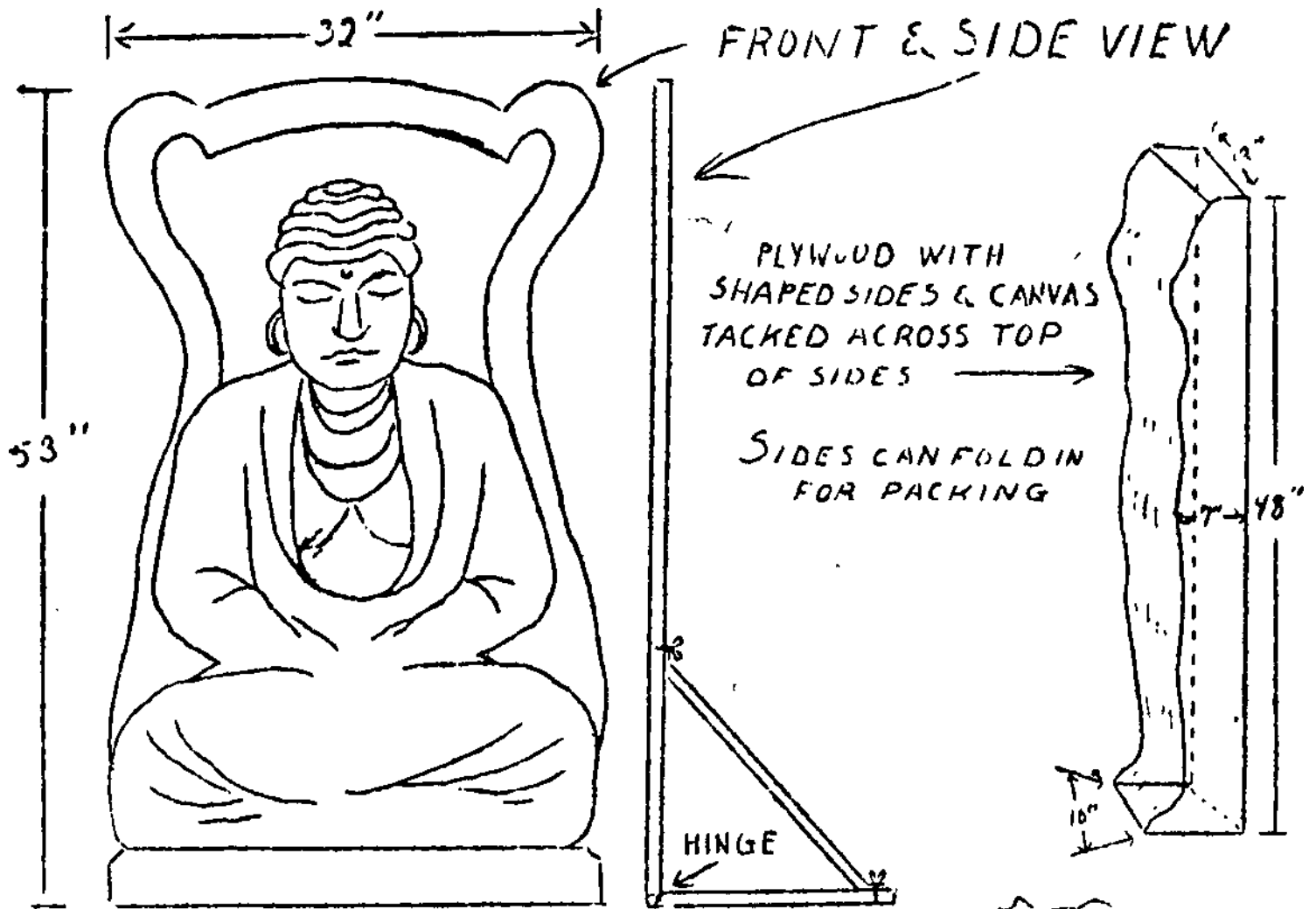
Girl stands in front of screen and the performer apparently covers her with the cloth. Actually, as the magician unfolds the cloth and holds it before her, thus momentarily concealing her from the audience, she skips behind the screen, slips form to the front of the board in the position her body occupied, and you cover the gimmick with the cloth. The cloth is tied or pinned around her neck, leaving her head in full view. To

the audience, the girl has merely had the sheet wrapped around her; in reality, she is standing behind the screen and it is the gimmick that is covered. The fact that the one end of the cloth is tied around her neck makes the illusion perfect.

