

How to Create Kids Magic and Triple Your Income!

Matthew Field
The Magic Circular
June 2009

by John Breeds

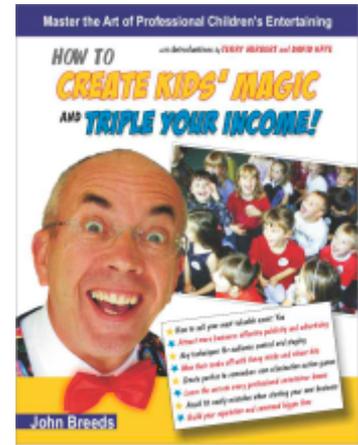
200 pgs., softcover, 8 x 10.5 in., illustrated. £25 (about \$40) plus p&p from www.johnbreeds.com

The full title of this excellent book is *How to Create Kids' Magic and Triple Your Income!*, and the exclamation point is part of the title. It might better have been called *How to Present Kids' Magic and Increase Your Income*, but the hyperbole is part of author John Breeds' style.

John is the inventor of the often copied 'Visible Magic Painting' and, until his retirement, a very successful children's entertainer from Swindon. With laudatory introductions from children's magic icons **Terry Herbert** and **David 'Silly Billy' Kaye**, the book is divided into chapters devoted to detailed advice on how to market yourself, how to generate publicity and design advertising, how to handle the kiddies, more than 20 tricks (about which more in a moment), and ten non-elimination action games.

The games represent one of many practical pieces of advice from John. Action games are good, because they burn off some of the energy kids might otherwise use to disrupt things. The non-elimination factor is important because otherwise you have the kids who have been eliminated standing around waiting to disrupt things.

The tricks John includes include quite a few original ideas, very fully described, with detailed drawings. Other tricks are John's presentations of standards, often used with permission. Still others are standard tricks with John's preferred handlings.



This is a big book packed with sound advice and solid material. It is profusely illustrated and has an index. If you are an aspiring children's magician, or an established one looking for ways to ratchet up your effectiveness, this is something you should look into.

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NOT FUNNY
...but Magical!



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