

## Episode Overview

### Episode 1 – *Stage Vs. Close-Up and Mental Magic Vs. Mentalism*

Welcome to the very first episode of the 'Ask Paul Podcast', it's really great to have you here and a pleasure for me to share some of my experiences with you all.

### Episode 2 – *Grass Roots Mentalism*

I'm genuinely honoured by the amount of positive and encouraging responses I've received since the last episode. Thank you all so very much and I've got some great news about the podcast to share with you all.

### Episode 3 – *The Layperson Perspective*

After just half a day from returning home from the Blackpool Magic Convention I'm sitting down to record this episode of the podcast. If you have ever attended the convention you will know that this is no mean feat.

### Episode 4 – *Wow Factor*

The show must go on and this couldn't be truer at the moment of releasing this episode. We lost Daryl and Bob Cassidy on the same day, both had such a huge influence on their particular areas of entertainment. Gone but not forgotten.

### Episode 5 – *Playing Cards and Mentalism*

One debate that just keeps on rearing its ugly head is, “should playing cards be used in mentalism’. I tell you my thoughts and explain exactly why I take the stance that I do in this week’s podcast.

### Episode 6 – *Way Too Much Procedure*

This is the longest podcast episode so far and strangely as I was recording it I was worried that it was running under time. Ironically, this could be due to too much procedure, but hopefully not!

### Episode 7 – *Back of Room Sales*

If I told you that you could possibly double your fee at each gig, would you be interested? Well that’s what can happen if you follow some of the suggestions in this week’s podcast.

### Episode 8 – *The Power of Scripting*

Who needs a script? Just be funny and interesting and have a rough idea of what you want to say, right? That depends on how much control you want over your show and how difficult you want your post-show analysis to be.

### Episode 9 – *Linking Things*

You have got a collection of your favourite magic tricks or mentalism pieces, but how exactly do you link them together? There must be a smooth way to transition between pieces and make everything flow naturally, right?

### Episode 10 – *Personal Protection*

One of the most overlooked aspects of performance is that of protection, that's protection for the people who you perform for and for the performer. This episode explores key elements such as insurance, health and safety, electronic testing and risk assessments.

### Episode 11 – *Free Gigs and Practicing*

Have you ever considered how hard it is to practice mentalism without anyone's mind to read? If you could just practice for free it would be fine, wouldn't it? If you think it's fine then you need to hold on there, Sparky, there's a hidden danger!

### Episode 12 – *Propless Mentalism*

Propless mentalism seems to be a love it or hate it type of thing. In this podcast episode I don't hold back from sharing my thoughts about propless mentalism, how it fits into the corporate world and even performing it for friends and family.

### Episode 13 – *Secrets of Self Promotion*

There's a thousand ways to promote a business, however, when it comes to the service industry the game changes a little. Then when we refine down to the type of service performers provide, the ways of business promotion change, still varied but with unique pit-falls and opportunities.

### Episode 14 – *The Top 3 Principles*

For those new to mentalism, either from fresh or from a magician background, it can be daunting to be made aware of all the potential offerings. Just which principles and techniques should you focus on?

### Episode 15 – *Is It Ready Yet?*

Just what is the process for rehearsing new material for stage and close-up? In this episode I will take you through my exact process and then help you to understand when your effect is ready to be tested on a live audience.

### Episode 16 – *Changing Platforms*

You're used to doing walk around entertainment, but how do you take that next step and start performing on stage? Should you even make that step as a progression? Will it be more profitable for you?

### Episode 17 – *A Question of Time*

Today's title could have been 'How Not to Bore Your Audience'. In the world of magic and mentalism it is easy to see something cool and think it is cool for regular people to watch. Sadly, this isn't always so. This episode focuses on how to create solid diversity in your performance.

### Episode 18 – *Choosing Suitable Effects*

Why do you perform the things that you do? Did you just start performing a collection of the things you thought were cool? Have you ever questioned why you even perform the mentalism effects that you do, or were they just what other mentalists seem to use at the time?

