



# MAGIC THAT MEANS BUSINESS



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## THE KING'S SPEECH

Some studies have shown that fear of public speaking ranks up there with the fear of death. That doesn't surprise me. There are so many self-help books and seminars and groups (like Toastmasters) that help people work through their fears. But with all of the resources available, most people still have "butterflies in their stomachs" when they address a large crowd.

This year's Best Picture, "The King's Speech", addressed the condition where the leader of a nation knew he couldn't lead his people if he didn't speak with boldness.

Some key executives who are titans in the corporate world have fears when ad-

ressing their employees behind a podium.

It is not unnatural to have some qualms before speaking. Even the late night talk show great, Johnny Carson used to be nervous every night as he stood behind the curtain awaiting his cue after Ed McMahon said, "Heeeeere's Johnny!"

In fact, it is probably a good thing to have some nervous-



ness. It shows concern. As long as one is prepared and confident, the "butterflies" will fly away after your opening statement.

Some key principles to remember when you are facing a group are: 1) Speaking in public is NOT inherently stressful, 2) You don't have to be brilliant or perfect to succeed, 3) All you need is two or three main points, 4) You need a purpose that is right for the task, and 5) The best way to succeed is not to consider yourself a public speaker.

But when you need a seasoned professional speaker and/or emcee to help you make a presentation to your employees or clients at a meeting or trade show, then call Scott Wells. He'll help you deliver your message!

## SEVEN DEADLY SINS OF HOME REMODELING

According to the experts there are "Seven Deadly Sins" of home remodeling that a homeowner should consider before making a major renovation or new addition to an existing home.

Market studies, as well as lender and Realtor surveys, reveal these particular areas where renovation investments are generally not recouped. Homeowners should heed the following list of home improvement no-no's before committing

to projects which may work against them.

### 1. OVER-EXPANDING

Keeping up with the Joneses is fine, but don't keep outdoing the homes on the block with additions not typical for

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**DON'T FORGET  
PROPER  
MAINTENANCE  
AND ANNUAL  
UPKEEP. THESE  
MAY BE THE MOST  
IMPORTANT  
IMPROVEMENTS  
OF ALL.**

## COMMON MISTAKES IN RENOVATING YOUR HOME (CONTINUED FROM PAGE ONE)

your neighborhood unless you plan on staying put for a long while. A home that becomes conspicuously larger and more expensive than those around it risks becoming difficult to sell.

### 2. MAKING YOUR HOME INTO SOMETHING ITS NOT

Don't change the general architecture or style of the home. Make sure the renovations match changes that are obviously inconsistent with the style of the home limit the number of people who may be interested in buying it.

### 3. CHANGING A ROOM'S FUNCTIONALITY

Completely altering the purpose of a room is risky. Kitchens should remain kitchens and bathrooms as bathrooms—they were built that way for a reason. If you start changing the basic items that you expect out of a home,

you are really customizing it for yourself.

### 4. DOING IT YOURSELF WHEN YOU SHOULDN'T

Be extremely confident that you are capable of taking on a project before attempting to do it yourself. Furthermore, if and when you hire a remodeling professional, get referrals from family or friends before going to the phone book or classified section of the news-paper.

### 5. UNDER-BUDGETING

Don't underestimate how much projects will cost. Homeowners routinely make that mistake and end up 20 to 30 percent off in their budgets. They not only underestimate the monetary costs, but often miscalculate the time it will take.

### 6. MAKING UNNECESSARY RENOVATIONS

When remodeling for resale, don't waste time with renovations that won't pay off. If you must have a new pool, it helps to install a new patio, porch and alternative entry-way, but you may still have to lower your expectations on who will be interested in buying.

Proceed first with projects that are going to have the highest rate of return, experts advise.

### 7. NEGLECTING REGULAR MAINTENANCE

Finally don't forget proper maintenance (i.e. paint, gutters, etc.) and annual upkeep. These may be the most important improvements of all.

The little bit of money people spend to do annual maintenance can save homeowners a lot of money in the end.

*From*

*North Montrose Civic Association  
January 2011 Newsletter*



**THE OXFORD  
PRINCETON  
PROGRAMME**

## BERLIN DIP

Here is an interesting recipe from a friend in my spin class at the gym. You never know where you will discover great ideas.

