



**LASTING IMPRESSIONS**

**CLOSINGS YOU CAN COUNT ON!**

Compiled by

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With an introductory  
chapter by

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## THANK YOU

To my wife, Sue, who is a partner to me  
beyond my expectations.

To my close friend, Doug McCallum, who has always  
believed in the power of magic.

And finally. . .

To the magicians whose love for magic  
has refined many of the tricks  
used in this book.

We apologize in advance to those magicians for  
any omissions of credit. Those brought to  
our attention will be corrected  
in future editions.

# FIRST IMPRESSIONS! and LASTING IMPRESSIONS!

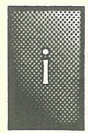
-Two Books in One!

After making your own training deck of Magic Memory Review Cards, you'll soon be bringing that deck to life in a series of proven Opening and Closings. Cards from that special deck will magically appear, disappear, and even jump out of the pack.

The deck itself will freeze into an unbelievable solid block and even disappear while held at your fingertips!

All of this happens without any difficult skills and in direct and logical support of your training content!

You'll be amazed at how easy it is to amaze!



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**INTRODUCTION ..... 1**

**L**earn three reasons why people find activities memorable and how those reasons can build greater strength into your closings!

**ATTENTION:**

Please read this next section, "Building a Magic Memory Deck" before continuing.

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**T**urn a deck of cards into a powerful review tool!

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**A** great way to get complete group involvement in the summarization of material is to finish by allowing a volunteer to select a card from the deck—attempting to get the rest of the training group to read his mind!

When the entire group in unison successfully gives him the answer to the review question on the back of his selected card, the expression on that volunteer's face is total disbelief!

The writing on the card can be anything needed to finish the session with a summarization of the content. The verbalization in unison of the entire group really makes the summarization memorable for all!

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**T**he title of this magic trick tells all! In the process of teaching a member of the class a card trick, the chosen card disappears from the deck and re-appears stuck to the back of the volunteer!

This selected card can have any writing desired on its back to



help summarize content. The magic trick also serves as a great tool for illustrating how different persons' perspectives can help us all.

This point is graphically demonstrated since the audience does indeed see the card before the volunteer is aware of its presence!

Another benefit of this great piece of magic is that the selected card can actually be made to appear *ANYWHERE* desired to help give the trainer's emphasis additional visual impact!

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The deck of cards is fanned so that one person can see the cards. He mentally remembers any card he sees. Another person is given the opportunity to remember any card from the fan too. Finally, the trainer looks the cards over and selects one for himself.

At the count of three. . .all three people call out the card in their mind! They have all thought about the same card!

There are no duplicates in the deck! Each person could think of any card he saw! How is it possible? When the training group is shown how it works, there is much room for a summarizing application within the explanation.

**CRAZY QUIZ ..... 17**

This very funny routine has the appearance of genuinely using the deck for a review session. However, it is soon apparent that something is wrong—one team member keeps getting all the easy questions while the others keep getting only impossibly hard questions!

The consolation prizes are hilarious for the losers and the entire time ends with everyone wide awake and ready to learn again!

This is perfect magic to keep in your briefcase to use when the group looks like they're starting to get sleepy! It's a great energizer to use just before going to break!



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**T**he trainer finishes the session with a card trick performed by a great magician from the past.

The magician's voice on the tape (either audio or video) gives instructions as a volunteer follows those instructions with a deck of cards.

Unbelievable as it seems, the card selected by the volunteer is revealed to him by the voice on the tape!

In fact, the card selected by the volunteer is the very message card needed to summarize the material under discussion!

### **FINGERTIP VANISH! ..... 35**

**T**he trainer holds the deck of review cards in his hand and asks any person to name any card in the deck, and it will be made to vanish!

The trainer squeezes the deck in his hand and indeed the *ENTIRE DECK* disappears without a trace. . .right at his fingertips!

This shocking trick can be used very well to conclude a training session. As the trainer vanishes the deck, he makes a tossing motion towards the trainees indicating that the information in the deck has now been transferred into the minds of the learners. The deck is no longer needed.