### Episode 19 – *TV Talent Shows*

Talent shows are extremely popular on television these days and offer an opportunity for an entertainer to be seen in front of millions and millions of people all around the world. That's such an amazing opportunity, right? Potentially, however, you could also be opening yourself up to exploitation.

## Episode 20 – *Cold Reading*

Cold reading techniques are very powerful and can make it seem like you have the ability to know personal things about strangers. Using it as part of your mentalism act can heighten your effects and increase the believability of your character.

## Episode 21 – *Competing With Other Entertainers*

Entertainers! They are everywhere, even in your local city or town, taking jobs from you and the food off your table, right? Well, if you choose to see things that way you could be missing out on synergising together so that all of the entertainers in your area, including you, make more money.

## Episode 22 – *Internet Marketing and Advertising*

Getting booking as an entertainer can be difficult and in this day and age of the internet there are so many options. Which option will work best for entertainers though? I've spent many years exploring internet marketing and advertising strategies and I will share my thoughts.

## Episode 23 – *Persona Vs. Profit*

I've talked about the importance of character in previous episodes, but do you have free reign on choosing your character? If your goal is to make money entertaining then you may not have as much freedom as you think.

## Episode 24 – *Releasing Ideas*

Entertainers tend to be creative in nature and when you start to perform in a more serious way you will start to think about your effects in more detail. As you think and change existing effects, you may even start to think about releasing your new ideas to the mentalism community, but is it the right thing to do?

### Episode 25 – *Drawing Duplications*

Drawing duplications are a staple of mentalism performances and it's no wonder due to how strong they are for the audience. But which are the best ones for both close-up entertainment and stage shows?

### Episode 26 – *Psychological or Mystical?*

Often these days the two dominant factions of mentalism tend to be that of psychological versus mystical; those who deal in reality and those who deal in the unreality. But are these the only two options? If they are which do you choose?

### Episode 27 – *Spectator Management*

People are, well, people! They do not always act in the way that we want them to act. This is especially true when they are trying to show off to their work colleague or friends and when they have had a few too many alcoholic drinks.

### Episode 28 – *Getting Stage Work*

Stage shows are very lucrative and often require you to do less work for more money. Creatively you have more control about what is happening and can take people on a journey instead of just showing them something fleeting. But how does one go about getting stage work?

### Episode 29 – *Dangerous Products*

Releasing products under your own name, good thing or bad thing? Surely, it has to be a bad thing. Well, I beg to differ and have put some thought into this very topic over the years and now I will share those thoughts with you.

### Episode 30 – *Public Shows*

If you are an entertainer I bet you have dreamed of putting on a public show at some point. You may have already done so. It may seem like the easiest thing to do in the world, you're just doing your performance in front of the public instead of at a private event, what could go wrong? In this episode I explain just how hard a public show can be to produce.

### Episode 31 – *Table Entertainment*

One of the hardest things I ever had to do in entertainment was to effectively entertain at tables. Usually twelve people some wanting to see entertainment others wanting to actively ignore you and carry on with what they were doing just moments before you arrived.

### Episode 32 – *Making More Money*

Who doesn't want to make more money from their entertainment business? One of the crazy ways to make more money is to get hired to perform for less time...honestly! Also, have you ever considered how you represent your services to your potential clients?

### Episode 33 – *Feats of Memory*

How can I do memory work? I have a terrible memory? Is the typical response to memory work, however, it is easier to improve your memory than you might have initially realised. Also, if you suck at that, hey this is mentalism...you can just cheat!

### Episode 34 – *Publicity Stunts*

Who doesn't like a publicity stunt? Usually seeing or experiencing the unusual, captivating or just outright dangerous antics of an entertainer. There is a lot of power in publicity stunts if done correctly and it can become a catalyst for filling seats in a theatre, promoting a product or even becoming famous.

### Episode 35 – *The Plausibility Question*

One of the strongest dividers between the arts of mentalism compared to that of magic is the believability factor. This plausibility can often be so important to acts that it can overshadow the entertainment factor. It is really required or can we move forward without it?

### Episode 36 – *Loud and Dark Environments*

At times we are booked to perform in a venue that isn't optimum for the types of effects that we wish to perform. If you know ahead of time that you may be performing in a loud or dark environment there are steps that you can take in order to come out of that gig victorious.

