

A DREAM BUSINESS IN MAGIC

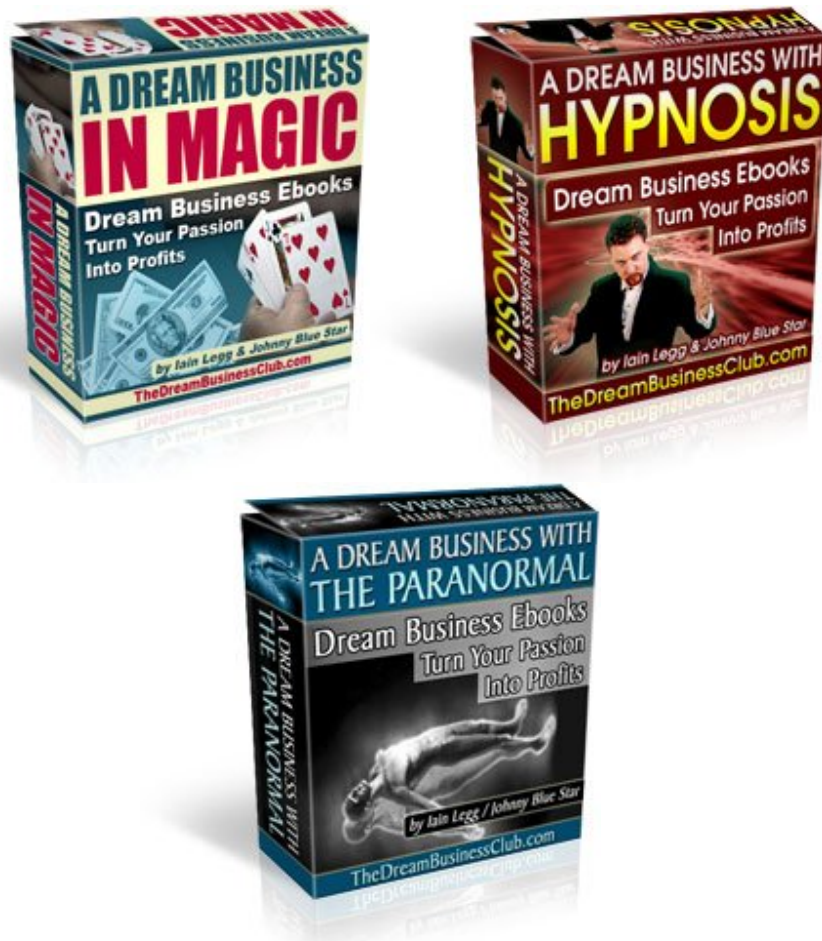
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by Iain Legg & Johnny Blue Star

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A DREAM BUSINESS
IN
MAGIC



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-Dream Business E-Books-
How To Turn Your Passion Into Profits-

By Iain Legg And Johnny Blue Star

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PREFACE

THE PROMISE OF MAGIC

When I was a kid, I wanted to be a magician, a hypnotist and a ventriloquist, as well as a writer.

But as I grew older, magic was definitely ascending in the scale of my vocational desires. By the time I was in the sixth grade, I decided it was time for me to procure my first major magic trick. Magic was It! I was going to be a magician!



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For quite some time, I had consistently bought magic tricks, often from these fascinating magic catalogues that I would pore through constantly.

I particularly loved the floating ball trick. Draping a brightly colored handkerchief over a ball, I could wave my wand over it and control its subdued, but nonetheless exciting, aerodynamic gyrations in the air. How was this possible? Well, I won't tell, but I can tell you it was very easy to do.

Sleight of hand was much harder, particularly with coins. But I put in my hours of palming and I definitely could do some tricks. I think my forte was probably card tricks, not because I knew anything - but because either I had these fantastic trick decks or because I did have the gift of misdirecting people and they often didn't catch my cute little glimpses at the bottom of the deck or my covert little peeks when I fanned out the deck.

Now, I was only a kid and I basically bought my tricks with pocket change. But Christmas was coming and I thought it time that my parents ought to make a major investment in my future. That request was portentous - because it led to a re-routing of my entire professional direction.

I explained to them that, despite my proficiency with cards and coins and the floating ball, I wanted to do much bigger time magic than that. I wanted, in fact, to be an illusionist.

And, after finding out that you could actually buy magic secrets from the catalogues, I had my heart set on the floating girl trick. No longer would I float just a dinky little piece of rubber, but a whole person. I told my parents about it and could hardly wait until Christmas came.

Then, one day, under the tree was a medium-sized package. Since I didn't know what the trick was like, except that it was expensive, I lifted the package, thinking it might be folded up inside. What was it? Perhaps some ingenious configuration of wires - or some kind of a hydraulic device. Something really cool. Finally, unable to contain myself, I opened the package. Inside, I saw, but only briefly through my tears, was a Smith Corona typewriter, a device that was to take me to many magical places, but not to the stage and not to fame and fortune as a professional magician.

But, at least, ultimately, it took me to writing this book and the opportunity you have today not to abandon your childhood fantasies and to pursue the many business opportunities inherent in a career as a magician.

Even though I never made it as a magician, you can. The promise of magic is all yours.

TURNING YOUR PASSION INTO PROFITS

Magic is of perennial interest to man. Its roots lie in ancient Egypt, in China, in Greece, in the Mystery schools, in every ancient, shamanic tradition on earth.