It's a very powerful way to get rid of the review deck at the end of the session!

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## Let's Start a List: Introduction to Lasting Impressions:

Trainers frequently don't close presentations at all. They simply run out of time before they run out of content. Some say, "Well, that's all we have time for, thanks for coming", and leave participants with a real sense of incompleteness. Mastering some of these "Lasting Impressions" can help any trainer avoid this problem. In *Creative Training Techniques*<sup>®</sup>, we suggest there are at least two major considerations for an effective close. One, it needs to allow for celebration. We want the program to end on an up note with participants feeling good about themselves. Secondly, it should tie things together. I think that you will find that this collection of "Lasting Impressions" can help you to do exactly that. They each provide you with one last opportunity to drive home and reinforce a major learning point.

One important key though is to remember you need sufficient time to close. On a full day program for example that's scheduled to end at 4:00, I'll act as if it's going to end at 3:30. That way if questions, heavy involvement by participants, etc., throws your program off schedule, you'll still have time for an effective close.

Each of these "Lasting Impressions" is simple. Give yourself the time to practice each "Lasting Impression" that you want to use. Once you feel comfortable with the mechanics of your closing activity, then focus on the application story. It is what we say as we're performing that really creates the impact and application. In the two, three, four or maybe five minutes that a "Lasting Impression" takes, we can reinforce content over and over without participants really being aware of it. So, select one "Lasting Impression", practice it, master it. As you've mastered one, use it to make that last final impact.

Remember, people remember what we do last, so take the time to prepare and master an effective lasting impression.

## INTRODUCTION

### “I ONCE SAW A MAGICIAN WHO . . .”

As soon as people learn that I enjoy magic, they have a story to tell. The story usually begins with the above words, but then the endings vary.

I always listen carefully. I’m very curious as to what lifts one trick so far above the others that the viewer wants to describe it to other people they meet.

If only there were some common ingredients in those descriptions that we could use to create equally memorable training! What a difference that could make!

Whether the person is telling me about a magician who pulled a coin from their ear, burned their dollar bill, or sawed them in half, I have been able to locate three common factors from which we can learn!

Every description someone has brought to me always focused on magic that was. . .

### SIMPLE

“That magician just broke my watch and fixed it again!”

“He just reached into the air and made money appear!”

“Those solid rings would just link and unlink!”

Every trick that’s been related to me has always been very easy to describe.

No one yet has ever approached me to say. . .

“First, the magician had me count fifteen cards into one pile and then divide the rest of the deck into two piles. Then he had me move three cards from one pile onto the other pile and . . .”

If our trainees don’t have a hook for summarizing our content in the simplicity of a slogan, they will have great difficulty in remembering the main emphasis of what we were trying to say.

Lack of a simple *POINT* is one of the three greatest Closing Killers!

The very nature of the closings in this book will force you to condense your training experience into one or two words! It's a great discipline for even the most technical training! It gives trainees a mental hook on which they can hang the multitude of details you've covered in the session. It gives them a string to tie around the training so that they can take it with them.

Although you'll receive an excellent tool for review as you make and use your Magic Memory Cards, the closings in this book were not designed to be review of material. That's another subject all together. These closings serve as a final pointed emphasis of one central theme that brings unity to your training session.

### **SPECTATOR CENTERED**

**T**he stories that others tell me about magicians usually have something personal happening to the storyteller (or at least to someone they know well)! The person telling the story has either been emotionally and/or physically involved with the magic!

As we translate that finding to our training, we find that lack of *PUNCH* is the second most common Closing Killer!

The closings in this book utilize the most powerful punch—personal involvement. Many of them involve the group in a visual manner. Some involve everyone physically. Hopefully, all involve the trainees emotionally through the vehicle of curiosity, conflict, and resolution (see the introduction to *First Impressions!* for a greater expansion on these themes).

Maximum punch in your closings results from directly involving your trainees physically and emotionally.

### **SPONTANEOUS**

**F**inally, it has been interesting to me just how many of the tricks I hear people describe tend to be outside of the planned show of a typical magician.

