



MAGIC THAT MEANS BUSINESS



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SURPRISE YOUR CLIENTS

We've all heard the mantra that keeping a current customer is less expensive than acquiring a new one. Did you know acquiring a new customer costs more than five times as much? To be successful in today's markets you need to squeeze every last dollar out of your current client base. It all comes down to customer loyalty.

Among the many ideas on how to retain customers, increase their loyalty to your business and ensure repeat business, here are a few suggestions.

Follow up: After you perform a service or sell a product, call or email that customer to get their feedback.

Personalization: There is nothing quite like working with a business that recognizes

you and knows what you want before you tell them.

Surprise and Delight: Do something that is unexpected and free of charge for your customers. People are so happy to receive something for free that they swear to order from you again...and they will.



Everyone likes getting something for free whether it's a ballpoint pen or a new iPad. But some companies frown on "gifts" presented from vendors.

But you can give them pleasant memories. And their companies can't take that away .

Customer events are the perfect way to surprise and delight your customers. Your event may include lectures, presentations and speeches smattered with golf, tennis and cocktails, but you should add that final touch...magic!

I can cap off your affair with a pleasant experience of fun sleight-of-hand and/or comedy stage magic custom fit for your group and your message. Contact me today to see how I can help surprise and delight your customers.

TOP 10+ BBQ TIPS AND TRICKS YOU NEED TO KNOW

At long last, barbecue season has triumphantly arrived. Millions of meat lovers across North America are now venturing outdoors to grill pork, beef, chicken, and other delicious types of animal flesh. Mmmmm! The following is a list of handy tips to ensure in your grilling and BBQ successes.

1. Wash everything after

handling raw meat, and don't reuse the plate that you used for uncooked meat.

2. Have a spray bottle full of water nearby your grill in cause of flare-ups.

3. Using charcoal briquettes for your grill's heat? Then light the coals about 30 minutes before to cooking. If you're using lighter fluid,

make sure the fire is completely out before slapping the meat on the grill, or else you'll have the nasty fuel taste in your meat (believe me, I know this from experience). At this time, the charcoal should be mostly an ash-gray color with a little bit of glowing red underneath.

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COOKING CHICKEN? FOR A CRISPY, SAVORY SKIN, RUB THE OUTSIDE WITH BUTTER OR OIL AND THEN SEASON IT.



"WENT TO THE MELTING POT LAST NIGHT. HAD A GREAT TIME. THE FOOD WAS GREAT AND SCOTT WELLS WAS WONDERFUL!"

"WE AGREE THAT SCOTT IS AWESOME. HOW DOES HE DO IT?."

**THE MELTING POT—
HOUSTON
FACEBOOK PAGE**

The Melting Pot.
a fondue restaurant

BBQ GRILLING ADVICE (CONTINUED)

4. Using a smoker? Light the charcoal with a chimney starter. It's relatively quick to get some hot coals going and you won't have to fret about getting nasty lighter fluid fumes in your smoker.

5. If you're a charcoal fan, first line the inside bottom of your cooker with a couple of sheets of aluminum foil before you put your briquettes in. This will give you a quicker and easier clean-up of the gray coals and ash once you're done barbecuing. The only downside to this is that the opening holes in the bottom of your cooker will get covered up. So when you first light your fire, make sure it gets plenty of oxygen to stay lit longer, thereby giving you hotter and longer-lasting coals.

6. If using a smoker, minimize the amount of times you

open it. I know you're anxious to see how the meat is doing, but opening it frequently will keep the smoker below the necessary heat levels. The old adage says, "if you're looking, it ain't cooking".

7. Cooking chicken? If you intend to eat the skin, rub the outside with a little butter or oil and then lightly season it. It'll give the chicken a nice, crispy, savory skin. Not eating the skin? Don't season the outside, as it can't penetrate the skin.

