



MARK LEVERIDGE

Professional Magician

*Member of the Inner Magic Circle with Gold Star
A full time professional since 1981*

13A Lyndhurst Road, Exeter, Devon EX2 4PA

Tel: 07773 303558

E-mail: magic@markleveridge.co.uk

Web: www.markleveridge.co.uk

How To Make Your Business Truly ‘Magic’

Why use magic in your business?

We all want to be memorable, but not all businesses naturally lend themselves to this. By associating magic with your products or services you give potential customers something unusual for them to remember you by.

When can magic be used?

1. *In an advertising campaign*
2. *At a product launch*
3. *At a clients’ open evening*
4. *At a business social event for key customers or suppliers*
5. *At an office opening / refurbishment / relocation party*
6. *At a trade show*
7. *At a training session or conference*

How can magic be used at the above events?

1. *In an advertising campaign*—slogans (“we will make your business problems disappear like magic” “Only a magician could deliver faster than we do” etc), or through graphics (traditional images of doves, cards, rabbits etc to add colour and interest) which are quickly and universally recognised.

2-5. *At a product launch / clients’ evening / business social / office opening*—strolling magic, in which the magician mixes and mingles wherever people are standing or sitting, is ideal since it can provide entertainment in almost any environment that you choose. You want your guests to be relaxed and amenable to any sales pitch you wish to give them, and magic will help to achieve that. Strolling magic is versatile and useful to you because it

- Creates fun and laughter
- Relaxes people and helps to break the ice
- Causes a talking point
- Is very personal to those who watch as it is performed right next to them
- Helps to make your business event memorable
- Makes people amenable to a sales pitch
- Associates fun and a ‘light touch’ with your business
- Can be used to introduce special offers or deals
- Can be performed anywhere, even in cramped or unusual surroundings
- Works equally well with small or larger events
- Requires no special performing conditions (lighting, sound, space etc)
- Appeals to just about everyone—it’s not in any way ‘ageist’!

6. *At a trade show*—it gets round the difficulty of stopping people so that you can speak to them. Your strolling magician can

- Create a non-threatening approach which means delegates are more likely to pause
- Cause interest and laughter after which delegates can be passed smoothly to sales staff
- Make your trade stand interesting and different—for businesses supplying services this means that something will be actually ‘happening’ on the stand rather than people just standing with leaflets
- Devise magic with a give-away featuring your business name/logo/product name
- Work away from your stand (in the aisles, in the café area etc) thus bringing your message even to those who may not have walked directly past your booth

7. *At a conference / training session*—with the best will in the world these events can get a bit stale and delegates may start to switch off. The introduction of some magic (perhaps during a recess or lunch break, or even at the start or conclusion of a session as an unexpected surprise) can help to liven things up and re-focus peoples’ attention

What is the best way to get the most out of using magic?

An integrated approach to using magic brings the best benefits. Advertising can use slogans and graphics to create the ‘magic’ theme for the business or product. Then at a trade show the same graphics are used but now you have the magician in person to make the imagery come to life. A little imagination can go a long way! And hopefully this in turn will make you and your business and products/services memorable to others.