

The Magician's 10 Commandments For Making The Impossible, Possible And How You Can Use Them To Make A Difference In Your Life and Business!

By Rick Rossini The Magical Motivator

Have you ever watched a magician perform an illusion such as floating a person in mid air and asked yourself, "*How do they do that*"? You know what you are seeing is impossible, and yet there it is happening for real right in front of your incredulous eyes. And they make it look so easy, so effortless.

Well if the truth be known, the answer to "*how it is done*" may actually surprise you. The trick to making the impossible, possible is not in the question of "*how it is done*" but in the underlying principals magicians use to make REAL MAGIC happen. And these magic principals, if followed and applied to what you do, can make a most magical difference in your life and business.

1. **The first secret that every magician is taught is that, "*nothing is impossible*"!**
There is no trick, illusion or piece of magic that cannot be created. What the mind can conceive and believe can be achieved. Such is the same with life and business. If you can imagine it, it can happen. It is only a matter of time, effort and constant determination. Remember real magic is nothing more than coming up with simple effective solutions to complicated problems and doing something about them. The trick here is to take the first step and make a passionate, radical commitment to what may seem to be an impossible future or goal. Then just follow through. Your passion in wanting the attainment transforms your goal into a "*sacred, magical quest*" that can inspire yourself and others to provide you with the answers and resources you need. And remember, your passion is the key!
2. **The other key to making your magic happen is "*the vision*" of what you want to achieve.** To create a magical illusion for the stage the magician visualizes how everything, (the action, sound, lights and choreography) will look and feel to the audience and then works backwards. They put together step by step the elements that are necessary to make this magic happen and then do it. It's like the artist who chips away the parts of the block of marble that are not in there vision - what remains is "*the vision*" they had originally imagined. The trick here is to make the vision as detailed as possible. The more detailed the vision, the easier it is to create the steps to get there. Do you have a detailed vision of what you want to achieve and how to get there?
3. **So how do you start to make the impossible, possible?** Every problem contains and suggests it's own solution (Louise Sullivan, architect not magician, said that:). If you have an obstacle in your path use that obstacle as the starting point for creating the solution. When a magician wants to float a person in mid air they seek not to flaunt or ignore the laws of gravity, but rather they embrace and use those laws as the guide for what needs to be done. What obstacles are preventing you from achieving your "*magical quest*" and how can you turn them around to use them to your advantage?

4. **There is no magic without an audience, and the best way to get an audience is to create raving fans!** When a magician truly spellbinds an audience and makes them go "WOW", that audience will tell EVERYONE about it. In turn others will want to experience this magic and afterwards tell even more people about it. And thus the circle for a continuous packed house is created. As long as you keep really astounding and impressing your audience /customers they will spread the word. However the first step of this process is to know who your potential audience members are and what it is they really want and need. Do you have a realistic and clear insight of your potential audience / customer and how you can solve their problems?
5. **So how do you really make your audience go "WOW"?** Probably one of the greatest emotions a magician can experience is when one of their miracles makes an audience go "WOW" or "Oh My God"! Thankfully it is a strategic technique that once learned and mastered can be applied to anything. The three-part magical formula is this, *"give your audience much more than they ever expected, in a completely unexpected way, and without any extra effort on their part"*! However please note this is not under promising and over delivering, or giving the store away; audiences pick up on that. This is adding a whole new element they never expected. Let your audience truly enjoy this experience in a completely unrestrictive way and without any associated hassles, decision or worries. How can you make your audience/customer go WOW over what you do?
6. **What makes your magic so special?** It has been said that a magician is an actor playing the role of a magician. And as such the actor tries to create a unique look and feel for their character. The more unique or specialized you can become, the greater your chance of success. Magician David Copperfield is quite different from Chris Angel who are different from David Blane; but all got to be famous by being themselves and carefully carving out their own unique niche. How is your magic / business different from your competition? How can what you do be made even more unique, specialized and relevant to your audience?
7. **How well do you practice?** To a magician it is not question of *"if you practice"* but rather *"how you practice"*! As we all know the "trick" to practicing is in the quality and not quantity of the rehearsal. When you first learn a new technique it can be an extremely slow and pain full step-by-step process. However time and repetition produce results and confidence. The key here is to detail in advance what needs to be done, then to realistically qualify is what we are doing working yes or no, and make the necessary changes along the path to achieve our goal. Real magic is in knowing what it is you want, figuring out a way to get it, and taking the actions and changes needed to make your magic happen! A great way to apply this to what you do is to schedule one quality improvement hour twice per week to work on four different areas of your life or business you want to improve in (i.e. mastering the telephone, time management, goal setting, sales process, etc). That means each month your will be focusing on four different areas for two hours. Imagine the improvement in those four areas over a whole year!!

