

The Truth Finally Revealed!

The Secrets Top Professional Magicians Don't Want You To Know About!

Dear Fellow Magician:

My name is Eric Anderson and, there is a good chance you have absolutely no clue who I am, or anything about me. And honestly you shouldn't.

- I have never been on the cover of Genii or Magic Magazines.
- I have never worked the Magic Castle.
- I have never worked Monday Night Magic.
- I do not have a DVD series sold in the shops or magazines.
- I have only worked one very small magic convention.
- I have never entered a magic competition.
- I rarely lecture to magicians.

And I doubt any of that will ever change.

Here are a few things you should know.

I'm 36 years old, I have been interested in magic since I was five and I have made my living performing in the real world for the past 14 years. I have performed in almost every situation / venue you can think of.

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| ✓ Street performing. | ✓ Tradeshows. |
| ✓ Night Clubs. | ✓ Theater Shows. |
| ✓ Comedy Clubs. | ✓ Radio. |
| ✓ Restaurants. | ✓ Television. |
| ✓ Corporate Strolling Magic. | ✓ And even a prison. |
| ✓ After Dinner Corporate Events. | ✓ And the list goes on. |
| ✓ Country Clubs. | |

Over the years I have been booed off stage, cussed out, spit on, forced to take less money just to pay the bills, and almost arrested for performing the watch steal.

So why would I say all of that and expect you to be interested in my lecture. Because it's the truth! Any professional who claims that it's all good and smooth sailing will also lie to you about lots of other things. With all of that said I would never trade my experience in this business.

Today my situation has changed dramatically. I won't go into detail, I'll just say life is better then fantastic.

I have learned two major lessons in our business first you must know how to market yourself that's #1 and second you must give a Powerful Performance. If they haven't called you back for a repeat show, something is wrong. I had one client of mine in one year call me 22 separate times for events. I was only able to do 17 of those events for that client. Trust me this makes your marketing job a lot easier. My lecture will teach you how to create this same type of dedication with your own clients.

Making a great living performing magic is simple. Finding all the information that shows you how is what takes so long.

I have the information!

My Truth Finally Revealed seminar will save you time and teach you how to make more money with your magic.

Here is what you will learn:

- The lecture opens with a very brief performance.
- **The secret to getting four times the amount of money you make per show, and how to do it on your very next phone call with a client.**
- The first question you must answer for every single client - Answer this question and the vault opens. If you don't it's like pulling teeth trying to get booked. I will give you the answer.
- **How to get \$5000.00 for a particular type of kids show. I'm not joking.**
- How to get your clients to prepay for services 8 out of 10 times.
- **How to get the check cut, delivered and in your bank account in less than 10 days Guaranteed!**
- 41 words that you can leave on your potential client's voice message, email, and cover letter or fax that will book shows almost instantly. This is a powerhouse!
- **One simple technique that when applied will have people following you around an event and begging you to perform.**
- How to put together your promo video so you become the only logical choice. I suspect when you here this information you will change your entire video.
- **Why a little BS will book more shows than no BS at all. This is not the BS you think I'm talking about.**
- I will teach you how to book a show in less than seven days.
- **Etc.**

I realize everyone is at different levels. Some of you perform all of the time, some enjoy this as a great pastime, some of you are fairly new, some are hardcore technicians and some are all of the above.

Because of that I have included a few things for everyone involved.

But, make no mistake about it this is a seminar about Making Money performing magic for a living.

Here's what I want you to do!

Reserve the date on your calendar and when I come to your area make sure you are there. We are going to have some serious fun together but more importantly you are going to learn how to market yourself for top dollar in the market you choose.

Sincerely,

Eric Anderson
Showman on Paper

P.S. I presented the first Truth Finally Revealed Marketing Seminar in Chicago and after the seminar two major things were brought to my attention:

First, I was told they have never had that many full time working Professional Magicians come out to a lecture.

Second, after the lecture Bill Malone said Eric you are giving away entirely too much.

So, I went home and changed the lecture.

I Added More!

The version you will attend is JAM PACKED. You don't want to miss this.

P.P.S. Read the testimonials from some of the magicians I have consulted for and clients I have worked for over the years.

Rave Reviews

"I would use Eric Anderson in my place and have with my top clients without any hesitation."

Joel Bauer, Bauer & Associates, Author: How To Persuade People Who Don't Want To Be Persuaded.

*"Great lecture Wednesday night at Denny's. Your information was excellent and Bill Malone is right. You gave away "too" much! Lucky me!
Thanks a million,"*

Randy Hermoso

"This is just a personal thank you for trekking up to Winnipeg to present your FANTASTIC lecture. As you know I have been doing magic for over 40 years and making a full time living at it for 34 years but your lecture and especially the binder notes still gave me some great ideas to reach even more potential clients! You give insights that many other off the shelf so called marketing courses miss completely. I highly recommend any magic group to get you there as soon as possible."

Brian Glow President Corporate Entertainment Productions Inc.

"I just spent a couple of days with Eric Anderson learning all the secrets of working as an entertainer. He was full of knowledge, and usually when you are working with one these guys who talks about marketing you never know if it's going to be all hype or the real deal. Eric is definitely the real deal! He tells it like it is. He is sharing everything he knows."

Ryan Pilling

"I'm Donovan Deschner the President of Magic West Limited. Through Magic West we organize numerous lectures and performances with magicians from all over the world. It's rare to find an excellent performer who can deliver an excellent lecture, and it's even rarer to find an excellent marketer that can tell you the real secrets to marketing. Eric Anderson is an unbelievable performer, marketer and lecturer that's the triple threat of magic. Whether you a beginner, amateur or professional you will learn something from Eric Anderson book him now and attend his lecture you will not be disappointed."

Donovan Deschner President Magic West Limited

"Your performance during the Close-Up show and your wonderful lecture kept the audience laughing and perplexed. You were definitely a highlight of the convention for many of our attendees. Combining a gentle wit, unbridled enthusiasm, and amazing magical talent, you absolutely floored the audience with your performance."

Paul Sponaugle, International Brotherhood of magicians, Seam Co-Chairman.

"I must admit that when I told some of my colleagues here, at Halldale Publishing, that I was going to fly this guy named Eric Anderson from Atlanta to London just to perform for a couple of hours at our cocktail party, they all thought I was crazy! Now that they have seen you in action they all agree that it was worth every penny."

Stephan Marston Sales & Marketing Director, Halldale Publishingse

"Wow, your presentation at our annual event was truly amazing! I think you could tell by the audience reaction, they enjoyed your show tremendously. I can't tell you how many people told me that your show was the best we had in our nine year history. We aren't sure what we are going to do to top your show next year."

Deb Mulch, Executive Director