Poached pear recipe with red wine and spices ingredients:

- \* 3/4 cup water
- \* 1/4 cup dry red wine
- \* 1 stick (3 inches) cinnamon
- \* 1/8 tsp ground nutmeg
- pinch salt
- \* 2 tsp granulated sugar
- \* 2 thin slices lemon
- \* 4 ripe pears, halved lengthwise, peeled, cored

In a saucepan, combine water, wine, cinnamon, nutmeg, salt, sugar, and lemon. Heat over medium low heat until mixture begins to boil. Add pears and cook, covered, over low heat for 15 to 30 minutes, or until pears are tender. Cool and refrigerate for at least two hours to chill thoroughly.

Cheese layer ingredients:

- \* Brie
- \* Roquefort
- \* Cream cheese
- \* Poached pear

Line a small spring form pan with plastic wrap. Shave off the rind of the brie while it is firm then let it soften so you could shape it a little. Mix up the Roquefort, cream cheese and pear so there is good texture and until it is thick.

Make two layers of each starting with the brie and ending with the mixture. Place in the refrigerator to firm it back up. Bring it out of the icebox two hours before your guests arrive.

*From the kitchen of  
Marjorie Cain*

**"AMAZING MAGIC  
TRICKS! YOU WERE  
THE MOST  
ENTERTAINING PERSON  
WE MET AT THE LDC  
FORUM. THANKS FOR  
MAKING THE FORUM  
MEMORABLE."**

**JENNIFER OCHIPINTI,  
THE OXFORD  
PRINCETON  
PROGRAMME**

## WHERE MAGICIANS MEET

**M**agic conventions are gatherings of professional magicians, magical hobbyists, dealers, collectors of magical apparatus, books and ephemera, and other students of the art of magic. They provide a place for lectures of subjects related to the craft, as well as a series of sample performances of noted or innovative techniques.

Many conventions hold competitions to judge who excels at a particular style, and present awards in various categories such as sleight of hand, card tricks, mentalism, and stage illusions. The largest magic convention is The Blackpool (U.K) Magician's

Convention (attended by Scott Wells in 2010) which is attended by over 3,500 magicians.

Some conventions are internationally known, and others are specific to a particular city or region, but still bring in attendees from around their particular region. Some small conferences have great prestige within the industry, but are not open to the public.

Magic conventions are more common than you might imagine with something taking place somewhere nearly every weekend somewhere in the world. Most local or regional conventions host 100-400 magicians.

Scott Wells will be attending many conferences this year but he will also be performing at a few. He will perform at the Winter Carnival of Magic in Pigeon Forge, TN on March 3-5 and in Daytona Beach, FL at the Daytona Festival of Magic on November 4-6. Scott will perform, lecture, be a magic dealer, a Master of Ceremonies plus host a TV Talk Show. Scott will also give a marketing lecture at the International Brotherhood of Magicians (I.B.M.) convention in Dallas, TX .

The public is often invited to enjoy the evening shows and galas.

**DAYTONA FESTIVAL OF MAGIC**

Winter Carnival of Magic



THE PUBLIC IS OFTEN INVITED TO ENJOY THE EVENING SHOWS AND GALAS.

## SUCH A DEAL...EVERY DAY!

**A**m I the last person in the world to know about Groupon? If I'm not, and you still don't know about it, then read on...if you like good deals delivered to your inbox every day.

**Groupon** is a deal-of-the-day website that is localized to major geographic markets in the United States, Canada, Brazil, France and the United Kingdom. Launched in November 2008, the first market for Groupon was Chicago, followed soon thereaf-

ter by Boston, New York City, and Toronto. As of October 2010, Groupon serves more than 150 markets in North America and 100 markets in Europe, Asia and South America and has amassed 35 million registered users.

The idea for Groupon was created by now-CEO and Pittsburgh native Andrew Mason. The idea subsequently gained the attention of his former employer, Eric Lefkofsky, who provided \$1 million in "seed

money" to develop the idea.