Carter The Great Magician Wizard

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In magic, the laws of nature and reality are broken by the intervention of the Magician. We cannot attest here to the possibility of real magicians or real magic, but we can promise you that the ancient traditions of deception and illusion go very far back. Mankind just loves to be fooled and to experience the bewilderment of an unexplainable spectacle. As you will see in this book, the opportunities in magic range from thimble size, to the size of giant pachyderms. And all of these opportunities can make money - and can be a lot of fun to explore and to do.

We shall therefore travel from street magic to stage magic, from magic at conventions and grocery stores to the noble profession of teaching to the not-so-noble hawker of nightclub entertainment in the wee hours of a city that never sleeps. From fantastic, Houdini-style promotions in the middle of crowded streets to pure, SFX magic, a result of electronic wizardry that would make the original Robert Houdin jealous.

INTRODUCTION TO MAGIC

A SHORT HISTORY OF MAGIC

Modern historians like to trace the beginning of illusionist magic to an Egyptian papyrus, which they date circa 1700 BC. This papyrus features a magician called Dedi of Dedsnefu exhibiting his inventory of illusions, including the perennial cups and balls tricks, to the Pharaoh. The Greeks and Romans are credited with introducing illusion into their religious practices, showcasing wine-flowing statues and doors careening open without the presence of human assistance.

Much later in the Middle Ages, magicians, of sorts, still took to the streets, but were sometimes viewed as the spawns of Satan, making magic a suspect practice and magicians sometimes fodder for the stake-burning propensities of the priesthood. In fact, the first book that gave away secrets of magic, a book called "The Discoverie of Witchcraft by Reginald Scott," was intended to deflect the influence of Satan from these poor, persecuted illusions, exposing their silly, little secrets to the public. The book is credited for saving hundreds of lives.

Perhaps owing to the problems with the Inquisition, magic did not come out of dormancy until the 19th century, when the great Robert Houdin appeared.

Robert Houdin, aka Jean Eugene Robert-Houdin, lived from 1805 to 1871 and is sometimes called the “Father of Modern Magic.” If the name rings a bell, this is the magician from whom Harry Houdini aka Erich Weiss derived his show business name, no doubt as a form of flattering homage. The former clockmaker became enmeshed in the world of magic when he received a book on magic instead of the clock-making manual he had ordered. Hooked on magic, he rose to the heights of legerdemain, buttressed by his deeply developed mechanical skills. His development of complex ‘automata’ to help engineer his magic and his use of electricity in his acts created a sensation that would live in the memory of his magical heirs, building the world of modern magic. His theater, the Robert Houdin Theater, became world famous and helped jump-start the new world of magic. Still, his whole magic-altering career lasted only eleven years.

Of course, the most famous magician that ever lived, whose name is synonymous with magic, was Harry Houdini. Houdini is a hard act to follow for most magicians because of his specialty as an escape artist, but you, as a magician, still can give it a shot.

WHAT DO YOU NEED TO LEARN, MAGICALLY-SPEAKING?

Magicians come in many shapes and sizes, as we will soon learn. You can be a stage magician with a million dollar repertoire or a party magician and spend a few hundred dollars on tricks. You can have the profound magical knowledge of a David Copperfield, who is also a collector of magical apparatus and a scholar in his own right - or a guy who performs magic at birthday parties for school kids.

So, here is an overview of what you need to look at.

First of all, read this book carefully and examine all the options we have explored. Take a look at the resources in this book. This book contains a lot of links to places you can get started with learning magic, with magic collecting and with actual magic tricks.

But before you invest in a lot of money go to the library, get some books and videos on magic. This won't cost you anything and it could give you some overview of the historical and practical aspects of magic. Looking at all this stuff will enhance some of the practical, vocationally-oriented material in this book.

Then, peruse the web for some free magic tricks and what's available inexpensively in terms of apparatus for a few neat tricks. Be sure and learn some sleight of hand.

Maybe get the [Street Magic DVD](#) we speak about later and look carefully at the resources in this book. Get an act together, but only with a few killer tricks that you know real well.

If you like it, I mean really like it, start doing magic for kids, for your family. Get comfortable before a small audience who will forgive you for messing up. Go to a kid's birthday party and do some stuff for free. Use a little patter - the speech that goes with the magic trick. Try and be funny. Once you're convinced that you're a hit with the six-year olds, expand a little.

I think most magicians, no matter how far they go in stage or stunt magic, like to know about card and coin tricks. Its just part of almost every magician's repertoire. This will inevitably require some knowledge of sleight of hand - in particular, the ability to palm things. Palming is the ancient art of hiding things in one's hand. Learn to palm stuff.

Now, once you feel you have experience, expand your act a little. Offer your local Kiwanis club a little opener before a speaker starts or entertain some of your corporate buddies at lunch. Do some walk-around magic. Get comfortable. Get focused.

Many magicians find tutors or mentors - magic teachers. If you think you need one, shop around. For sure, check out the forum at the [Ellusionist website](#).

Study performance videos of the great magicians. Look at their posters. Read about their lives. Revel in their accomplishments but find your own niche by looking deeply within yourself.

Maybe, your goal is to be a great street magician or to do magic at conventions or maybe you are destined to be a great stage magician or an escape artist. The world is your oyster. After all, you have finally found your Dream Business!