## Introduction

“He just picked up that broken rubber band and put it back together!” or “When he accidentally dropped my watch and stepped on it, I thought it was ruined, but he fixed it!”

There is an air of spontaneity to the most memorable proceedings! The magic appeared to “just happen” within the natural flow of events.

Now I don’t believe for a moment that the magic did just happen. However, the wise magician was willing to hide his preparation (which maybe was quite extensive) so that the illusion of spontaneity could be created and the magic become more memorable.

In trainers talk, we translate this to mean that lack of *PLAN* is the third and final Closing Killer! Too many trainers don’t take time to plan their closings!

**REMEMBER: GOOD CLOSINGS DON’T JUST HAPPEN. . . BUT THE BEST CLOSINGS SEEM LIKE THEY DO!**

Anytime the trainer can extensively plan and then make it appear as though s/he is stepping outside the canned presentation for a moment of spontaneity, the group sits up and takes notice. It may be a thought that apparently just struck the trainer. It may be something that appears to be going wrong for the trainer. Or it may even truly be an unplanned (and sometimes unwelcomed) comment or action from someone in the training group.

Any of these spontaneous occurrences has the potential of lifting any closing out of the ordinary and into the memorable!

A wise trainer will not only take full advantage of the opportunity but will also plan spontaneously appearing incidents within the training session!

The closings in this book are examples of how to combine those most powerful ingredients of *SIMPLICITY*, *SPECTATOR INVOLVEMENT*, and *SPONTANEITY* to create memorable moments for your trainees.

Then surely someday someone will say about you. . .

“I ONCE SAW A TRAINER WHO . . .”



## LASTING IMPRESSIONS! Closings You Can Count On

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Please read this section before continuing.

## BUILDING A MAGIC MEMORY DECK

All of the closings in this book utilize The Magic Memory Deck in one form or another. This excellent training deck is constructed by taking a full deck of playing cards and printing either review questions, terms, or even desired actions (i.e. computer skills) on the backs of the cards. For ease of reading the questions, red back decks work better than blue back decks.

When you go to purchase the deck for your Magic Review Deck, go ahead and buy four or five other duplicate decks. You'll need those decks for some of the presentations contained in this book.

Some trainers use pressure sensitive mailing labels while others prefer using a permanent (the Sharpie series of pens work great) marker to print the information on the back of the cards.

By placing the more difficult information on the backs of the higher value cards (i.e. tens, jacks, queens, kings), the answers to those questions become worth more points.

By dividing the deck into suits, the information from different phases of the training can be written on the back of the different suits.

For example, all questions from the first part of the session might be on the back of the Clubs, the second part questions on the back of the Hearts, and so on through four different sections of questions (or terms or actions).

If you don't have enough questions for an entire deck, just use as many cards as you have questions!

As is obvious now, this deck's primary use is in a series of closing reviews with table-teams drawing cards from the face up deck—seeking to answer the question on the back (or even completing the action as in computer training).

If they miss the question, the number of points on the card is deducted from their score. If they get it right, points are

**Building a Magic Memory Deck**

added to their score. Should they choose a higher value card with a harder question or a lower value card with a greater chance of getting it right? That's the key question of strategy!

As fun as that is. . .it is only the beginning of what can be done with this deck!

Believing that a good Opening and Closing are paramount to an effective training session, the magic with this deck of cards focuses on these two crucial elements—introducing the material in an interactive manner and memorably summarizing the material at the conclusion of the training session.

## WHAT'S ON YOUR MIND?

*A great way to get complete group involvement in the summarization of material is to finish by allowing a volunteer to select a card from the deck—attempting to get the rest of the training group to read his mind!*

*When the entire group in unison successfully gives him the answer to the review question on the back of his selected card, the expression on that volunteer's face is total disbelief!*

*The writing on the card can be anything needed to finish the session with a summarization of the content. The verbalization in unison of the entire group really makes the summarization memorable for all!*

Take your deck of Magic Memory Cards and insert an extra card from a matching deck. On this card put a three, four, or five letter word that would serve as a good summary word for closing your training session (i.e. Strive, Dare, Enjoy, Relax, Do It!, etc.).

