

# PERCEPTION MATRIX - The Rules of Magical Innovation

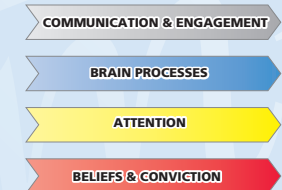
	COMMUNICATION & ENGAGEMENT	BRAIN PROCESSES	ATTENTION	BELIEFS & CONVICTION
PRIMARY	<b>1</b> Any communication will be memorable if the audience is <b>emotionally engaged</b> at the moment of delivery	<b>2</b> The <b>five senses</b> are the only ways into anyone's brain	<b>3</b> Attention <b>continually seeks a fresh object</b> and is <b>diminished by familiarity</b> , which can lead to invisibility	<b>4</b> To be convincing you <b>must first be convinced</b>
SECONDARY	<b>5</b> To be effective, communication must build on what the audience already knows	<b>6</b> The <b>brain filters out most</b> of the information it receives, leaving only what it considers to be important	<b>7</b> Attention is strongest when there is a <b>single point of focus</b>	<b>8</b> Doubts are reduced by <b>openness</b> , but may be increased by over-stressing
TERTIARY	<b>9</b> Everything experienced at the moment of communication either <b>adds to the intended message</b> or detracts from it	<b>10</b> The brain constantly searches for <b>familiar patterns</b> and <b>associations</b> to create expectations and perceptions	<b>11</b> Attention is <b>attracted by curiosity</b> and <b>sustained by interest and variation</b> , which shorten mental time	<b>12</b> People put more reliance on something that they have <b>worked out for themselves</b>
QUATERNARY	<b>13</b> Interest will <b>slump if it is not rising</b> . An audience is engaged only when interest is rising	<b>14</b> The brain <b>cannot process negatives</b> quickly	<b>15</b> Attention <b>tracks from left to right</b> , then settles at the left	<b>16</b> People's <b>reactions</b> are influenced by those of their peers

## ABOUT MAGICAL INNOVATION

Magical Innovation is the psychology of magic for business success.

It is built on the most valuable secrets of magic, the psychological techniques that magicians use to affect perceptions and beliefs.

The 16 rules of Magical Innovation divide into four categories:



Together these form the Perception Matrix, a unique tool that business people can use to control and manage perceptions.

Explaining *why* tricks work, rather than how they work, Magical Innovation will allow you to communicate more effectively by focusing on what your audience is thinking.