

Magic:

Some Tips About Buying Magic Tricks!

By Barney Kinard

Buying Tricks can be “Tricky Business!” Here some tips to consider when buying a new trick for your ministry.

- **Expand what you are doing now.** Try to find effects that enhance or add to what you currently use in your ministry.
 - **Buy magic that fits you and your ministry.** Frankly, some magic will never fit you or your ministry.
 - **Get the message and then look to buy magic that illustrates that message.** Build the message first. This keeps you from buying too quickly.
 - **Sometimes you find an excellent trick before you have the message.** So the issue will be quickly find an application or message for it, preferably before you buy it. Message is more important than price, even though it might be a deal.
 - **Do you know the difference between the magic that you like and the magic your audience likes?** It might happen that your audience might really like you to perform what you would rather not.
 - **Consult with others before you buy from a presentation.** A good recommendation can really be helpful, especially for gospel applications.
 - **Learn to shop for magic, before you are ready to buy.** Learn about the sources of the magic, so when you are ready to buy you will know where to go to get it.
 - **Learn to add one new trick at a time to your program.** That way, you will use what you buy right away.
- **Things to consider before you decide to make your own magic effects.**
 1. Type of effect
 2. Color compatibility
 3. Ease of transport
 4. Best cost available
 5. Best investment (return)
 6. Your genre of magic
 7. Message possibilities
 8. Identity magic?
 9. Self working, mechanical or slight of hand skills required?
 10. Disposable costs for refills
 11. Value of your time. You could have bought the trick for the value of the time spent running around to find the needed materials to make your own.
 12. One of a kind, uniqueness, but you might pay more for custom apparatus.
 - **Learn how to justify any magic purchase by having a “program” for it.** This insures a return on your investment sooner than later. Magic in a box on a shelf has “no return” on your investment.
 - **Do you have at least one trick for each one of the thirteen effects?** This will expand your repertoire and allow you to understand the scope of tricks available to use in the future.
 - **Buy from the source or a source closest to the source.** This means you have some recourse, if the apparatus malfunctions or needs repair. We like customer service.
 - Remember: **People hire Magicians not magic effects!**

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