



# MAGIC THAT MEANS BUSINESS



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## GETTING THE BIGGEST BANG FOR YOUR BUCK

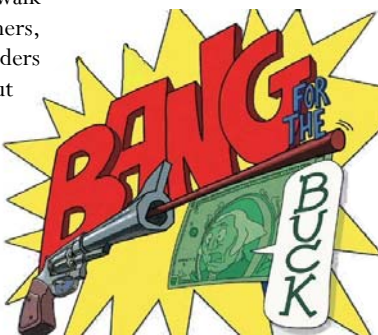
Everyone is cutting back and looking for the best value. This is no different from any other time, but it is even more critical to the bottom line in today's economic environment.

This does not mean that companies should scrimp on their marketing plan by cutting too severely and thus lose market share. It is harder to regain that position than it is to lose it. There is a fine line to walk that will not give customers, employees and stockholders the appearance of excess but still let them know that they are valuable and worthy of attention.

So what is the best value? One word: Magic.

Rather than entertaining

customers on an exotic get-away, perhaps it's time to stay closer to home, cut transportation expenses and save on extravagant entertainment by hiring a magician. I can entertain your group with engaging walk-around, sleight-of-hand magic that will keep everyone amazed and entertained. I can also personalize a stand-up comedy magic show to enhance a corporate outing and emphasize company messages



discussed at your meeting. The fun and message(s) will be long remembered and everyone will go home with a pleasant memory about you and your company that they will talk about for years to come. Magic is an entertainment that is a perfect supplement to any of the typical diversions such as golf, skiing, hunting or fishing.

Magic also delivers the message at industrial conferences. There is no better visual to stop traffic at a trade show booth than a magician who makes things appear, disappear and float in the air...all the while delivering the corporate message about the product or service. As a magician, I will be your lowest cost investment in your booth that delivers the highest return .

## FIVE WAYS TO USE SOCIAL MEDIA FOR MARKET SHARE

Can your company really gain market share with social media? That's the big question and the overall sentiment is YES, as long as companies follow these five rules:

### 1) Use the right tools for the right audience

Twitter and Facebook are not the answers to every social media problem. If you are a publishing company, for example, building author profiles on Amazon will sell more books than Twitter and Facebook.

There seems to be an extreme trend among youth toward many forms of social media; however, even the older generation are falling in love with Facebook and Twitter. Using these forms of media allow you to capture all demographics.

Make sure you are using the right social media for the right audience!

### 2) Connect with real people

One of the challenges companies face though is how to

build **real relationships** with people. Most have no practice since social media hasn't been around long and the only way for companies to build relationships was face-to-face. I mentioned the In-N-Out restaurant chain in a tweet, and they found me and replied. That's making it personal. Likewise, there is a small company that always responds to me when I give them a free plug often even sending me freebies and coupons.

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## HOW TO GAIN MARKET SHARE WITH SOCIAL MEDIA (CONTINUED FROM PAGE ONE)



It's easier for companies to have real conversations with real people when there is one person representing the company and running their social media. Ultimately, people connect with people on social media, not companies. A dedicated person involved in social media can definitely represent a company and engage followers, thus building brand loyalty.

"THINK OF SOCIAL MEDIA AS A TOOL TO HELP YOU ACHIEVE YOUR BRANDING AND MARKETING GOALS."

JON FOX, PRESIDENT  
WORDPRESS.COM

### 3) JOIN the conversation

You might ask, "but are businesses willing to actually be part of the conversation? What motivates those businesses to participate? Most are not 'in a conversation' they just make promotional announcements. They miss the point, and it ends up as just more spam."

It seems too many businesses still do social media half-heartedly. It doesn't work. Social media takes

effort, strategy, and long-term investment to get benefits. Too many companies dabble in social media because people tell them they should and they just do it without putting any strategy or goals behind it. Dabbling is ultimately bad; it's all or nothing, and doing social media half-heartedly hurts the company brand.

### 4) Talk about others, give, give, make it not about your company

You can do this by interacting personally and in real time using some of the social media. Questions. Answers. Conversation. Astute companies should provide their users with resources, quotes, questions and information. Too often people load their tweets with personal links. Getting real with people is vital!

There are tons of ways to create

content that relate to your company, without overly self-promoting yourself. For example, companies could write how their own personal customer services has helped their clients. People read these and start building trust.

### 5) Capture your contact list and follow-up

The way to capture who your company is interacting with on social media depends on which tools your company is using. For example, you could ask the customer for an e-mail address so you can provide feedback. On Twitter, you can find the person's real name and learn more about them in a professional way by responding to their tweets. On Facebook, there is a messaging system to interact with customers.