Now cut this card about  $\frac{1}{8}$ " shorter than the other cards in the deck. Also round the corners again to help disguise its shortness. Hold the deck face down and insert this special card face down about  $\frac{1}{4}$  of the way down in the deck.

Then obtain what is commonly referred to as a stenographer's pad and on the back cover print in very large block letters the word that is on the card you just inserted in the deck.

Fold the cover back on the pad to hide the writing and have a marking pen or crayon within easy reach.

When ready to begin this demonstration, invite a volunteer to join you in the front of the training group and indicate that you will now attempt to have the entire group read their mind! They'll want to be careful with what they think about in the next few moments!

Take your Magic Memory Deck face down in your hand. Use the other hand to riffle the end of the cards *FROM THE BOTTOM TO THE TOP*. Because one of the cards is short, you will feel a slight bump and hear a slightly louder click as

**What's On Your Mind?**

that card goes by in your riffle. When you feel that, you know the deck is ready for what is to follow.

If you can't feel that click of the short card, then either your short card needs to be cut shorter or you need to tap the opposite end of the deck on a table so that the short card is tapped away from the end you're riffing.

Riffle the deck in the manner above as you ask the volunteer to simply say "Stop" anytime she desires. Go fast the first time and then notice that she didn't say "Stop" fast enough. She should really be ready to jump in quickly the second time.

When she says "Stop" confidently let the rest of the cards fall until you feel the hard click of the short card. Stop at the click and lift off the top part of the deck, turn your head away, and extend the bottom part of the deck for her to take the card. The person will take away the forced short card. This is really quite easy when you practice a few moments with the deck.

Hand the person the pad and a marking pen asking her to write the word or words on the pad. You turn your back at this point. Ask her to tear off the paper and hide it before you turn around.

Turn around and take back the pad and pen from her. Don't look at the pad! Simply put the pen back in your pocket.

Casually close the pad as you continue to talk about how this person will now attempt to send her thoughts into the minds of the training group.

Hold the pad casually at your side with the back of the pad facing the training group.

You are standing slightly ahead of your volunteer so that there is no way she can see the word on the pad's back.

Ask the audience to concentrate. When you count to three, they are to call out the first letter they sense in their minds. They will see the word on the pad and start to get the idea!

### What's On Your Mind?

Your volunteer will almost collapse when the group successfully calls out the first letter of her word!

Ask her if it is correct and then proceed in the same manner with the second, third, fourth and other letters. After about the third letter, you can throw the pad into your briefcase—getting it out of the way of any suspicion.

Even when the last letter has been discerned, act as though there might be more and try again. At the count of three, you will be met with complete silence from the group. This is really quite dramatic! The word is indeed finished! Thank the volunteer for a most successful demonstration.

Then thank the group for successfully closing the training with a good one word reminder of what the training was all about!





## CARD ON THE BACK

*The title of this magic trick tells all! In the process of teaching a member of the class a card trick, the chosen card disappears from the deck and re-appears stuck to the back of the volunteer!*

*This selected card can have any writing desired on its back to help summarize content. The magic trick also serves as a great tool for illustrating how different persons' perspectives can help us all.*

*This point is graphically demonstrated since the audience does indeed see the card before the volunteer is aware of its presence!*

*Another benefit of this great piece of magic is that the selected card can actually be made to appear ANYWHERE desired to help give the trainer's emphasis additional visual impact!*

**B**efore presenting this illustration, take your Magic Memory Cards and remove one card from the deck whose review question summarizes the content of your training session.

If you don't have a card that quite fits that description, make an extra card from a matching deck. However, when you do use another card, be sure and remove the duplicate of that matching card (i.e. number and suit) from your Magic Memory Card deck.

Put a fresh piece of double sided tape on back top edge of your chosen card. Encircle the rest of the deck with a rubber band and lay the taped card face down loosely on top of the rubber banded face down deck. Keep this out of sight until you're ready to begin.