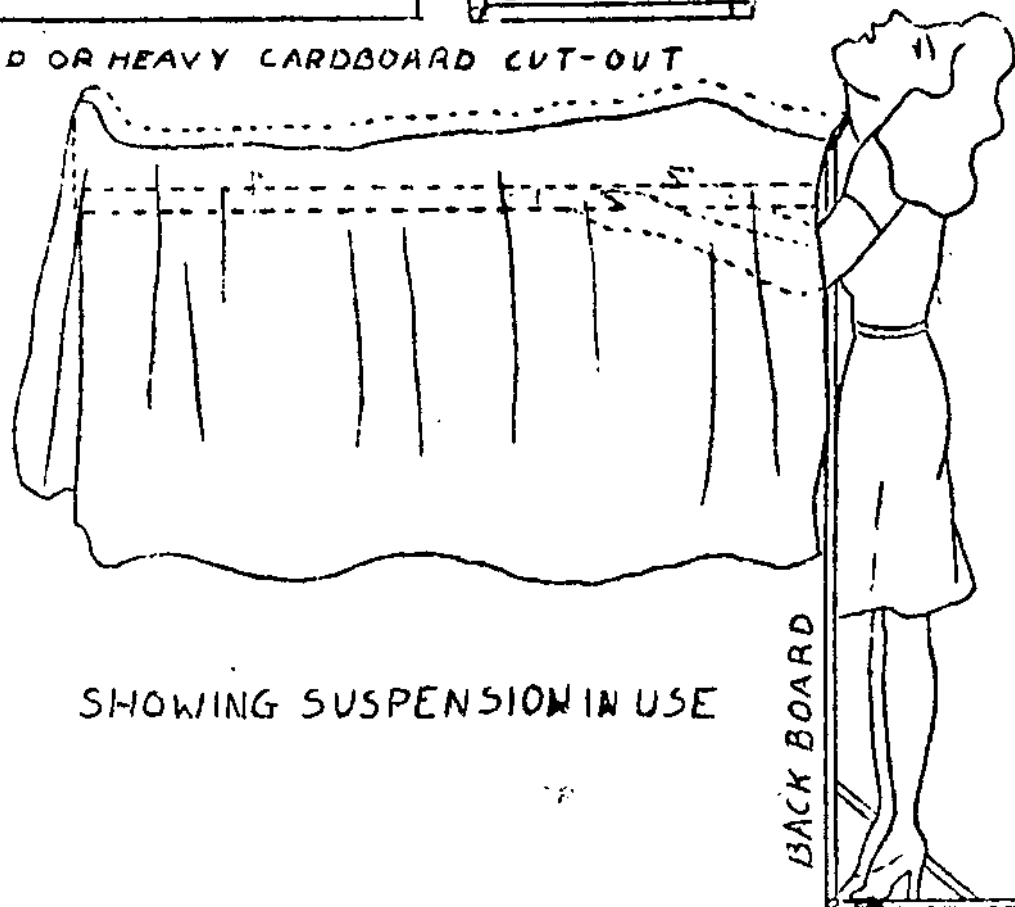
The performer now steps back and, as he makes hypnotic passes, the girl's body is seen to slowly rise and float in midair. This effect is easily achieved as the girl gradually lifts the fake form. The construction of the screen is such that her arms do not cause a bulge as they reach around it. As the form is lifted, the girl tips her head back to carry out the illusion of rising, and when the form reaches an upright position her head is tilted straight back. (See illustration.) The audience can now see the board (screen) and is convinced that she is floating outright from the top of the board. The covering cloth should be large enough so it will hang down a short distance from all sides, thus concealing the girl's arms as she is "floating."