8. Although thick bands of fat may be undesirable, try to pick a steak with thin specks and strands of fat in between the muscle tissue. At cooking time, these small bits of fat will melt (in a process called marbling) and make the meat juicier.

9. Leaner steak cuts possess

more flavor but will be a little tougher if cooked past medium.

10. Don't leave the meat out in room temperature for longer than one hour. This will make bacteria grow at an exponential rate, plus it will make the meat less fresh. If you need to thaw out meat, do so overnight or all day in the refrigerator.

11. Don't piece your meat with a fork or prongs. The juices will escape, making the meat drier and less flavorful. Use a spatula or tongs to move and flip your food.

To ensure the best barbecuing experience, then get more tips by visiting: www.ScottRobertsWeb.com and search for **23 BBQ Tips and Tricks You Need to Know.**

Excerpted from
www.ScottRobertsWeb.com

REMARKABLE RUBS

Most people think of sauce or marinade when preparing Bar-B-Que. But let me put another thought in your mind...rubs.

A rub consists of a mixture of dry herbs and/or spices, salt and/or sugar, and is rubbed into raw food just before (if short of time) or a few hours before cooking and up to 24 hours for more intense flavor. As the food cooks and releases its juices, the flavor is absorbed into the food, leaving a coating on the outside.

Among various rub recipes, here is one of my favorites:

Cajun Blackened Spice Rub

- * 1 tbsp cracked black peppercorns
- * 2 tsp paprika
- * 2 tsp garlic powder or crushed garlic
- * 2 tsp salt
- * 1 tsp dried thyme
- * 1 tsp dried oregano
- * 1 tsp mustard powder
- * 1/2 tsp cayenne pepper

Mix all the ingredients together in a small bowl until thoroughly combined. Rub the mixture thoroughly into meat, poultry, fish or seafood. Rub in as much or as little depending upon how



spicy you want it. Put in a shallow dish, cover tightly, and chill in the refrigerator until required.

From "Marinades & Rubs" published
by Paragon Books, U.K.

RESTAURANT MAGIC

Restaurants are perfect venues for presenting magic. I have been performing in restaurants for nearly 30 years. My mission is to elevate the dining experience, evolve the art of magic and enhance the bottom-line for everyone involved.

My goal is to transform the dining experience into a memorable event plus raise the public's expectations of what professional magic looks like up close.

I also see restaurants as an opportunity for you to see me perform. I am often asked if there is

any place where a potential client can see me work before they engage me for their private event. Public places like restaurants provide the perfect showcase to see how I engage everyone, young and old alike, as I stroll among the guests and delight one and all.

Restaurants appreciate having me entertain their guests because I provide added value with live entertainment personalized for each customer. Guests often plan their night out where they can enjoy good food and great fun all

in one place. And magic between courses helps the servers when things get backed up in the kitchen. Additionally, on busy nights when there is a wait to be seated, I keep people entertained and make their wait time "disappear".

To see where I will be performing, check the Magi-Calendar on the back page of this newsletter. Since this is a bi-monthly publication, you can see updates at:

www.seelivemagic.com/magicians/scott-wells/



"SCOTT WELLS ENTERTAINED OUR WHOLE TABLE THAT PROVIDED US WITH GREAT CONVERSATIONS BETWEEN THE KIDS AND THE ADULTS THE REST OF THE EVENING."
COMMENT RECEIVED FROM RESTAURANT GUEST

ONLINE MONEY MANAGER AND BUDGET FACILITATOR

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MAGIC GIGGLES

BBQ RULES

It is important to refresh your memory on the etiquette of this sublime outdoor cooking activity. When a man volunteers to do the BBQ the following chain of events are put into motion:

Routine...

1. The woman buys the food.
2. The woman makes the salad, prepares the vegetables, and makes dessert .
3. The woman prepares the meat for cooking, places it on a tray along with the necessary cooking utensils and sauces, and takes it to the man who is lounging beside the grill - beer in hand.
4. The woman remains outside the compulsory "five foot exclusion zone" where the exuberance of testosterone and other manly bonding activities can take place without the interference of the woman.

