



MAGIC THAT MEANS BUSINESS



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A SPECIALIST VS. A GENERALIST

Are you a “jack of all trades” or do you just try to do it all and hope for the best results?

In this age of multi-tasking, busy schedules, and tight budgets, we often try to “do it all” with mixed results. There are tasks we can successfully accomplish because we have experience. But there are “small” projects we think we can do because they seem easy until we get into it then find that we have gotten in over our heads. Somewhere deep into the project we realize that we should have contacted a specialist.

We know what we want and we know how we want it

done. So in most cases we try to do it all. Delegation of authority becomes a problem with some people, too. But we are usually better off leaving some jobs to the specialist.



And even if you can effectively accomplish several tasks, is it an efficient use of your time?

That’s why there are Wedding Planners, Financial Advisors, Real Estate Agents, and Magicians.

As a professional magician, I do more than just provide background entertainment. I

create memorable moments. I often customize my presentations to the group and the occasion that assures your employees, friends, guests, and customers a wonderful experience. They may forget my name, but they will remember the fun time they had and that YOU were responsible for giving them that experience.

CEO’s are good at many things including speaking, but it’s doubtful that they would want to be the Master of Ceremonies for an entire conference. That is one example where I could come in as the specialist by creating customized introductions for each speaker.

You can save valuable time and money by calling a specialist. Call Scott Wells TODAY!

TOP 10 SOCIAL SITES FOR FINDING A JOB

We recognize that things are tough out there. Maybe not for you, but perhaps you know someone who could use a little help in finding a job. Here are ten incredible social sites to help with your job search in today’s economy.

1. LinkedIn is by far the #1 spot for job seekers, those currently employed, marketers who are looking to build lists and salespeople who are seeking out new clients. The problem is that most job seekers

don’t optimize their profile, cultivate their network, join and participate in groups, use applications and exchange endorsements. That is basically everything you should be doing in a nutshell. I also recommend that you use a distinct URL (linkedin.com/in/yourfullname) and an avatar that best represents you and is consistent with the picture on your other social sites.

2. Plaxo is a social network that resembles LinkedIn to a certain degree. The real value

in Plaxo is the address book that keeps track of all of your contact information. After building your Plaxo profile, use it as part of the recruitment process when applying for jobs with **Simply Hired** for success.

3. Twitter breaks down communication barriers and lets you talk directly to hiring managers, without having to submit a resume immediately to a machine.

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TOP TEN SOCIAL SITES FOR FINDING A JOB (CONTINUED FROM PAGE ONE)

"BY SIGNING UP FOR ALL 10 SITES, YOU WILL INCREASE YOUR CHANCES OF GETTING A JOB AND DECREASE YOUR TIME SEARCHING FOR A NEW ONE."

DAN SCHAWBEL,
AUTHOR OF "ME 2.0:
BUILD A POWERFUL
BRAND TO ACHIEVE
CAREER SUCCESS"



"I SAW YOU ON TV RECENTLY FOR THE MISS HOUSTON CONTEST. I DON'T KNOW WHO WON BUT YOU TOOK TOP HONORS FOR TALENT!"

STEVE HAYNES,
COASTAL CORP.

Although Twitter is probably one of the best networking tools on the planet, it needs to be supplemented with a blog or LinkedIn profile.

4. Jobster is a powerful platform for networking with employers who are offering jobs, while you're searching. You can upload your resume, embed your video resume, showcase links to your site, your picture and tag your skills, which is a unique differentiator. You can search for open positions and see who the person is who posted the job. Then you can add them to your network and connect with them to find out more about the position.

5. Facebook can be used to get jobs. There are two main ways of acquiring a job through Facebook. The first is to go to your Facebook marketplace, which

lists job openings or other opportunities in your network.

When you find a job opening that you're interested in, you'll be able to message the hiring manager directly. The second way to get a job using Facebook is to join groups and fan pages to find people with common interests and to network with them.

6. Craigslist is an extremely valuable job search tool if you're not looking to work for a big brand name company. Most of the positions on Craigslist are for consultants (design/programming help) and at small to mid-size companies that are hiring.

7. MyWorkster focuses on exclusive networks for colleges, allowing students and alumni to connect for exclusive career opportunities.

8. VisualCV understands the

importance of personal branding in a job search. Instead of a traditional resume, you get your own branded webpage, where you can add video, audio, images, graphs, charts, work samples, presentations and references.

9. JobFox, like online dating, tries to pair you up with a job that best fits you. The system learns about your skills, experiences, and goals and then presents you with jobs.

10. Ecademy, like LinkedIn, is a prime source for professional networking. You have your own online profile, where you can tell people what you do. Although there isn't a job search area on the site, 80% of jobs are from networking and this place is dedicated to it.

