



Highlights



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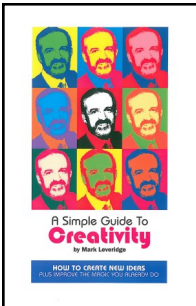
Now Here's A Thought...

"If you walk around any B2B exhibition event you will soon notice countless buckets, boxes, bags and bowls into which anyone who passes by is invited to put their business card in order to be entered into a prize draw. This is a thinly disguised attempt to harvest contact details of those attending so that the company can send publicity to them after the event is over. Your client may be wanting to do this too, and your magic will provide a far more interesting way to get these leads for him."

Quoted from **Trade Show Magic**

The Bookshelf

A Simple Guide To Creativity



A lot of performers aspire to be creative with their magic, but often they fail to achieve their aims mainly because they don't really understand what is involved. Having a great idea is not usually something that just happens, it is a result of a number of processes that need to come together.

This 32 page E-Book sets out in easy to understand steps a whole host of ways that you can become more individual with your magic and it explains what creativity is and how you can harness it.

There are a number of other books on this subject, but most of them suffer from complexity. You read through them but often you get to the end and feel that you have been deluged with theory, but not really been left with anything tangible or concrete to work with.

A Simple Guide To Creativity is very different. By taking lots of examples, and guiding you stage by stage through a variety of creative processes, you will soon realise that you too can come up with ideas that will make your magic more unique. **£10.00**

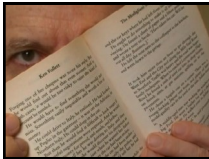
E-Club Pro - your monthly magical fix!

Colour Confusion



This Premier E-Routine explains a totally practical and commercial colour changing deck effect. It is designed for speed of performance and ease of re-set, and is intended to be performed in a walkabout situation where everything needs to happen up in your hands. A blue backed deck is displayed, shuffled, and spread face down for a card to be touched by a spectator. The selection is shown and shuffled back into the deck. With a snap of the fingers the deck is turned over again and run through face down to reveal every single card is now red backed, except for one, and that proves to be the selection. No rough and smooth, you can make this up from readily available cards. **£10.00**

The Word - Redefined



Supplied as an 18 minute downloadable TrickKlipXtra video

file, this is a brilliantly direct and simple book test. The selection of the word is logical and quick - you just riffle through the pages until told to stop and the spectator remembers the last word on the first line of their genuinely freely chosen page. Within moments you can reveal the word without fishing for clues or memory work. The book is not gimmicked in any way, in fact you can borrow a book if you want to present this more impromptu. You'll be amazed at the simplicity and effectiveness of this routine. **£10.00**

Hide And Seek



Using a regular deck, you perform a routine that is the opposite of the Ambitious Card, as a selection keeps leaving the top of the deck and magically jumping back into the deck's centre. Then at the finish the colour of the chosen card's back suddenly changes from blue to red for an extra kicker. Supplied as a Premier E-Routine downloadable pdf file, you receive full instructions supplemented by colour photo illustrations. **£10.00**

Magicseen

Here are some highlights from the latest issue



Penn and Teller

Despite being originally branded as the 'bad boys' in magic, this likeable duo have been tremendously successful for many years and we catch up with the two of them for a chat during their recent UK live tour. And the 'quiet' one does get to speak to us too!

Why Robert-Houdin Was Wrong

'A magician is an actor playing the part of a magician', the famous French conjuror is reputed to have said, but is that really true? Jonathan Goodwin thinks it isn't, and in this issue he writes a compelling argument to explain why he wishes to refute the claim.



The Masterclass

In each issue of Magicseen we like to provide instructions for a couple of tricks that you can learn and try out, and often these routines have a theme. The current one is that the tricks have all been featured on DVDs first and we are transferring them from the screen to the page.

Magicseen Issue 75 (July 17) is available now from www.magicseen.co.uk

E-Club Pro - get personal help and advice with your magic

Chatter

The Mark Leveridge Blog

Longevity is something that I have always admired. The dedication and consistency that is required to maintain something for a very long period should never be underestimated. So, the sportsman who keeps himself at the very top for many years, or the team that maintains a lofty position for a long period, or the business that is highly successful for years, these all attract my admiration.

The same applies to magic, of course. The huge effort required by Goodliffe and Donald Bevan to produce *Abra Magazine* every single week for over 60 years, the dedication of David Copperfield to maintain his position at the pinnacle of magic for decades, the unwavering commitment from Duncan Trillo to keep *MagicWeek* updated every single Saturday for 17 years, these too are examples of amazing devotion.

It's generally said that it is in some ways easier to get to the top than it is to stay there. On the face of it you would perhaps think that this might be counterintuitive. After all, struggling to achieve a supremely high standard in something in order to become the best for the first time, you would imagine would be the harder task as you have never done it before and so it is all new and uncharted territory.

But once you've made it, repeating what you did the first time in order to replicate the success you would have thought would be easier, as now you know what it takes to reach the summit.

Yet often it's not, it actually seems to become harder. I think the reason is largely down to consistency, drive and mental attitude. Pulling everything together for a certain period of time in order to climb a

summit is one thing, but having the desire to repeat the massive effort again and again takes a different type of determination.

In magic, the hours of practice and planning that needs to be put into creating a *FISM* winning act, for instance, means that you rarely, if ever, see anyone achieve success more than once. Not only is there the commitment angle to consider, but there is also always someone new, fresher and hungrier who will come along to make a challenge. Having the skill, knowledge and application to fend off all comers more than once is usually more than most people can achieve.

I think all this applies on a lower level too. You may be a really good entertainer, and you may have been performing successfully for many years, but do you still put in the same effort and reach the same standards of excellence as you did, say, 10 years ago?

Do creators of magic maintain the novelty and originality in their work that they achieved when they were young? Do magical authors still have something to say years after they first put pen to paper or fingers to keyboard?

Things move on in every field, magic included, tastes change and goals are constantly redefined. The long term successful people, such as David Copperfield, are those who not only have the unwavering commitment to what they do, but who also adapt and modify their offering to meet the changing requirements of their audience. Remaining exactly the same for ever rarely if ever works, and the best people realise this.

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