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Many of you may not be familiar with the name of John Breeds but I can assure you John has been a very highly successful professional children's entertainer for many years.

In his previous life, he wrote technical textbooks for television engineers – a skill that he has used in the writing of the following book on the business of entertaining children.

In the world of children's magic, his main claim to fame was creating the hugely successful trick THE VISIBLE MAGIC PAINTING. This is where a black & white drawing visibly becomes coloured as you pull it out of its frame.

He put it on the market many years ago through Repro Magic, but, like many successful tricks, it was 'knocked off' by various dealers throughout the world, so much so that, in the end, nobody knew where the trick originated. You will find details of this trick together with many other wonderful tricks and routines later on in the book.

As well as his own creations, you will also find

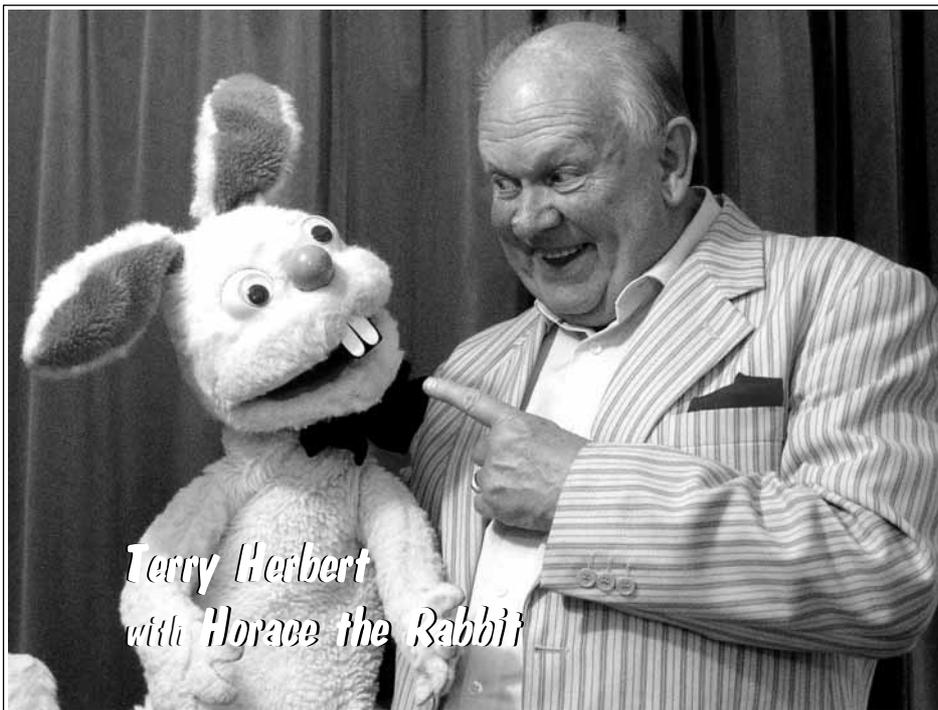
many tricks that are familiar to you where John has put his own spin on them, making them pure entertainment for children.

Personally, I found the most valuable sections of the book are in the first three chapters. It is no good having a good show if nobody knows about it and here John tells you how to sell yourself and your show, including such valuable in-depth information on telephone technique, advertising, marketing, promoting your show and other essential information that we all need to have a successful business, for, in the end, that is what it is all about.

The proof of the pudding is in the eating, as it is written by a full time professional children's entertainer who obviously practises what he preaches.

If you follow the advice that John Breeds has given to you in this book, you cannot help but triple your income. I only wish I had had this information when I turned fully professional 33 years ago.

Terry Herbert
Kent U.K



*Terry Herbert
with Horace the Rabbit*

Terry Herbert

Terry is recognised as our leading professional children's entertainer. He presents a special comedy show for children of all ages full of fun, laughter and excitement.

He has an enviable reputation for his stand up Cabaret spot, which is a very funny act involving plenty of audience participation.

Terry is a Gold Star Member of the Inner Magic Circle. He has many years experience of working both in the UK and abroad.