Here comes the important part:

5. THE MAN PLACES THE MEAT ON THE GRILL.
6. The woman goes inside to organize the plates and cutlery.
7. The woman comes out to tell the man that the meat is looking great. He thanks her and asks if she will bring another beer while he flips the meat .

Important again:

8. THE MAN TAKES THE MEAT OFF THE GRILL AND HANDS IT TO THE WOMAN.
9. The woman prepares the plates, salad, bread, utensils, napkins, sauces, and brings them to the table.
10. After eating, the woman clears the table and does the dishes.

And most important of all:

11. Everyone PRAISES the MAN and THANKS HIM for his cooking.
12. The man asks the woman how she enjoyed "her night off", and, upon seeing her annoyed reaction, concludes that there's just no pleasing some women.



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**INTERESTED IN LEARNING SOME
MAGIC FOR YOUR BUSINESS
LUNCH AND DINNER MEETINGS?
VISIT WWW.SCOTTWELLS.NET**

MAGI-CALENDAR

July 21, 28 and August 18: Tokyohanas Grill & Sushi Bar, 3239 Southwest Freeway, Houston, TX

July 1-3: International Brotherhood of Magicians convention: Dallas, TX.—lecturing to 800 magicians

August 4: Radio Lollipop—Texas Children’s Hospital, Houston, TX—performing radio magic as a special guest

August 11-13: Midwest Magic Jubilee, St. Louis, MO—Emcee, stage performer and lecturer

August 14-18: MAGIC Live! convention in Las Vegas, NV

August 25-29: Restaurant Magic Business seminar, Orlando, FL—lecture and perform

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

Do you have an upcoming function?

Contact S&K Wells Enterprises TODAY to

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

THERE IS SOMETHING FLOATING IN MY DRINK

This trio of tricks is for the skeptic who seems to know everything. First up, the Floating Sugar Cube. The next time you are served coffee while out with a client, offer to show a little magic.

First, wait until you have consumed about half a cup of coffee. Then, out of the view

of your dining companions, place two stacked sugar cubes into the bottom of your cup, making sure the coffee covers one sugar cube completely. (Fig. 1)

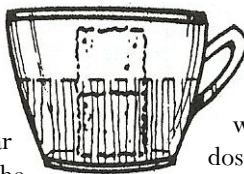


Fig. 1

Next, by watching closely, you will be able to tell when the bottom support is ready to give out (dissolve). At this point command the sugar cube to “disappear”, and at your wish, it slowly fades away.

As a variation of “floating objects” in your drink, you might try this little bar trick.

Ask for a shot glass and an olive from the bar and fill it near the top with water. Add a healthy dose (or better stated, an unhealthy dose) of salt in the water.

Place the olive in the shot glass (Fig. 2) and witness the “miracle”. Due to the salinity



Fig. 2

of the solution, the olive will float much like a human body does in the ocean.

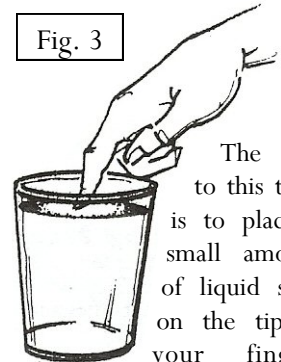
The final trick involves a shot glass of water and a little household pepper. You are about to prove that you have an “electric personality”.

Sprinkle some pepper on the surface of a shot glass full of water until it floats.

Have a participant place their finger into the water showing that a “normal” person has no such energy. Place your fin-

ger into the water and the pepper instantly “flees” to the sides of the glass (Fig. 3).

Fig. 3



The key to this trick is to place a small amount of liquid soap on the tip of your finger. The reaction of the soap and water combination causes the pepper to scatter.

Excerpts from
California Bar Tricks
By James Patrick Rosenbaum