*Excerpted from PersonalBrandingBlog.com  
By Monica O'Brien*



Scott Wells will give you and your company the Biggest Bang for Your Buck!

"YOU WERE THE PERFECT ENTERTAINER FOR OUR CUSTOMER EVENT AGAIN THIS YEAR!"

LORI LENARDUZZI  
HR MANAGER  
SYNTEX MANAGEMENT  
SYSTEMS, INC.

## DEVEILED EGGS STUFFED WITH CRAB MEAT

What's a picnic without deviled eggs? But why make them just for outdoor occasions? This recipe goes great anytime with any dish and the flavor gets better as it sits in the refrigerator.

### Chick 'n Surf

#### Ingredients

- \* 6 boiled eggs
- \* mayonnaise
- \* medium red onion
- \* diced sweet pickles
- \* 12 oz. pkg. or fresh lump crab meat
- \* Hungarian hot paprika (optional)
- \* fresh dill

Slice the eggs in half lengthwise. Place the cooked egg



yolks in a bowl and mash with fork until crumbly. Using a fork, work the mayonnaise into the yolks to form a smooth paste being sure not to make it too runny. Dice the red onion and pickles then add to the paste which should add to the moisture. If it is still too crumbly, then stir in a little crab juice at a time until you get the right consistency. Salt and pepper to taste.

Slice the lump crab meat into half inch pieces then lightly fold the crab meat into the paste.

Spoon into halved egg

whites. Sprinkle lightly with hot paprika and garnish with fresh dill. Chill in the refrigerator for about an hour.

Makes 12 deviled eggs. Extra paste goes great on crackers for a snack.



## SUCCESS BY ASSOCIATION

Have you ever wondered what it would be like to attend a convention full of magicians? Rabbits being pulled out of top hats, birds flying through the air, people floating and card tricks at every corner. Well, you're not too far off.

Just as any interest group or trade association has their own conventions, we magicians have ours complete with lectures, exhibitors, competitions and shows. Some magic conventions are general in nature while others focus on specialties like close-up, mentalism, gospel magic, or children's magic.

These take place throughout the year all over the world. If you had enough time and money, then you could attend a different magic convention somewhere in the world every week.

The largest convention takes place every three years which is called FISM or Fédération Internationale des Sociétés Magiques. This is five day conference is often considered the Olympics of magic since it is filled day and night with magicians from all over the world competing for stage, close-up, mentalism, comedy, cards, originality and illusions. This

year FISM was held the last week of July in Beijing China. Attendance usually tops 2,500 at this event.

Two other major conventions are held in the U.S. by the International Brotherhood of Magicians (I.B.M.) and the Society of American Magicians. (S.A.M.) Each typically host 600-800 people.

The Texas Association of Magicians host an annual convention that usually rivals the I.B.M. and S.A.M. with nearly 700 people. This year the T.A.O.M. convention will be here in Houston over this coming Labor Day weekend.



*"MAGIC CONVENTIONS PROVIDE FELLOWSHIP AND EDUCATION THAT HELP IMPROVE OUR CRAFT."*  
 JACK WHITE  
 I.B.M. INTERNATIONAL  
 PRESIDENT

## PUTTING A FACE WITH A NAME

Facebook helps you connect and share with the people in your life and business. Facebook's mission is to give people the power to share and make the world more open and connected. Millions of people use Facebook every day to keep up with friends and others who work, study and live around them, upload an unlimited number of photos, share links and videos, and learn more about the people they meet.

A February 2009 study has ranked Facebook as the most used social network by worldwide active users. Users can choose fan pages according to their interests to connect and interact with other strangers. Users can set their profiles on private so as to prevent acquaintances from contacting them. Users can also set their profiles on public. This allows close friends to send messages and add the user as a friend. It lets users

update their personal profiles to notify their close friends about themselves. They can also join networks organized by city, workplace, school, and region to connect and interact with their close friends. Public profiles also allow any stranger or acquaintance to contact the user which results in lack of privacy. Public profiles can be blocked by any user but private profiles cannot.



FACEBOOK IS THE MOST USED SOCIAL NETWORK IN THE WORLD.

## MAGIC GIGGLES

A man walking along a road in the countryside comes across a shepherd and a huge flock of sheep. He tells the shepherd, "I will bet you \$100 against one of your sheep that I can tell you the exact number in this flock." The shepherd thinks it over; it's a big flock so he takes the bet. "973," says the man. The shepherd is astonished, because that is exactly right. Says "OK, I'm a man of my word, take an animal." Man picks one up and begins to walk away.

