

A Magician's 7 Secrets to Connecting with People

Anton James, The Magic Estate

Focus on Others

People are mostly interested in themselves. Pay attention to other people's desires, pains, attitude and actions. These will give you tremendous insight into another person.

It's amazing how much closer you can become with people just by paying attention.

Timing is Everything

1...2...3...NOW!!!

Magicians know that you need to find the right moment for the right thing. Timing creates context and context is incredibly important. Whether it's showing up on time or making an important statement, timing matters...a lot.

There is a time and place for everything so live accordingly and it will help improve your connections with people.

Give Them What They Don't Expect

Magicians often "under promise and over deliver" in order to create the maximum reaction from their audience. If people are promised a ball to appear from under a top hat, imagine their surprise when they see a live rabbit!

So look for ways to meet your goals and give people something they don't expect, but will love! It's the extra effort that will make a big impact.

The Fun Factor

Magicians can be impressive individuals, but people are drawn to magic because it's fun!

Similarly, people want to connect with those that are fun to be around. A great way to do this is to focus on fun.

Regardless if it's work or play, an attitude that shows you are enjoying yourself will give your personality a bit of magic magnetism.

Involve Everyone

Magicians know that involvement is key to connecting with their audience. It is the secret ingredient in magic.

So in conversation, make sure to give everyone a chance to be involved. If someone is dominating the conversation, direct a question to someone who is present but maybe not aggressive enough to speak up. They will appreciate you for involving them and it will make you more memorable to the group as a whole.

Be Prepared

Always be ahead, period. In order to achieve the maximum result, magicians always do their research before going into a situation.

So the next time you head to meet somebody, do some research. When the moment is right, use what you know.

Save Your Best

Less is often more. An expert magician only shows 10% of what he knows to an audience, and saves the other 90% for when it's needed.

Don't go into social situations and share everything about yourself in the first five minutes. Spread it out, and people will be excited to connect again.