8. **Keep your stage crew HAPPY!** If you are at a magic show you can always tell the audience members who are magicians. They are the ones smiling or applauding when it seems like absolutely nothing interesting or important is happening on stage. The point being they know what is secretly happening behind the scenes at that moment; AND that this behind the scenes action is extremely necessary in making the magic on stage happen. The bottom line is that there are many, many, people and resources that may not be openly visible, but their effort and teamwork are extremely vital to making the show and magic happen. Such is the same with what you do, regardless of your business or your size. Make sure you constantly find ways to appreciate and make special the magic your behind the scenes teammates make happen!

9. **Beware the myth of the perfect trick!** It is believed that it was the renowned, stage magician P. T. Selbit who first performed the *"Sawing A Woman In Half"* illusion in 1921. Since that time countless other illusionists have presented their own improvements, the most recent being David Copperfield who saws himself in half without cover of "magic boxes" and using an industrial laser. The point is that no trick remains, if you will pardon the pun, cutting edge for long. Magicians are always looking to improve upon the most amazing current illusion to create an even more amazing miracle. The same is true for what you do and your business. How can you improve upon what you do? It starts by examining what is current in the "performance arena / marketplace" and then asking magical questions such as "how can this be done better" and "what problems/concerns do our solutions not solve"? Whenever you ask a question your mind is forced to come back with an answer; it is your own private R & D Department, it's free and its open 24/7. Learn to harness the power of your mind with the right questions.

10. **Real Magic does not happen overnight and not without challenges.** Be prepared for major setbacks in your magical quest. However keep in mind that almost every major obstacle, every major set back precedes a moment of great discovery. Einstein once said, *"We can't solve problems by using the same kind of thinking we used when we created them"*. Such is the case for magical enlightenment. In stretching beyond your own present capabilities "Real Magic" can be produced! Remember the saying that when one door closes another opens. However keep in mind there may be a Hallway between those doors of considerable length; so be prepared to stay the course. But never, ever lose sight of the "magic" that is waiting just on the other side!!

The most important secret that every magician knows is that there is no quick fix. There is no magic trick or special potion for making magic happen in what you do. Only you have the potential to turn your dream into a reality. The real trick is to keep focused on the "final result" and keep in mind the passionate energy you have in the "essence of what you do!"

Anything that you imagine can be created. There are no unrealistic goals, just unrealistic time lines. Real Magic is nothing more than coming up with simple, effective solutions to complicated problems, and then doing something about it! But Real Magic can happen only when people believe in themselves and are passionate about making a difference in their own life and the lives of others! Have focus! Be passionate about what you do! Create your own real magic!!!

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Rick Rossini has been a professional speaker, entertainer, magician, writer, corporate communicator, consultant and producer for over thirty years. He has worked his special presentations as promotional, educational and motivational vehicles for hundred of companies and hundreds of thousands of people all throughout the world. From the boardrooms of New York to the stage of the Sony Centre he has written, created, produced and performed for a myriad of corporate presentations, educational venues, television, film and video programs, and theatrical productions. All designed to inspire, excite, entertain, educate and motivate! Experience the MAGIC for yourself! Visit our website to learn more about how we can help YOU!

www.rickrossini.com

www.rossinimagic.com

email - rossini@rossinimagic.com

phone - 289-895-7855

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