"Wait," cries the shepherd, "Let me have a chance to get even. Double or nothing that I can guess your exact occupation." Man says sure. "You are an economist for a government think tank," says the shepherd. "Amazing!" responds the man, "You are exactly right! But tell me, how

did you deduce that?"

"Well," says the shepherd, "put down my dog and I will tell you."

Q. What do economists and computers have in common?  
 A. You need to punch information into both of them.

Two economists were walking down the street when they noticed two women yelling across the street at each other from their apartment windows.

"Of course they will never come to agreement," stated the first economist.

"And why is that," inquired his companion,

"Why, of course, because they are arguing from different premises."



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UPCOMING EVENT?

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MAGIC FOR YOUR BUSINESS  
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## MAGI-CALENDAR

**August 5-8, 2009:** Abbott's Get Together, annual convention in Colon, MI

**August 13, 2009:** Tokyohanas Grill & Sushi Bar, 3239 Southwest Freeway, Houston, TX

**August 27, 2009:** Tokyohanas Grill & Sushi Bar, 3239 Southwest Freeway, Houston, TX

**September 4-7, 2009:** Texas Association of Magicians, annual convention at Omni Hotel, Houston, TX

**September 10, 2009:** Tokyohanas Grill & Sushi Bar, 3239 Southwest Freeway, Houston, TX

**September 24, 2009:** Tokyohanas Grill & Sushi Bar, 3239 Southwest Freeway, Houston, TX

**NOTE:** Public Performances subject to change. Private / Corporate engagements are not all listed.

Contact S&K Wells Enterprises today to make sure your event is on the calendar!

♣ Stand-Up Comedy Magic Show ♥ Trade Show Exhibit Booth ♠ Hospitality Suite ♦  
♣ Strolling Magic ♥ Magical Master of Ceremonies ♠ Weddings ♦

## IMPROMPTU MIND READING

This is a fine impromptu mind reading effect that requires no preparation whatsoever. The following effect is very subtle and takes a good eye to make it work. But when it does, then you can prove your abilities to read minds.

### EFFECT:

You have a friend member hold a dime in one hand and a penny in the other. He's instructed to close both hands into fists. You turn your back and ask him to concentrate on one of the coins.

After a moment you turn around and correctly identify the mentally selected coin.

### SECRET:

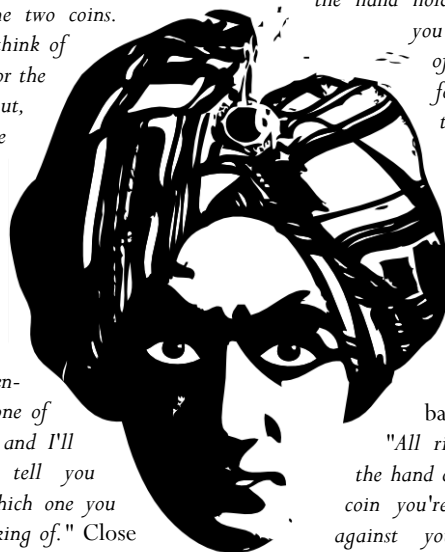
Begin by handing the friend two coins. Place the dime in his right hand, the penny in his left and

tell him to close both hands into a fist. Look directly at him and say, "I want you to concentrate on one of the two coins.

You can think of the dime or the penny, but, please don't give me any help. Don't glance at your hands, just concentrate on one of the coins and I'll try and tell you exactly which one you were thinking of." Close your eyes as if you're actually trying to read his mind. After a moment open them and

say, "I'm having some difficulty, I'm not getting anything.

"You're going to have to help me. I'll turn my back, and while my back is turned I want you to place the hand holding the coin you're thinking of, against your forehead like this."



Demonstrate by holding your fist against your forehead.

Turn your back and say, "All right, place the hand containing the coin you're thinking of against your forehead. Have you done that? Good. Now hold it there and concentrate on the coin.

"Concentrate, trying to visualize it in your mind's eye." Pause for a moment and then say, "All right, I think I've got it. Please take your hand from your forehead and place it alongside the one holding the other coin. Have you done that? Good. Then it's all right for me to turn around." Turn to face him and, as you do, glance at his hands.

One will be considerably lighter in color than the other. The hand he held up against his forehead will be much lighter due to the fact that the blood has rushed out of it.

Do not stare at his hands. A cursory glance is all that is needed. Instead, look directly into his eyes and dramatically name the coin he's been concentrating on. If his right hand is lighter, it's the dime. If his left and is lighter, it's the penny.