Terry Herbert also offers children's entertainers a first class lecture on comedy magic. Contact him for details on 01474 852644 or visit: www.comedymagic.co.uk

You probably don't know who John Breeds is. But thousands and thousands of English children do. As you will soon find out, he has quietly been performing, studying, examining, and marketing kids' magic for many years. He knows his stuff!

I believe this may be the first book on children's magic which includes discussions of topics like marketing and sales in addition to the usual magic tricks, bits of business, and (from British authors) games.

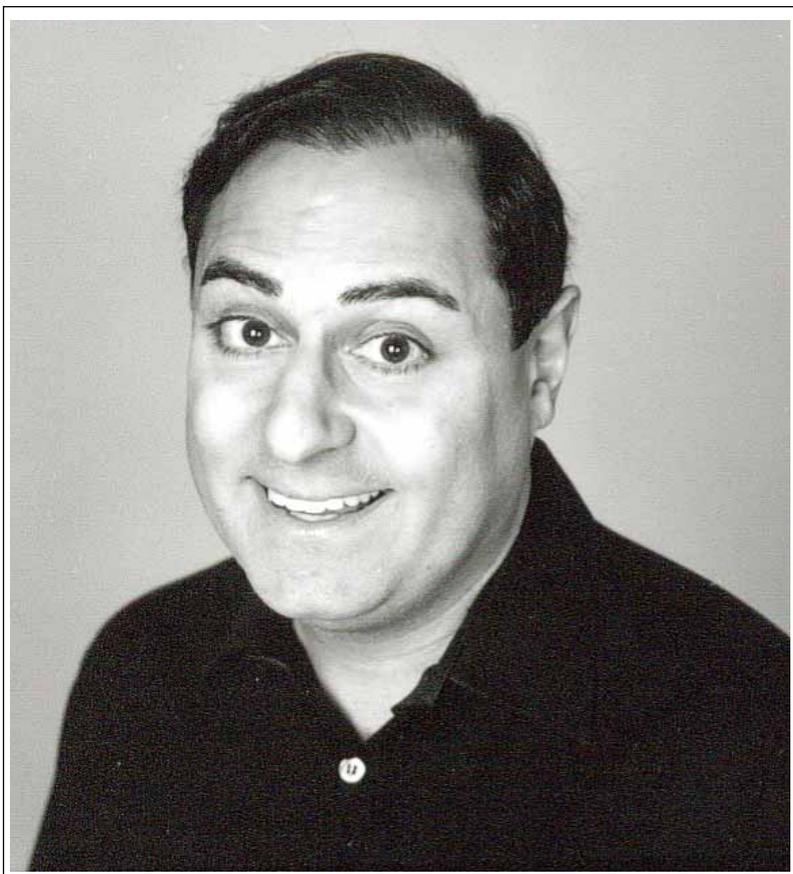
John is an excellent teacher for the neophyte. He explains things well and clearly, with amusing illustrations to help. And here you will learn such things as setting goals, promotion, the difference between features and benefits, overcoming objections, publicity, and advertising. These are valuable tools for the beginner as well as the uninformed professional, which are not usually found in the context of a book on magic for children.

Besides the inclusion of all the business techniques, John includes less common topics such as hygiene, crowd control, and amplification. This book is an A to Z of all aspects of being a professional children's entertainer (including those non-magicians as well).

If you are an experienced entertainer of children, you will enjoy John's original routines and bits of business, many of which are unique and very funny. You will also want to brush up on your business acumen and maybe, as John says, triple your income.

This is an excellent book for anyone who wants to entertain children, whether with magic or without. John will take you by the hand and teach you all you need to know, step by step. Enjoy!

David Kaye
New York City, USA



David Kaye

As the clown character Silly Billy, David Kaye has been recognized as New York's top children's entertainer. He received a six-page profile in the New Yorker, and his television appearances include Late Show with David Letterman, VH-1's magic series Celebracadabra, and Comedy Central.

For eight years, David wrote a monthly column for MAGIC magazine about performing magic for children. In addition, he is one of only a handful of magicians worldwide who have appeared on the covers of MAGIC, Genii, and M.U.M. magazines.

He is also the author of the highly praised book, *Seriously Silly, How to Entertain Children with Magic and Comedy*. See his original effects and props at www.sillymagic.com