Ask if anyone would like to learn a truly great card trick and invite them to join you in the front of the room.

As they come to the front of the room scoop your hand under the deck and lift up both the deck and the loose card on top so that the deck is resting face down on the palm of

**Card On The Back**

your hand. Keep the back of your hand towards the audience. Have your hand hanging loosely at your side.

As your volunteer approaches the front of the room, use the hand that holds the deck to position the person exactly where you want them to stand.

“Please stand right here,” you say to the volunteer as your free hand is placed on the volunteer’s arm and the hand with the deck is placed on their back to help position them where you want them.

Press the deck against their back, and the card will stick to their back as your hand comes away with the rest of the banded deck.

Remember at this point, the group has no idea what you’re about to do. There will be no suspicion! The hard part is over while the group waits for the presentation to begin!

Take the rubber band from the deck and explain to the assistant that you will tell them exactly what to say as they learn each stage of this great trick.

You will now lean over and whisper to the volunteer exactly what they are to say. They will then repeat what you’ve told them to say. The repetition of this process becomes very funny as the presentation continues.

You begin by whispering, “Pick a card.” She says to you, “Pick a card.”

You ask “May I pick any card at all?” You whisper “yes” to her and she says “yes” back to you.

You reach into the deck and pull out a card (any card) and look at the card. However, don’t show the face to anyone else in the group!

You whisper, “Remember your card.” She says to you, “Remember your card.”

You say, “I will.”

## Card On The Back

You whisper, "Put the card back in the deck and shuffle the deck." She says to you "Put the card back in the deck and shuffle the deck."

You do just as she asked you to do.

You whisper to her, "I am now going to make your card disappear." She says to you "I am now going to make your card disappear."

"You are?" you ask.

Lean over and whisper "yes" to her and then she says "yes" back to you.

Whisper "When I say 'Go!' the card will disappear!" She says, "When I say 'Go!' the card will disappear!"

Whisper "Go!" She says, "Go!"

Whisper "What was your card?" She asks you "What was your card?"

Tell her that your card was the \_\_\_\_\_  
(Don't name the card you really picked! Instead name the number and suit of the card you've stuck to her back).

You can't believe that the card could really be gone so you immediately begin to look through the cards (with her looking on) and discover that the card is indeed gone!

"Where did it go?" you ask your volunteer. At this point just wait patiently for a response. She will usually say something like "I don't know" or "I'm not sure."

"No! No!" you correct her. "You're suppose to say 'It's on my back!'" Now wait for her to respond to what you've just told her to say. It will be truly funny as she processes what she's about to say.

She will probably say it in the form of a question "It's on my back?"

Turn her around and show the group the card. Remove it, show it to her, and congratulate her on a job well done!

She gets the applause as she returns to her seat!

**Card On The Back**

Suddenly, you're pleased to notice that the question on the back of the card exactly summarizes the training you've just completed! Imagine that! Thank her for giving you such a great way to end the session!

**ADDITIONAL IDEAS.** . .will present themselves when you realize that the card could actually be hidden anywhere and in anything! Get creative! Hide it in something that will relate well to your content (i.e. under a computer, inside someone's pocket or purse, taped under someone's chair, etc.)

## TRIPLE COINCIDENCE

*The deck of cards is fanned so that one person can see the cards. He mentally remembers any card he sees. Another person is given the opportunity to remember any card from the fan too. Finally, the trainer looks the cards over and selects one for himself.*

*At the count of three. . .all three people call out the card in their mind! They have all thought about the same card!*

*There are no duplicates in the deck! Each person could think of any card he saw! How is it possible? When the training group is shown how it works, there is much room for a summarizing application within the explanation.*

*This is one that you will first perform and then have the training group brainstorm the possible methodology. It always creates energy and interaction. They always enjoy being let in on the secret!*

**B**efore beginning, take your Magic Memory Cards and place on the bottom of the face down deck a card whose question will summarize your training session.