Excerpted from *mashable.com*
by Dan Schawbel

CHICKEN PICCATA

What only takes 15 minutes to prepare and 15 minutes to cook, serves two and tastes great?

Chicken Picatta

Ingredients

- * 2 split (1 whole) boneless, skinless chicken breasts
- * Kosher salt & fresh ground pepper
- * 1/2 cup all-purpose flour
- * 1 extra large egg
- * 1/2 tablespoon water
- * 3/4 cup seasoned dry bread crumbs
- * good olive oil
- * 3 tablespoons unsalted butter, room temp, divided
- * 1/3 cup freshly squeezed lemon juice (2 lemons), lemon halves reserved
- * 1/2 cup dry white wine
- * slice lemon, for serving

* chopped fresh parsley leaves, for serving

Preheat the oven to 400°. Line a sheet pan with parchment paper.

Place each chicken breast between two sheets of parchment paper or plastic swap and pound out to 1/4 inch thick. Sprinkle both sides with salt and pepper.

Mix the flour, 1/2 tsp. salt, 1/4 tsp. pepper in a shallow plate. In a second plate, beat the egg and 1/2 T. of water together. Place the bread crumbs on a third plate. Dip each chicken breast first in the flour, shake off the excess and then dip in the egg and bread crumb mixtures.

Heat 1 T. of olive oil in large sauté pan over medium heat. Add chicken breasts and cook

for two minutes on each side, until browned. Place them on the sheet pan and bake for 5-10 minutes while you make the sauce.

For the sauce, wipe out the sauté pan with a dry paper towel. Over medium heat, melt 1 T. of butter and add the lemon juice, wine, the reserved lemon halves, 1/2 tsp. salt and 1/4 tsp. pepper. Boil over high heat until reduced in half, about two minutes. Off the heat, add the remaining 2 T. of butter and swirl to combine. Discard the lemon halves and serve one chicken breast on each plate. Spoon on the sauce and serve with a slice of lemon and a sprinkling of fresh parsley.

from *FoodNetwork.com*
by Ina Garten, the Barefoot Contessa

IN THE NEWS — SEPTEMBER 7, 2009

Psychics are phonies, opines Houston magician Scott Wells, because they are deceptive about their deception.

Psychics claim supernatural powers when they "read" people and make predictions about the next card or the next life. What they are really using, Wells insists, is "mentalism," a form of learned "magic" that predicts outcomes and plants responses by borrowing from stereotypes, statistics, senses, the power of suggestion and even psychology.

But psychics take personal credit for their "gift," Wells says as he rolls his eyes with a Vaudeville flair. At least magicians are honest about their deception, Wells laughs.

The retired oil and gas trader-turned-magician bolstered his trade at the recent Texas Association of Magicians convention. Some 600 magicians, most from Texas but some from as far away as Japan, attended the Houston event, which featured lectures, shows and competitions.

Wells earns top dollar performing at exclusive events. He once levitated George W. Bush and deceived Ken Lay by pretending to burn his \$100 bill.

He proved his "mentalism" at the convention by pulling off his watch and asking a man and a woman to silently pick an hour and a minute, respectively. While he was sizing up his two

subjects, Wells then changed the time on his watch; only he could see it.

The man picked the hour of nine; the woman 44.

"Would you like to change your answer?" he nudged.

"Nope," they said.

"You sure?"

"Yes."

Wells flipped around his watch, which read: 9:44.

Jaws dropped.

And that's why Wells has been a magician for 30 years.

From the Houston Chronicle
By Paige Hewitt



"I HAVE NEVER SEEN OR HEARD ANYTHING THAT WOULD CAUSE ME TO BELIEVE IT IS POSSIBLE TO COMMUNICATE WITH THOSE WHO HAVE GONE BEFORE."

HARRY HOUDINI

THERE'S A NEW SEARCH ENGINE IN TOWN

Microsoft's new search engine, Bing.com, is gaining momentum in the Web industry. Although Bing is still in its infancy, this June 2009 arrival has some very cool new features.

In its second week since launch, Bing continued its steady growth, up about 3 percentage points in both average daily penetration among US searchers and their total share of search results, compared to the week

prior to launch. As of June 17th, Bing had 16.7% searcher penetration and a 12.1% share of search results pages among all US workday searches. Those numbers are also both up compared to its first week.

Bing's search capability is sensitive to the type of information being searched for and brings up information on the search results that is more relevant.

But "similar" or "good enough"

probably isn't enough for Bing to convince too many people to switch from using Google. Switching search engines is a relatively painless process, but searching has also become an ingrained habit for web users, and the vast majority of us have been conditioned to turn to Google first. There's just no incentive to switch to a search engine if the results are more or less of the same quality as the one you use now.



BING.COM MAY SOON BE GOOGLE'S BIGGEST COMPETITOR

MAGIC GIGGLES

Question: What did the general do when he learned via Twitter that the battle was going badly?

