



It is not just writers who are tapping into the new-found interest in magic. Company executives are realising there may be something in it for them, too. While television is a poor showcase for magic tricks — audiences are too sceptical of editing — live shows are a different matter and corporate events are a perfect setting. Just as significant, magic can also be used as a sales technique.

"All magicians know that magic only takes place in the mind of the audience," says James Freedman, a winner of the Magic Circle's Close Up competition. "That's also what happens when you are trying to sell something."

**F**REEDMAN now runs Magic Management, a marketing training company that uses magic for corporate clients. "We tell clients that if your brain starts asking questions, such as how something was done, you are more receptive for a sales message. Magic is enjoying a long overdue renaissance. We teach people how to speak like magicians, to use suggestion and implication and to make sure that people are paying attention." His clients have included Guinness, Coca-Cola and Clarins.

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Magic Management is the company that brings the psychology of magic to business.

For more information visit [www.magicmanagement.com](http://www.magicmanagement.com)