

PAUL DANIELS
HOW TO MAKE
MONEY BY
MAGIC
A COMPLETE COURSE

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Published by
MEIR YEDID MAGIC

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Library of Congress Cataloging-In-Publication Data available from the publisher upon request.

ISBN-13: 978-1-7335972-0-3

First Edition

Printed in the United States



Published by

MEIR YEDID MAGIC

E-mail: meir@mymagic.com

Web: www.MyMagic.com

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FOREWORD

At the peak of his career Paul Daniels was the highest paid and most successful magician in the world. He also continues to be one of the top ten highest grossing magicians in history.

I am a huge Paul Daniels fan whom I considered one of the wittiest and best all around magicians I have ever met. He has literally done everything possible in the field of magic and was successful at it all.

He started out with nothing and slowly clawed his way up to be a household name in Great Britain and much of the English-speaking world.

His success was no accident or a stroke of luck, it required a lot of study and application of solid principles and strategies that created opportunities. Once the opportunities were recognized a lot of hard work went into exploiting them.

His lifetime of trial and error is reflected in this course. You will learn everything that you need to know in order to be a successful magician and entertainer.

Although the course is called “How To Make Money By Magic,” it is actually much more than that. Paul is joined by his friend Andrew Lock, who is a well known “marketing guru,” to teach you how to think and live like a magician. You will learn the most important aspects of how to perfect the magic and how to organize it and present it as a show.

Of course, having a good show does not guarantee success or even work. That is why so much of this course teaches the marketing and selling of the show. Most of these strategies could also be easily adapted to marketing just about anything.

I should mention that the course was originally put together between 2001-2004. A lot has changed since then, especially as far as technology, the web and social media. But all the marketing strategies and advice are as relevant today as they ever were. You just have to go through it all and pick what fits you and try it out.

I once asked a self-help guru if all his books, seminars, infomercials and courses actually improve people’s lives? His honest answer was that they only help the people that really study the material, continually apply the strategies and never give up. The people that buy the books, flip through them and hope to absorb the information through osmosis will not really get the full benefit.

I also believe in the adage of, “When the student is ready, the teacher will appear.” As such, much of the material taught and discussed here may not apply to you... yet. So, make it a point to revisit this book once a year and see what new lessons apply to you then... that seem unimportant now.

The course was designed for magicians who are just beginning their career in magic and who want to take their magic and their business to the next level. But throughout the course there are hidden strategies that are very advanced and insightful that will benefit the most successful professionals. All you must do is flip through the book, stop anywhere and read that page... you will most likely read something that you never considered before.

Trying to study everything, as a course, will be an incredibly difficult task... there is just too much information, most of it very valuable. I would recommend going through it very slowly and coming back often to learn and review... and of course apply the strategies to your magic, your business and your life.

If you are reading this and have already been in business for a while you will likely be familiar with some of the concepts described. You either discovered them by trial and error or you may have heard or read about them, some may even seem obvious. Hopefully reading this book will reinforce the ideas that already work and will likely add new variations and improvements that you have not considered.

If you are one of the top professional magicians in the field today, you can start this course backwards with Lesson Twelve. There are fewer detailed solutions upfront in this approach, but you will easily find where your weaknesses are by reviewing the questions and suggestions.

Many of the most successful people I know constantly write down their thoughts and ideas for future reference. And many of them highlight and write in the margins of the books they read. The soft-cover edition of this book was purposely priced low and uses paper that is easy to write on. Please free to underline, dog-ear, scribble and write your thoughts on every page and idea. This will help you learn, remember and customize the content that you can envision inspiring you in the future.

As with all self-help products... one word, phrase, idea or thought can change your life forever. This book is full of hundreds of snippets of knowledge and advice that will affect the readers in different ways. Your job is to find and apply the ideas that relate to you.

I would also like to thank magician Scott F. Guinn of Star, Idaho, for allowing us to use material from his experience and previously published books and magazine columns. Scott's tips and advice are scattered throughout the book, but we are particularly thankful for his contribution in the section on restaurant magic found in Lesson Nine, where much of the material, including entire sections, come from him.

I hope we can all one day achieve the greatness that Paul was able to. Whether we use this blueprint he left us or just apply some of his wisdom to our lives.

Meir Yedid
January 2019

PS: As a bonus for Paul Daniels fans, this book contains a lot of anecdotes from Paul's life and career that are not found anywhere else. Many of the stories are here to emphasize important points.