



The Silent Messenger

Silent Mora–Ray Goulet Ring 122

www.Ring122.com

September 2021

Ring 122 August Meeting Report

Ryan Lally kicked off the meeting by congratulating Ring 122 member **Bob Filene** had become a life member in both the IBM and SAM! Next, members discussed whether to go in person for September and, if so, where that would be. Members felt, and the Board agreed, it best to keep the meeting on Zoom until the end of this year, December 2021 and potentially have the January 2022 meeting in person.

Ryan brought up performing a club show for Christmas similar to the one we did last year either just on Zoom/FaceBook Live or a Hybrid show (hybrid = live but with a limited audience plus a broadcast on FaceBook Live. [Note: **Mikey Lee** has agreed to head up this event].

The business meeting was concluded and our lecturer, **Matt Fore**, presented his “Killing It On Stage” course. Matt believes that you can make more money by being more entertaining and structured. This will take your show to another level, and make the event planner or host want to hire you again.

Next, Matt taught two magic tricks that he always keeps in his pocket that can slay a crowd when presented with shock and humor: 5 beans and some rubber bands! If you email Matt on his website and write KIOS in the subject line, Matt will send you these two routines: Magic Beans from India is a **Tom Mullica** effect and Matt’s presentation was pretty hilarious!

Another example was renaming the standard “Passing a Rope Thru the Body” trick to kill on stage by scripting his patter into the “Set the Lady on Fire” illusion! Sometimes, Matt says, “It’s the “Ropes of Death” effect, thereby changing the atmosphere instantly and making the moment seem much more compelling, locking in his audience by heightening the moment.

Matt structures his shows to have a beginning, middle, and an end, and feels that every second in a routine counts. To this point, he adds that it’s important to have a great opening line. It puts the audience in your pocket from the get go. Of course, the opening line needs to be personal to you. Matt does a repeated opening line bit stealing his head out from behind the curtain.

Matt’s course consists of 12-14 videos and pdf’s on how to add comedy and structure to your show. You will also learn how a great show is held together with transitions segues that act like glue in your show. These transitions add comedy and surprising moments to your magic performance. His course is regularly \$197 however he offered a 24-hour discount to ring members. Matt’s lecture was followed by a Q and A period.



This month’s meeting is September 28th, 2021, at 7:30pm on Zoom!

<https://us02web.zoom.us/j/89052681820?pwd=aXIwMmFhak1QeDJyQVdZOWJESitEdz09>

Meeting ID: 890 5268 1820 Passcode: 069849



President's Message by Ryan Lally

Dear Compeers,

Take a look at anyone who has a product or service they want others to buy. Do you notice a similar strategy between them? For the most part, people try to sell their products and services. Of course, this makes sense. If you want people to buy something, you need to sell it to them. That is the classic approach of the old time traveling salesman, knocking door-to-door hawking vacuums or bicycles.

But in your market, whatever niche it may be, you will always find some competition doing just this. In order for you to stick out to your potential customers, you need to take a different approach. Instead of blatantly selling your show, give it away for free.

We've talked before about the importance of doing free shows. But those shows still require time and effort to arrange and are simply not practical to perform on a daily or weekly basis. You can supplement these free shows, and all other shows you are performing, with pieces of free content published online. These typically take one of three forms: blogs, podcasts, and vlogs.

A blog is a cheap and easy way to get your ideas out into the world. You don't have to be Hemingway to write a blog post, although those English classes you had to take in school may start to pay off. If you're attracted to the idea of having a blog but don't know how your art can be translated to the written word, don't worry about it! Blogging is my preferred medium, and as a magician, establishing a blog has been an interesting journey. Magic is a very visual art form, and writing simply doesn't do it justice compared to videos.

A vlog, or video blog, is a series of videos published online. A quick YouTube search will show you that vlogs can be shot with high-quality video and audio equipment, or simply shot on a smartphone. The equipment used doesn't make that big of a difference. What really matters is the content within the video.

Podcasts are the audio form of videos and articles. Just like with videos, you don't need any fancy equipment to get a podcast started. Using an app like Anchor, you can easily record your audio into your phone and get it up on sites like Spotify and Apple Music for all to enjoy.