Answer: He retweeted!

Recent Facebook Status: I have more high schools friends on Facebook than I ever had in high school!



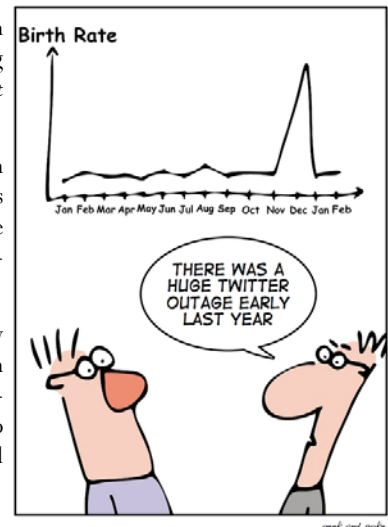
You know you're addicted to Facebook when: You relationship status is only official if its been updated on Facebook!

Computer Culture: A man and wife were both in an Internet Business, but it was the husband who truly lived, ate and breathed computers. His wife finally real-

ized how bad it gotten when one day she was scratching his back, and he said "No, not there. Scroll down a little."

What is blogshare? An imaginary share of a blog's worth, which is ironic, since most blogs have an imaginary share of readers.

A hacker attack briefly shut down Twitter on Thursday. Millions of twitterers were forced to talk to each other the old fashioned way. Through Facebook!



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DO YOU HAVE AN
UPCOMING EVENT?

CONTACT S&K WELLS
ENTERPRISES TODAY!

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

MAGI-CALENDAR

October 4, 11, 18, 25, 2009: **Houston Séance** every Sunday night at 8:00 at La Carafe, 813 Congress Street, Houston, TX. Visit www.HoustonSeance.com for more information and tickets

October 8, 2009: **Tokyohanas Grill & Sushi Bar**, 3239 Southwest Freeway, Houston, TX from 7:00—9:00 p.m. Call 713-838-9560 for reservations or visit www.Tokyohana.com

October 24, 2009: **Houston Museum of Natural Science**, One Hermann Circle Drive, Houston, TX.

October 31, 2009: **Circle S Vineyards—Hallo-Wino Costume Party**, 9920 Highway 90A, #B-268, Sugar Land, TX. Visit them at: www.CircleSVineyards.com for more information and tickets

November 6-7, 2009: **Sugar Plum Market**, Stafford Centre Performing Arts Theatre & Convention Center, 10505 Cash Rd., Stafford, TX.

November 5, 19, 2009: **Tokyohanas Grill & Sushi Bar**, 3239 Southwest Freeway, Houston, TX from 7:00—9:00 p.m. Call 713-838-9560 for reservations or visit www.Tokyohana.com

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

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

THE LOVE KNOT

Although all of the tricks published in this newsletter can be performed by both men and women, perhaps the following might be better suited for the distaff side. Any stunt can be enhanced if you have a little story to go with it. And it's also important that it is performed at the right moment. Here's a good example.

This is one of those rare instances where a moment's preparation is necessary. Tie a small knot in the corner of a handkerchief. Place it in your pocket or purse so that the knot can be readily grasped and concealed when you remove the handkerchief.

Take out the handkerchief with the right hand and hold it so that the knot is hidden by the fingers and the rest of the handkerchief hangs down.

"I want to find out if my boyfriend (husband) really loves me. Obviously the best bet is to use this handkerchief he gave me."

With the left hand, pick up the bottom corner of the handkerchief and place it so that it is loosely held in the right hand next to the knotted end.

Snap your right arm downward in the motion you would use in trying to snap a whip. As you do so, release the corner you just placed in

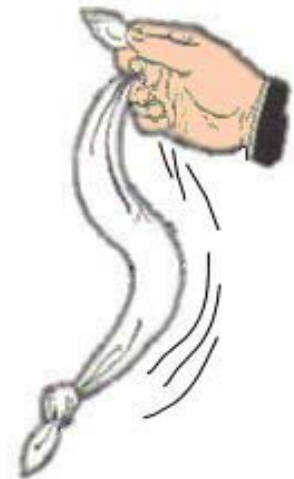
your hand. At the same time, say, "He loves me."

Place the bottom corner in your hand again. Repeat the snapping action, saying, "He loves me not."

Do it again, saying, "He loves me."

Snap the handkerchief once more. This time, release the knotted corner and hang on to the other corner. As you snap, you say, "He loves me not."

Raise your hand so all can see the knot. "Hey, look, I made a knot. A love knot." Pause. "But is it a 'loves me' knot, or a 'loves me not' knot?" Shrug. "I guess I'll never know."



Snap the hanky one last time letting the knotted end fall from your hand

From Easy Hand Tricks
by Bob Longe