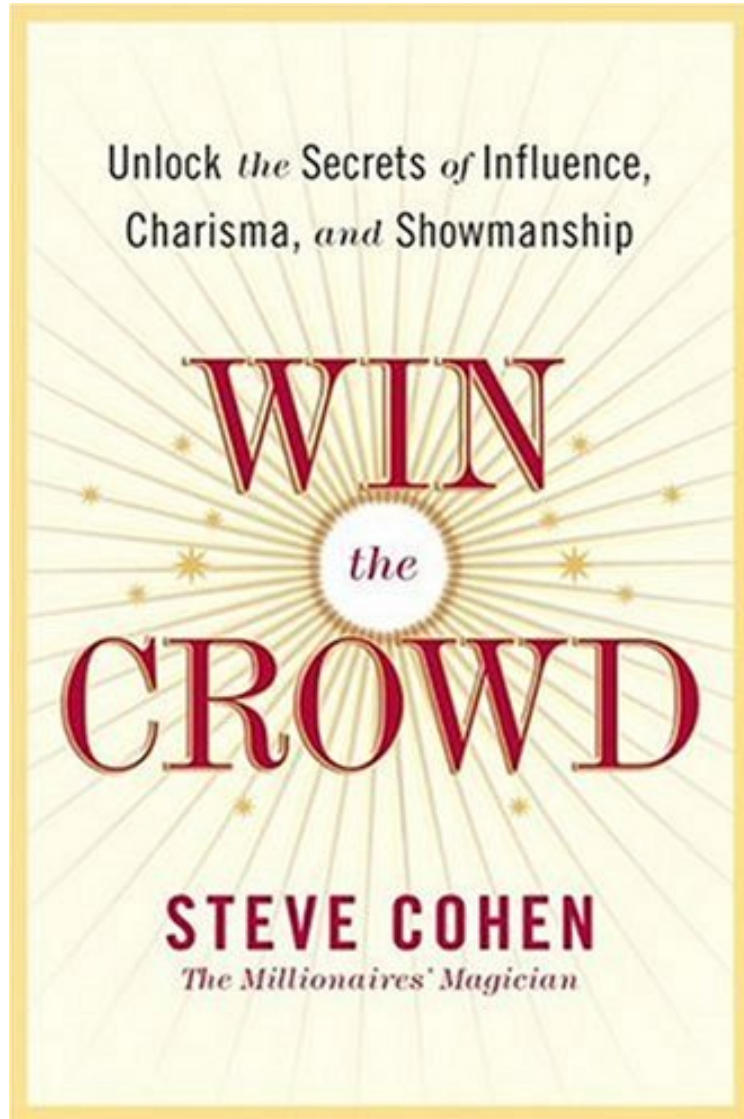


Win the Crowd: Unlock the Secrets of Influence, Charisma, and Showmanship

Steve Cohen

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Steve Cohen : Win the Crowd: Unlock the Secrets of Influence, Charisma, and Showmanship before purchasing it in order to gage whether or not it would be worth my time, and all praised Win the Crowd: Unlock the Secrets of Influence, Charisma, and Showmanship:

1 of 3 people found the following review helpful. What I expected.By Jarbas Noronha FhThe book covered the toacute;pics I expected it would do, but with an easy language and humor, making it an enjoyable reading. It is not as deep as a scientific publication, but it is not as boring either.5 of 5 people found the following review helpful. How To

