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**Show, Don't Tell**

**By Martin Avis**

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A good writer knows to restrict narrative and emphasise action. We all think in images, so it is unsurprising that we respond best when the image is clear.

'Jane slammed the door so hard that dust billowed out of the frame.' is far more powerful (and interesting) than 'Jane slammed the door.'

Painting mental images in the mind's of the audience is not just the preserve of fiction writers. It is a powerful tool in the hands of a good salesperson, and a vital technique in any form of public speaking.

For example, a sales rep for a cookie company wouldn't go into a store and describe the cookies. He would hand the buyer a sample and while it was being eaten, wax lyrical about the unique properties and popularity.

In a presentation, how much stronger it is to say something like: 'Every day we sell to more people than visit Disneyland' rather than 'Sales reached 120,000 per day.'

People remember colorful facts long after all the rest of your words have been forgotten.

I will always remember a presentation from the London society magazine 'Harper's and Queen.' The presenter (who I have completely forgotten) said that the

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magazine counted more heads of state and members of royal families amongst its subscribers than any other magazine in the world. That statement may have been a complete fabrication, but it painted a clear picture of the magazine that I have never forgotten.

Paint pictures in your writing – web sites, sales letters, presentations, sales stories – and your message will be equally unforgettable.

Martin Avis publishes a free weekly newsletter: BizE-Zine – your unfair advantage in Internetmarketing,

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### **Magic Show Tips**

#### **By Preston Houer**

For magic enthusiasts, what could be more fun than being able to organize a magic show of their own, right? However, it might not be an easy task to prepare for one magic show that will bewilder your friends and other speculators. Don't fret. Here are some tips and suggestions that might help one in prepping for one fun magic show that will make all the audience spellbound:

#### Prepare the Stage

A magic show will not be as exciting if it is done in a place where there's no stage. One must set up a stage that could consist of either a piano bench or a small table with a blanket or table cloth.

Drapes help a lot in seeing to it that the audience don't get a glimpse of your activities before performing a trick. Have a certain spot where all your tricks can be done.

#### Prepare the Props

A magician will have a hard time amazing his or her audience without the help of various magic props. Gather all the paraphernalias that will make the magic show successful beforehand to avoid scrambling around at the eleventh hour.

The usual props used by magicians include playing cards, hats, animals, a handkerchief, etc.

#### Prepare for the Tricks

What's a magic show without magic tricks? Practicing the tricks well before the magic show will make one magician less doubtful on whether his or her magic show will be a hit or not. Here are some rules

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that a magician should follow when doing a magic show:

1. Don't kiss and tell a trick.

Magic is made to amaze the audience. Telling how to do a trick will spoil that purpose. A trick that is told how to do will lose its mystery.

2. Trick only once.

When a trick is done for the first time, the audience will be very amazed. Doing it twice will make the audience predict what will happen and the risk of figuring the trick out is not impossible.

3. Practice like there's no tomorrow.

When one is not that comfortable with a certain trick, it is not advisable to perform it. Practicing in front of friends or other people before the show in front of an audience will help a lot in making the magic show successful.

4. Be or look confident.

Acting nervous will make you a laughingstock. When you are going to be the man of the show, it won't help to be stammering and trembling while performing the magic tricks. Practicing will help you in this arena.

Preston Hauer has been involved with the art of illusion and sleight of hand for over 30 years. Let Preston show you how to Have Fun With Magic. Visit His Site Today!

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