Groupon is growing fast with a projected revenue of \$500 million for 2010. At just under 2-years old in April 2010, the company was valued at \$1.35 billion. According to a report in *Forbes Magazine* and reported by the *Wall Street Journal*, Groupon is projected to "make \$1 billion in sales faster than any other business, ever".

**GROUPON**  
Collective Buying Power

**GROUPON**  
ENJOY A MINIMUM OF 50% OFF ITEMS YOU WANT AND WILL USE.

## MAGIC GIGGLES

### Short Observations

What's another word for thesaurus?

What do you do when you see an endangered animal that eats only endangered plants?

If a parsley farmer is sued, can they garnish his wages?

Is it true that cannibals don't eat clowns because they taste funny?

If you're cross-eyed and have dyslexia, can you read all right?

Why do steam irons have a permanent press setting?

If a stealth bomber crashes in a forest, will it make a sound?

Would a fly without wings be called a walk?

Why do people who know the least know it the loudest?

Why are cigarettes sold in gas stations when smoking is prohibited there?

Why are there interstate highways in Hawaii?

Why are there flotation devices under plane seats instead of parachutes?

Why do they put Braille dots on the keypad of the drive-up ATM?

Why do we drive on parkways and park on driveways?

You know that little indestructible black box that is used on planes, why can't they make the whole plane out of the same substance?

Why is it that when you transport something by car, it's called a shipment, but when you transport something by ship, it's called cargo?

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

## MAGI-CALENDAR

**March 3-5: Winter Carnival of Magic**—Pigeon Forge, TX

**March 19: Texas Ghost Show**—Beaumont, TX. Visit [www.TexasGhostShow.EventBrite.com](http://www.TexasGhostShow.EventBrite.com) for more details.

**March 24 & 31, April 21: Tokyohana Grill & Sushi Bar**, 3239 Southwest Freeway, Houston, TX

**April 16: Auctioneer for Austin, TX Magician's Annual Auction**, 901 Trinity Street, Austin, TX. Visit [www.AustinMagicAuction.com](http://www.AustinMagicAuction.com) for more details

**April 27-30: Fechter's Finger Flicking Frolic**—Buffalo, NY

**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  
schedule your event!

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

## BODY LANGUAGE?

Here is a great “impromptu” stunt to perform with one of your fellow workers for a client.

**Effect:** A male volunteer places his wallet, watch and a coin on the table. Turning your back, you invite him to place each of those objects into his front left and right and one of his back trouser pockets.

Turn around and explain that through subtle use of body language, you can determine which object was placed in which pocket. After looking him up and down for a while, you correctly name the location of each object.

**Method:** For this effect, you need a confederate who signals to you where each object has been placed. Your confederate

folds his arms, signaling 1, 2 or 3 by how many fingers he shows on the uppermost hand. Your volunteer is positioned behind you and you turn your back to face your confederate.

You need a volunteer with a watch, a wallet and some loose change – at least one coin.

Here's how it works. Ask the volunteer to pick up any object and place it in his left trouser pocket. Each object is assigned a predetermined number.

1 – “Wone” equals “W”allet  
2 – “Two” equals “T”ime



Fig. 1

(watch)  
3 – “Three” equals coin  
“Three-penny bit”

Work around the positions in the same order every time you perform this effect: Left front pocket, right front pocket, either back pocket. So for example, you ask the spectator to choose an object to place in his left trouser pocket. The spectator chooses the coin, so your confederate signals “3”.

You then ask the spectator to choose an object to place in his right front pocket. He chooses the watch and your confederate signals “2” (Fig. 1). The third object can go in either rear pocket. A signal is not required for the third object. All you need to do is remember the two digit sequence: 3, 2 in the example above.

Explaining that the effect is achieved through subtle body language is a nice *double entendre*. You are reading body language – but it's a secret language between you and your confederate, not that of the spectator!

You can also explain that people tend to respond to certain psychological principles. As an example you state that most men place the wallet in their right trouser pocket, or most men place the watch in their right trouser pocket, whatever is the case. Or you can say “Most men place the wallet in their left trouser pocket but you're a little unusual; you've placed the coin in the left pocket!”

From the *Easy Mentalism*  
by J.P. Jacquard