This is a marvelous levitation and if you will put a little time into its form and presentation you will have a levitation that is a **LEVITATION**. Do not be afraid of it because it is based on the old comedy type, as I say that it will really baffle.



PLYWOOD OR HEAVY CARDBOARD CUT-OUT



Fun With Sponges

This is a submission by John Hutsebasut. I love this I enjoy not only the idea but how he came up with it. I am going to use this!

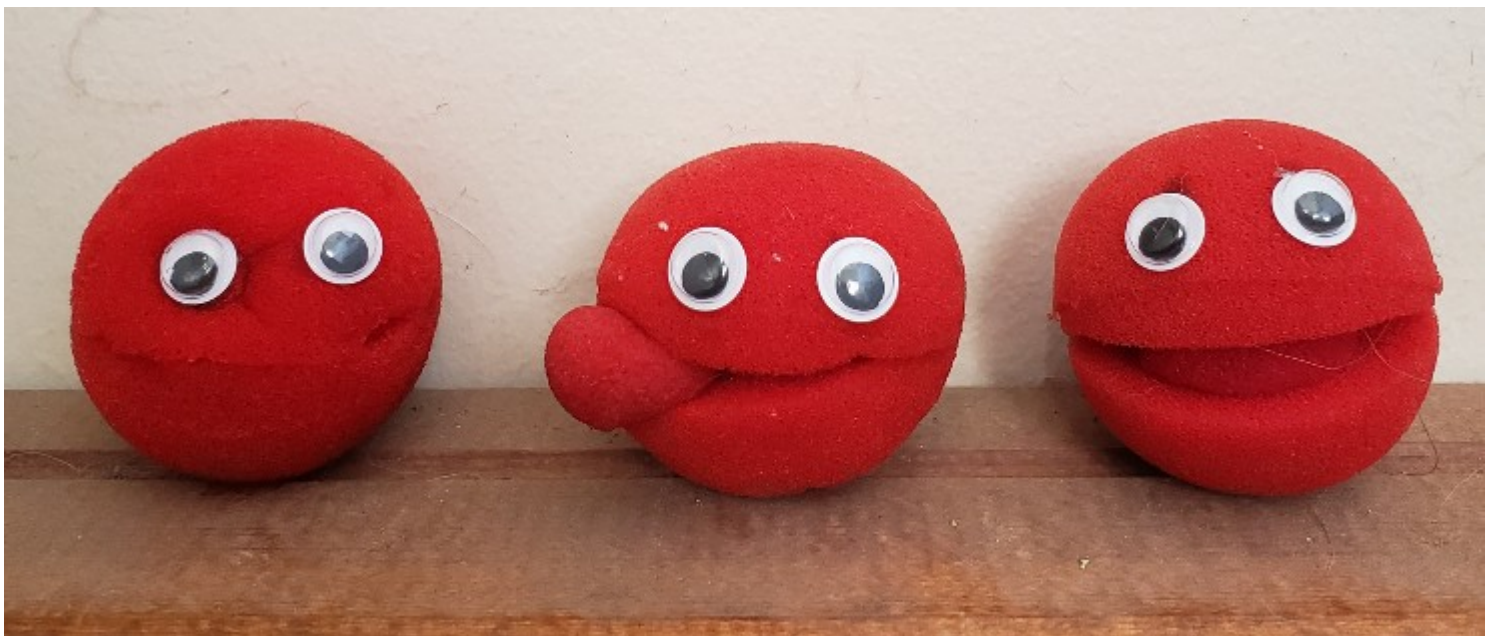
John Hutsebaut

If you're performing a Sponge Ball Routine, how much better would it be if your sponge balls had an engaging identity that spectators could identify with?

I bought a bag of clown noses, 30 for \$3, on clearance figuring that I could glue the slit shut and use them as performing sponge balls. I tried white glue, but it dried stiff and brittle. That didn't work. As I was playing with the sponge ball, I squeezed it from the back and the slit opened like a little mouth.

