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Sydney Magic Day – Mini Lecture 2025

20 Tips in 20 minutes

Introduction

These notes serve as both a reminder of some of the points made during the short lecture and a list of references. It probably won't make much sense if you were not at the lecture. There will also be a few points here that I didn't get time to include.

Advice from the Vaudeville Age

"Don't leave your wallet in the dressing room"
- George Burns

"If you want to be a success in the theatre, get yourself a good tailor."
– *Edith Evans*

"When the audience is laughing, don't interrupt."
– Famous *Vaudeville rule*

"If you can't sing well, sing loud."
– *Common chorus line joke*

"If you can't dazzle them with brilliance, baffle them with bull dust."
– *W.C. Fields*

Pre Show Music

Take advantage of the opportunity to use Preshow to set the mood and energy.

Avoid Current Popular Music - Not everyone loves Taylor Swift.

Two Alternatives - Louis Jordon & KC & Sunshine Band

Be flexible – the Sound Person may have something great up his sleeve.

Let's Polish Two Classics

In an age of Tic Toc, YouTube & Instant Rewinds we have to be more careful.

Hunter Knot Trick

Display Position, palms towards audience and rope higher in hand makes the move easier.

Avoid the Visual Discrepancy of the rope at the end by

1/ Have the rope longer at the start in your non dominant hand
2/ Adjust the length after you throw the knot. Stare at knot misdirection

See my Full Routine and One Handed Mid Air Knot in "The Hunter Knot Revisited"

The Hand Twist

Leave one hand locked in position. Create misdirection with other hand pointing to spectators at the side. This automatically turns hand over.

Give it Context "Here's a Dime, Now its Gone , Youre a Jerk"
A reason for doing it. A Test? Add it to a series of smaller effects, stunts.

Comedy Techniques

Clumping

Put little bits together, Helps remember sequences
(Also helps Productivity)

Rule of Three

A Writing technique – That's Powerful, That's Proven, That Just Works

That's The Rule of Three More punch, more lyrical, more memorable

Express an Idea in three ways

The Good the Bad the Ugly
I came I saw I conquered
Friends Romans Countrymen

Shakespeare understood it , so does Hollywood

Or You Set Up the joke 1, 2, and then twist on the third
Dangerfield "I remember the first time I had sex …
I was nervous , I was afraid, I was alone"

Magicians can also use the Rule of Three in Misdirection.
Performing a move or sleight on the two rather than the 3

Write every Day - Seinfeld Tracker

Only Cross off the day when you have done the task
Scripts, Blurb for Website, YouTubes, Press Releases etc

Articles in Magazines / Websites

Events, Parenting, Holiday Activities.
Make it of benefit to reader, not just an advert. Guide to Planning an Event, How to choose your MC, How do I know my Children's entertainer is going to be any good.
Learn to use Chat GPT for Ideas and more.

Expand Your Learning

Theatre Training, Dance, Puppetry , Martial Arts, Improv.
All will give your Magic more depth, more options.

Knowing your way around a stage helps - Upstage, Downstage, Prompt side Opposite Prompt

Really helps when you get invited to perform in larger spaces ,
more professional spaces , Regional Theatres, Arts Centres, larger clubs, Cruise ships etc.
Grumpy old theatre techs can be won over if they see you know.

Business Tools

Testimonial Tool	www.senja.io/?via=timothy13
Mail List	www.mailerlite.com/a/484FAKwWXzKk
Trello	www.trello.com
Webhost	www.siteground.com/go/expertmc

Two Books that every magician should own

Black Book Record every Trick you've learnt and perform. Crib sheets. Script or joke reminders. Emergency Routines. Things to learn or practice drills.

Show Book Make quick notes about each show. Client, what you performed. You will find this really helpful if you get Work with them again or get a similar booking. Reminder.

MC Work

You already have the personality, tools, office skills, connections Clients, Bureaus Bookers.

Not just Corporate & Weddings see "50 Niche Markets." Freebie

Magicians can Expand into the role. Show plus MC. 2nd Year Come back as MC

Corporate Close Up -

Pre Dinner, Gala Events, Sales Launch, Product event etc. They happen all the time, good solid money.

Photographer - Set something up with them early. Or explain the "money shot." Client may not see you working, they will see the photos.

If it's a Name badge situation. Show a couple of tricks to the Rego Team early. They will spread the word. Creates anticipation and ease of approaching groups.

If appropriate leave business cards at Rego Desk. They will return badges at desk.

Listen to audience -

Michael Ammar "Making Magic Memorable.

You are Host. What did they like? What do they remember of other magicians?

Ammar #2 Your routines should be able to be explained in one sentence.

Ammar #3 , You don't have to always be doing tricks, but you should always be interesting.
People like to do business with interesting people
Fun Cards, Puzzles and things.

Be Honest in your advertising -

Magic has always had a long history of slightly bombastic advertising, but downright misinformation and sneaky tactics are always counter- productive in the long run.

I could probably name 3 or 4 talented magicians who's careers in magic could have been a whole lot better if they had not lost the support of their colleagues early on.

Resources

www.TimothyHyde.com/secret

Lecture Notes Download

MagicCoach 200 Download

50 Nichemarkets Download

Business Tools URLs

www.ExpertMC.com

Emcee & Event Host Resources

Free Downloads

50 Articles

75 Training videos

www.MagicCoach.com

Resources for Magicians