



How to Become a Professional Magician: A Practical Guidebook for Making the Transition from Amateur to Professional

Sean Mitchell

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Over the years, many books have been written on the topics of business and marketing for magicians, covering everything from restaurant magic to cruise ships to trade shows and more.

Many of these books are excellent resources for a professional magician seeking to expand their business. So far, however, no book has ever been written on the hardest part of performing magic for a living: getting started.

How to Become a Professional Magician is the first book of its kind: a complete guidebook for making the transition from an amateur to a working professional, step by step, with absolutely nothing left out.

Most books on the business of magic simply tell you what to do if you're already a professional magician. They assume that you already have marketing materials, a professional repertoire, a list of clients, a solid foundation of real-world performing experience, and all the other things required to be a working pro.

Rather than assuming you already have these assets, *How to Become a Professional Magician* shows you how to actually get them. Topics covered include:

- Strategies for building a rock-solid professional repertoire that you can perform for anyone, anywhere, anytime, and count on getting great reactions.
- A detailed sequence of steps for approaching groups of people at strolling gigs and commanding their respect and attention, before you even perform a single trick.
- How to determine what to charge for your services (including specific guidelines and examples).
- Detailed discussions of various marketing materials (including which forms of marketing you should avoid in order to prevent wasting time and money).
- A complete breakdown of the process of booking a gig, from receiving the first email or phone call all the way up to collecting the paycheck.
- Specific guidelines and criteria for putting together a wardrobe of performing attire that creates a powerful, professional image and commands the respect of your audiences and clients.
- An entire section devoted to restaurant magic, detailing a range of strategies for locating restaurants that are well-suited for magic, approaching and selling your services, booking the gig, and keeping it long-term.
- A detailed discussion of negotiation principles, with a special emphasis on how these principles apply specifically to the world of magic.
- How to acquire a basic level of performing experience, so that your performing skills are razor-sharp from the very first time you do a professional show.
- How to start booking paid gigs, even if you have no prior experience marketing yourself.

...and much more.

How to Become a Professional Magician is designed for performers of all kinds. Whether you want to

perform large stage shows or intimate close-up magic, for children or adult audiences, at colleges, corporate events, schools, private parties, or any other venue, the principles in this book will help you build the performing skills and business foundation necessary to pursue your personal, unique goals.

Many books on the business of magic are only 20-30 pages long, and often consist of crudely photocopied pages stapled together by hand. Despite their minimal content and low production values, these small booklets often cost anywhere from \$30-\$60, and occasionally more.

How to Become a Professional Magician is over 400 pages long, with absolutely no fluff or filler, and is professionally printed and bound to the same standards used by major literary publishing companies. This is a book that you'll be proud to keep on your bookshelf for years, and refer back to again and again as your business expands and grows.

If you've ever wondered what it would be like to perform magic for a living, but never knew where to start, then *How to Become a Professional Magician* will show you exactly how to go from amateur to professional as quickly and easily as possible, so that you can earn a living doing what you love and achieve your dream of becoming a professional magician.

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Anthony Youngblood:

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