That gave me the idea for these. Initially, I just drew the eyes with a Magic Marker, but later I bought a big pack of googly eyes from the Dollar Store and glued them on with Super Glue. It holds really well and so far no eyes have fallen off. I drew a closed eyelid under the googly eye so if it does fall off, it just looks like it's winking.

You can use this as a mini-ventriloquist dummy, simply by squeezing the back to operate the



What Do Johnny Bench, Donald Trump, and Pokemon have in common?

They all know the marketing
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mouth. If you can't do ventriloquism, add a hand squeaker or pretend it is whispering in your ear. If you stick a small red sponge in the slit it holds the mouth open. If the small sponge is sticking out it looks like the sponge is sticking its tongue out. If you use red sponges, they look like Elmo from Sesame Street, If you use yellow sponges they can be Pac Man or the Minions. A blue sponge would be Oscar the Grouch.

I added one more innovation- a fishing weight in the bottom so that when you drop them on the table or toss them in the air they always land face up. Neither the eyes nor the weight prevent you from doing the standard sponge ball moves you use in performing.



Book More Gigs



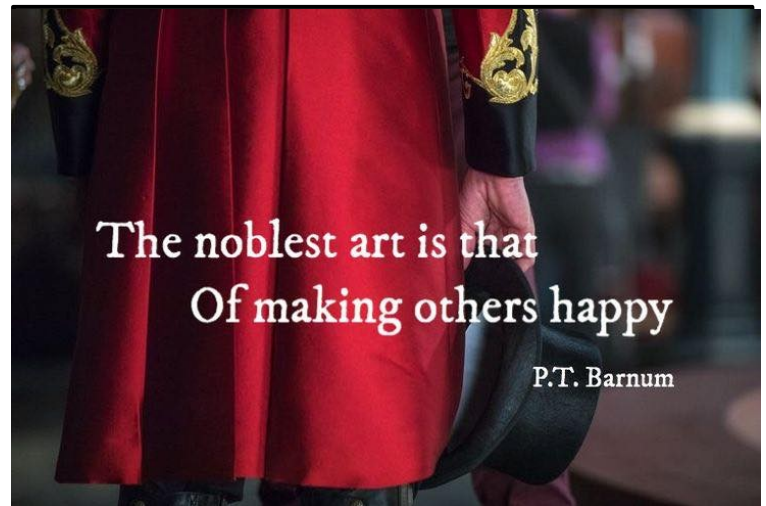
Dean Hankey
your value added services.

7 Powerful, Profitable (and Simple) Tips to Book More Shows/Events in The New Year!

1. Reach out to local contacts - One of the most effective ways to book more magic shows is to start by reaching out to your local contacts. Connect with schools, fairs, libraries, churches, and other places that might be interested in hiring you for a show & event.
2. Join Communities Online & Off - There are many online communities for magicians/speakers that can help you get your name out there and connect you with potential partners. Join some of these communities and start Adding Real VALUE and networking with other people.
3. Utilize Social Media - Social media is a great tool for marketing yourself and your shows & events. Make sure you have an up-to-date social media presence to promote
4. Put together a promotional video - People are more likely to hire you if they can see a sample of your work. Put together a promotional video of your magic show that you can share with potential customers.
5. Offer discounts (Better Yet INCENTIVES) or special promotions - Offering discounts or special promotions can be a great way to attract more customers. Consider offering discounts for repeat customers or special promotions for certain events.
6. Connect with local businesses - Local businesses can be a great source of partnerships & referrals for your shows and events. Connect with local businesses and offer them deals, bonuses or special promotions (Thank You Gifts) if they refer you to their customers.
7. Network with other Professionals - Networking with other performers

and presenters can help you to get more bookings. Attend events, join online communities, and make connections with other pros in your area.

8. BONUS TIP: (and My Favorite) Create Your Own Events instead of WAITING for the perfect events and booking to find you! PARTNER With Business, Groups, Organization who all know people you don't and share in the promotions (invitations) for a community event and share in the revenues for those that bring people to your event. (This way You ONLY Rev Share On RESULTS, so it's all 100% Profit and ZERO RISK!) Win! WIN! W-I-N! W*I*N! - Free & Easy, No Risk Money and Event Bookings!



