

Advice from Steve Cohen

In a recent post I was urging everyone to grab Steve Cohen's **Win the Crowd**, while it is cheap and readily available.

To whet your appetite for the kind of advice he offers, here are his ***Maxims of Magic***:

1. **Be Bold**
2. **Expect Success**
3. **Don't State—Suggest**
4. **Practice, Practice, Practice**
5. **Be Prepared**

There's nothing ground breaking or revolutionary here, quite obviously, but his approach and expansion of these ideas is eye opening. For instance, wait until you read his method on learning boldness. Quite clever.

Take my advice and run this book down.

Take care.....