You can pick one, two, or all three of these options to provide your audience with free content outside of your show. Remember, the show begins when they first hear about you, so using these types of free content can be a great way to prime your online audience for a seat at your next in-person gig.

One of the hardest parts about starting a blog, vlog, or podcast is coming up with ideas for material. Even with the help of Google, brainstorming topics can be a daunting task. To help get you started, here are some ideas to use as a springboard:

Your journey

You've come a long way on your journey, beginning when you first were introduced to your art up until now, as a professional or semi-pro. There are hundreds of thousands of readers who are aspiring to do the same thing. Write about your journey. You could break your whole journey down into a series of articles, spread out over the course of a couple of months. This would not only give you ample content to post, but it will be an immense help to up-and-coming artists as well.

Your experiences

As an entertainer, you live an interesting life. Why not give others an insight into that life? Create content centered around your experiences performing shows, creating the shows, practicing new pieces and bits, and hobnobbing with friends and colleagues in your field. You could choose to post a daily debrief or a weekly roundup. Maybe you would find better luck with a once-a-month post summarizing your adventures over the past month.

Teach others

For any craft, there are plenty of students in the world. With the magic of the internet, there are potentially hundreds of thousands or even millions of students who would love to learn exactly what you do. Help them out by creating informative content and teaching others how to do your craft.

The beauty about this model is that people are constantly seeking out lessons and tutorials. It's much easier for your target audience to stumble across your lesson than it is for them to accidentally find another piece of content. Once folks find an article, video, or podcast teaching them how to do something they've always wanted to do, they are more likely to save it, share it, and revisit it frequently, diving deeper and deeper into the rabbit hole.

Creating content centered around teaching others is a great way to make some extra cash, too. Once you have enough of it out there, consider packaging some of it up into an e-book or video download and selling it on your site.

You can even take it a step further and create a whole course around your particular craft. Online courses can range in price from absolutely free up to thousands of dollars, but the average online course sells for around \$200. Since you already know your craft, it wouldn't take much to put together some kind of course. In doing so, you will not only increase your fan base, but you will also help out other aspiring artists as well.

Tell a story

Your show revolves around a narrative. This may be one that you have deliberately crafted, or it may be an unconscious creation that your audience picks up on. Either way, you can begin and continue that narrative through free content.

Is your narrative autobiographical, telling the story of your interest in your art and turning it into a career? Do you play a character onstage that has a whole lore as big as the Lord of the Rings? Do you perform with other people, each one having your own backstory? All of these can be used as the basis for online content that your audience can enjoy before and after the show.

Free content is leads to paid gigs

Giving away free content in the hopes of landing paid gigs may seem backwards, but it's the unorthodox strategies that sometimes work the best.

By using free content such as articles, videos, and podcasts, you can win over fans online and gain their trust before they make a purchasing decision. If you are gigging for a living, you could potentially be charging thousands of dollars for a show. The decision to book you is a big one, and many people may be more likely to go for the cheaper, safer option.

Earn their trust by giving away your content. Perform free shows when possible, and post free content online the rest of the time. You want to build a relationship with your fans, who will be more than happy to book you for your next event once you have earned their trust.

Our 2021-2022 Monthly Meeting Themes!

September: Show and Tell!

October: Halloween Effects

November: Past Presidents Night!

December: Lecture

January: New Year, New Magic!

February: Lecture

March: Magic with a Green Theme!

April: Lecture

May: Teach In

June: Panel of Experts/Best Magic Tales

July/August: Summer BBQ, Date TBD.

IBM RING 122, Silent Mora-Ray Goulet Ring

Website: <http://www.ring122.com> *Meetings take place the last Tuesday of every month at the Unitarian Universalist Church of Watertown, 35 Church Street, Watertown, MA.* Currently though just on Zoom.

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The Silent Messenger is published every month. The deadline for submissions is the eighth of the month.

Articles, inquiries, and letters can be emailed to the editor, David Penn at penn.d@comcast.net