

How To Create Kids' Magic and Triple Your Income!

By **John Breeds**

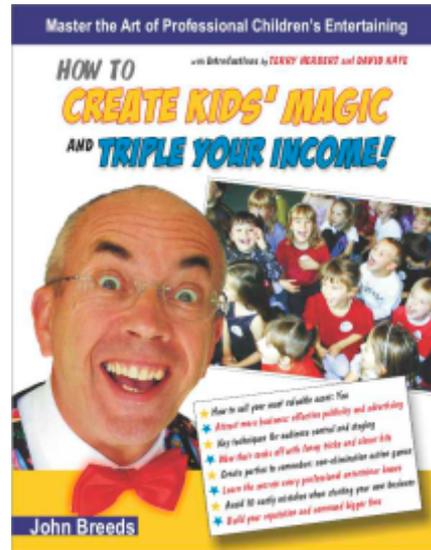
Reviewed by Tracy Atteberry
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At the time of this writing, this book seems to be something of a sleeper. One reason, perhaps, is the title. While such hyperbole may be part of the author's style, it may also prevent some people from giving it their full consideration. Don't be fooled. This is a great book.

The author's background as a technical writer helps make his writing clear and easy to understand. His background as a telecommunications engineer also contributes some great, in depth, advice on sound systems. John Breeds is also the inventor of the much ripped-off "Visible Magic Painting" effect. If you're a fan of this effect, you'll be happy to find a section in the book devoted to it.

The book begins with very nice endorsements from Terry Herbert (Kent, UK) and David Kaye (New York, USA) and continues to live up to those expectations in the chapters that follow:

- * **Chapter One** - Selling You!
- * **Chapter Two** - Publicity and Advertising Techniques
- * **Chapter Three** - Audience Control and Staging
- * **Chapter Four** - Funny Tricks with Clever Bits!
- * **Chapter Five** - Non-Elimination Action Games
- * **Chapter Six** - After-words
- * **Chapter Seven** - Index
- * **Summary** and extensive index



It's not all upside, however. Given the title and cover, you might think this book is all about the hard sell and a big focus on money. The book does have some great information on making more money, "but making lots of money is not the primary objective of the advice given here." The author actually provides very balanced advice on the topics of success, wealth, and money.

Having said that, I suspect that this is one of the best, if not the best, book on children's magic that I've seen for the performer wishing to enter the field. Clearly, an enormous amount of experience and effort went into the writing of this book. I especially appreciated the balance struck between "business" and "performance" information, devoting roughly half of the book to each. After reading this book I was ALMOST tempted to venture into children's magic once again.

If you're a current or aspiring children's performer there are two books you should own. "Seriously Silly" by David 'Silly Billy' Kaye and this one. With these two books in hand you will be set to become a successful children's entertainer.