Six Selling Secrets From Magicians

Why do magicians always seem to win over their audience? Is it simply the magic tricks, or is there something else at play? Neuroscientists are now starting to explore this question, and they have identified several secrets that can help you become a more effective communicator.

1. People Pay More Attention

I consider myself a leave-one-out trickster, but most respondents would have difficulty recalling any of the above tricks unless they were directly asked. Another interesting finding was that people who were asked to rate the importance of attention paid much more attention to the magician than did those who were not.

2. Create Attention Attraction

Even when watching a magician's show, the scene is often a bit bland. A quick look can resolve this issue by attracting attention and providing an unusual experience. Magicians use this technique all the time, but it's also useful in other situations. For example, you can use it to grab attention by doing something unexpected or by setting the scene in an unusual environment.

3. Big Moments Lead Little Moments

When watching a show, it's easy to pay attention to what happens at the end of the show, but often, the best magic happens at the beginning. Magicians know that the beginning of a show is the most important, and they use it to create a great first impression.

4. Unpredictable Attracts Us

Most magicians don't use the traditional trick of making a guest guess the outcome of the trick. Instead, they use events that are not expected to happen. By doing this, they can create an emotional response in the audience and make them more receptive to the trick.

5. Make Your Audience Engage Us

Engaging your audience is an important part of any presentation. Magicians know how to engage their audience by asking questions and involving them in the performance. They also use the power of suggestion to make the audience think and react.

6. Cut the Chatter

If you're ever at a magic show, either on a stage or in a close-up, cut the chatter. Magicians are great at engaging their audience, and they use it to their advantage. By cutting out the chatter, you can create a more intimate and personal experience, and your message will be more effective.

In conclusion, the secrets of magicians can be applied to any presentation. By using attention, attraction, big moments, unpredictability, engagement, and cutting out the chatter, you can create an audience that is more receptive to your message.

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