Win Over the Crowd By Paul Hosse This was not just an entertaining book to read, but one where I was able to put Mr. Cohen's recommendations in practice immediately. Mr. Cohen is a professional magician. His success depends on more more than "simple" sleight of hand. It depends on stage presence and an ability to gain and keep the attention of the audience from the moments before he walks onto the stage, until he steps off in triumph. How does he do this night after night? Practice for sure, but just as important are the techniques he's learned and mastered. That's where the value of this book comes in. Mr. Cohen guides the reader through the steps they need to master whatever stage they must appear on. He covers everything from relaxation and breathing techniques, how to enter and exist room in way that will create a positive impression, how to get over the fright of public speaking, how to address a room full of people, creating a image, and much much more. An excellent book for anyone who needs to speak in public or wants to develop their public persona, as well as well as anyone who simply interested in learning some of the subtle tricks of trade that every successful magician---and professional---must master. 168 Pages 4 of 4 people found the following review helpful. Performers are not the only ones who want to Win the Crowd; business leaders, teachers, ministers, and sales folk will benefit. By Philip Henderson Steven Cohen uses psychology to captivate his audiences when he performs magic. He passes on some of his secrets to attending to the psychological needs of his audience that can be used for anyone who regularly speaks before an audience. I began to study magic twenty years ago to help me become an improved public speaker. Even after twenty years of performing, I learned a lot about why my public speaking is better by studying Win the Crowd. Steve Cohen will help you become a better public speaker even if you never perform a magic trick in public I know many magicians who would benefit from studying this book. Though many of them are great technicians when it comes to performing magic, they do not "win the crowd." If you are a salesperson, teacher, minister, or anyone who speaks extemporaneously, Win the Crowd has something for you.

Would You Like to Become More Commanding, Convincing, And Charismatic? In this book, Steve Cohen, master magician and star of the long-running Chamber Magic show in New York City, will reveal the secrets of all great showmen and magicians---how to persuade, influence, and charm, and ultimately accomplish the things you've always wanted to do. As Cohen writes, "You'll discover how to take over a room, read people, and build anticipation to a feverish pitch so people are burning to hear what you have to say." Win the Crowd will teach you Steve Cohen's Maxims of Magic, simple rules you can use to take charge of practically any situation, from on-the-job disagreements to dating to important cocktail parties. The Maxims of Magic will wash away insecurities and hesitations, and replace them with confidence, poise, and leadership. What's more, Steve Cohen will show you: How to Create a Magic Moment. Capturing people's imaginations and attention so they listen carefully to every word you say. How to Command a Room. Showing everyone in the room that you are speaking right to them, making them all feel uniquely---and completely focused on you. How to Read People. Learning to sense what people are feeling and thinking as you speak, what they want from you, and how to make them feel like they are getting it. Misdirection. The most important trick in all of magic---getting inside people's heads, and directing what they are thinking at every minute. When you strip away the sleight of hand tricks, magicians are essentially masters of attracting and holding attention and impressing audiences, exactly the psychological secrets you need to be successful in life and business.

From Publishers Weekly Who knows better than a magician how to captivate an audience? As Cohen (who calls himself the Millionaires' Magician---an indication of who his audience is) notes, "[M]agicians are masters at attracting interest, holding attention, and leaving audiences with fond memories of their time together." Demystifying the psychology of magic in clear, pithy prose, he explains how to use a magician's tricks to make better, more winning presentations. Cohen distills five "Maxims of Magic": Be Bold; Expect Success; Don't State---Suggest; Practice, Practice, Practice; and Be Prepared. This may be familiar territory, but Cohen's advice has a magician's spin (including how to perform some tricks). For example, to practice being bold, he suggests dropping a quarter surreptitiously into someone's pocket. The magician's preparation and presentation also include creating a compelling character and making a magical entrance to command a room. Cohen also discusses the power of specific word patterns, how to discern unconscious but visible responses in listeners and the use of misdirection. Readers gain insight on how magicians lead and read people, so that how a magician figures out what card you drew from the deck becomes clearer. This thoughtful and charming guide should win a crowd of readers. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Worth its weight in gold if you want to learn the real secrets of magicians---showmanship." About the Author Steve Cohen holds a degree in psychology from Cornell and performs his critically acclaimed Chamber Magic at luxury hotels around the country and overseas. His weekly act at the Waldorf-Astoria sells out months in advance. Cohen has been featured in many publications and on television, including the New York Times, CNN, and CBS's The Early Show.