### Episode 37 – *Ditching Close-Up*

Close-up work can be very demanding on many levels; however, it is plentiful enough that it can happily be your career. For some though, mentalism is something they only want to perform on stage but find it difficult to tip the balance and make a transition to stage work only.



### Episode 38 – *Powerful Interruptions*

Approaching a group of strangers, or even a single person, in order to perform for them can be daunting. If done properly it can create the perfect platform for the performer to entertain and enthrall. Done incorrectly, it can make the performer appear weak and even be rejected by the group.

### Episode 39 – *Hypnosis*

Hypnosis is still a word that delivers a sense of mystery and wonder in a world of science. However, when it comes to performing hypnosis there is a stereotype of cheesy sexual innuendo that the performer has to fight against, aside from any potential physical risks that can occur.

### Episode 40 – *How Much To Charge*

One of the most common questions that I get asked is about how much an act should charge. It's a tricky question due to there being so many variables at play. Even though it is a subject that is hard to pin down I give it my best shot and share the advice that I find works well.

### Episode 41 – *Trade Show Work*

For those willing to change their perspective of performance towards the business orientated world of trade shows, a lucrative business can arise. While trade shows, conferences and exhibitions are not for everyone, it is certainly worth testing the waters.

### Episode 42 – *Social Proof Advertising*

Some performers are terrible, yet seem to always be working. Why is this the case? Well often buying decisions are not led by logic but by other factors such as social marketing. A very powerful marketing technique is to utilise social proof advertising in order to gather attention and subsequently more bookings.

### Episode 43 – *Reveals and Reasoning*

Often a performance can be undermined due to the use of an incorrect revelation. Which reveal should the performer use and when? Equally, why do performers require participants to take part in methodologies that are not normally done in everyday life?

### Episode 44 – *Secret Writers*

Such a powerful technique in mentalism is often left in a drawer to gather dust due to inexperience or fear of being caught; of course I am referring to secret writers. In this episode I share my favourite secret writers with you and also explain how to use them in a way that takes the heat away from the 'hot' moment.

### Episode 45 – *Mentalism on Camera*

It is always great to see mentalism getting television and media attention, but what really goes into making successfully filmed mentalism? Often things can be over-edited, creating an unrealistic expectation of mentalism for the general public, is this a problem?

### Episode 46 – *Getting Into Mentalism*

Often people want to know what inspired me to enter into the world of mentalism and also my progression within this field. I share some of my success stories along with the failures that I wish had been avoided and my inspirations.

### Episode 47 – *Real Mind Reading*

Quite possibly one of the oldest propless pieces of mentalism uses just the human mind and a little bit of skill. I am of course talking about the ideomotor response, which is responsible for contact mind reading, pendulums swinging and people freaking out when using a Ouija board.

### Episode 48 – *Sideshow Mentalism*

There is nothing quite as attention grabbing as a sideshow skill being performed, regardless of whether it is a genuine skill or some kind of trickery. These skills can range from extremely talented right through to 'watching through your fingers' shocking and we just can't seem to get enough of them.

### Episode 49 – *Method Vs. Audience Experience*

It is easy to get caught-up in the search for new and more fooling methods, isn't it? Along the way though, we can start to focus on methods that actually don't make a difference to the audience and can even make life harder for us as entertainers.

### Episode 50 – *Procrastination to Productivity*

We are all human, well I'm impressed and you are reading this and you are not, and that means you will come across procrastination at some point. When taking on a large task like performance creation it is very easy to ditch the productivity and go for the easy options.

### Episode 51 – *Ethics of Mentalism*

Ah the topic of ethics has arisen and it is time to take a look at the ethical implications of the mentalism that we perform. But don't think you are being ethical because you are not using cold-readings to take money of mourning people, even psychological presentations can be unethical.

### Episode 52 – *The Genuine Look*

Whichever way you dress-up your mentalism there has to be some apparent process hiding the real methodology. The very thing holding our presentation together is the believability of that process and that is the topic of this final podcast.