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Magic That Looks Real...

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.



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Just Do It – Perform It

You want your magic to be good. You don't want to perform something lame. You want to amaze your audience. This may drive you to the point where you never perform in public, Why? You don't believe it is good enough. You think you need to practice more. That slight needs to be smoother. You need smoother transitions. You think a little more practice will solve all your problems.

Often professional magicians contribute to this problem. You may have heard them say you need to improve. Well, they are right. You do. We all need to improve. But I hear one well-respected pro say, he never believes a trick is good enough.

The problem is the statement is incomplete, "Never good enough" for what? Never good enough to show your family? "Never good

enough" to show friends? "Never good enough to show a paying audience? Never good enough can be a tool or a crutch. You can use it to never improve. To improve we must have feedback. Audiences are the only ones that can give feedback.

Second, we need to push ourselves to the edge. To improve we have to be at the very limit of our abilities. And when we are at the limit of our abilities the chances of failure are at best 50/50. And the fear of failure is one of the greatest fears mankind has.

If you never perform your magic for anyone but the mirror there is no magic. If you only perform for friends and family you only progress to that level. If you perform for your magic buddies you will progress to that level. To continue to improve you must

continue to reach more discerning audiences.

The fear of failure is the major reason so many magicians never reach their potential. They analyze every move, every line. They want it perfect before they show it to anyone. This leads them to "analysis paralysis." This is the tendency to overthink and over-analyze every little detail. But improvement is not the result of analysis. Analysis is only a tool in the toolbox. As a tool, it must have material to work on. That material is performance. Magic is performance art. Perform then analyze.

Here are some questions to ask yourself.

Do you spend as much time performing before live audiences as you do collecting props and DVDs and effects?

Would you ever perform a new routine if you were afraid you might fail?

Do you have a system for breaking in new material?



The December VIP Event was about Business Card Magic. The Key take away is business is about relationships. Use you magic to build relationships.

On the January VIP Members event we will talk simple magic tricks. No knuckle busters allowed.

I will be using books from the library for my presentation.

The one I am reviewing right now is "Clever Card Trick That Anyone Can Do" by Maxwell.

The next VIP member event is January 15. If you are not a VIP Member you can join here NewMagicAcademy.com/join



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.

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Business They Keep

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

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Up Coming Lectures

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

New Magic Academy Elite Membership January 8

This lecture will announce the elite membership level. What it is how it works. The theme of the lecture is creativity. The Cup will be making its debut to support that theme. We will talk about creativity in developing new magic and routines. Creativity in marketing your shows.



This is a Register for this lecture at
NewMagicAcademy.com/elite

Kent Cummins – Trade Show Magic January

Back by popular demand! Kent lectured for the New Magic Academy a few months ago on magic with a message. During the lecture he mentioned trade shows were an example of using magic with a message. But they were specialized. And he could lecture on that separately. The chat box lit up with requests to have him back. So he is back. Lecturing on trade show magic.



Register for this lecture at

NewMagicAcademy.com/kent

February

Fabion Mareno February 19

This lecture is an experiment It will be both live and virtual. If you would like to attend live contact. A link will be sent to register for the live event. The lecturer is Fabion Mareno. He is a imagineative unique performer. I have seen him lecture live before and begged him to lecture for the New Magic Academy. So you are welcome.

Register for this lecture at NewMagicAcademy.com/fabion



Ian Varillo – February 26

For over a decade Ian Varella has entertained some of America's top Fortune 500 companies. He has recently completed engagements at several of the top show rooms in Las Vegas. He has toured the world numerous times aboard NCL, Holland America, Princess and Renaissance Cruise Lines.

His opening acts credits read like a "Who's Who" in country music. Ian has shared the stage with the Statler Brothers, Crystal Gayle, Aaron Tippin, Randy Travis, Marty Stuart, and George Strait just to name a few. His television credits include HBO, Showtime, TNN and Fox Networks.

Register for this lecture at
NewMagicAcademy.com/ian



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