Invite two people to join you in front of the room. A man and a woman works great. Place them in two positions where there is a distance between them. In a moment you will ask each of them to select a card—not showing it to anyone else.

Go to your first volunteer and hold the deck of Magic Memory Cards up to her face so that only she can see the faces of the cards. The backs of the cards face the rest of the training group.

Fan the cards in front of her face. However, fan the cards in the opposite direction from the way you would normally fan them. Now when she looks at the faces of the cards, all of the numbers and pips are hidden with the exception of the bottom card (FIGURE #7 on page 16).

Ask her to remember any card she sees. The wording of that request is very important. Usually by giving her a knowing look she will play right along with you!

## Triple Coincidence

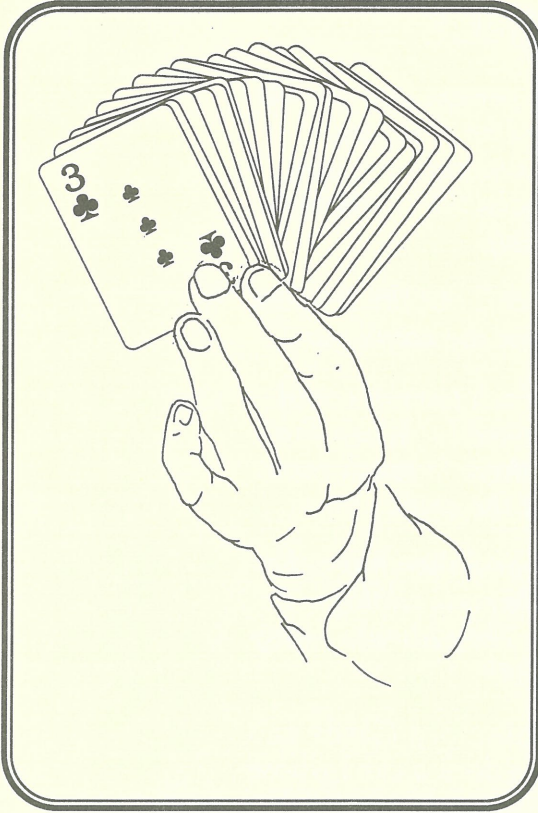


FIGURE #7

tion on the card exactly summarizes the content from the session! Thank your assistants for being so cooperative!

Then move to the other assistant and use the same procedure on him asking him to remember any card he sees.

Finally, turn the deck over and look through the cards yourself and pull the bottom card from the fan as you make your selection.

On the count of three have each person call out the number and suit of their selected card as you turn your chosen card around. The group will be amazed that all three chose the same card.

How can that be?

Let the group brainstorm their way to a solution!

After a solution has been realized, look down at the card as an after thought and act surprised! The ques-

## CRAZY QUIZ

*This very funny routine has the appearance of genuinely using the deck for a review session. However, it is soon apparent that something is wrong—one team member keeps getting all the easy questions while the others keep getting only impossibly hard questions!*

*The consolation prizes are hilarious for the losers and the entire time ends with everyone wide awake and ready to learn again!*

*This is perfect magic to keep in your briefcase to use when the group looks like they're starting to get sleepy! It's a great energizer to use just before going to break!*

This routine is very easy to do!

The description of the routine will take some time but the mechanics are simple!

If you can riffle the end of a deck of cards, you will have a fun interlude to use with your training!

Once you learn the mechanics, you can modify the questions to actually reflect content subject matter (see ADDITIONAL IDEAS).

### Equipment Needed

Supplied with this book is:

- 1) An Answer Sheet For The Judge
- 2) A Certificate For The Final Award
- 3) A Printed Description Of The Routine And Methodology

You will also need for consolation prizes:

- 1) A penny
- 2) A round washer (the bigger the better)
- 3) A paper towel
- 4) A safety pin
- 5) A dime
- 6) An old ring or broach box

The only additional requirements will be a deck of cards to match your Magic Memory Card deck, a tape player (see Additional Ideas), and four chairs arranged in a row for the contestants to occupy during the contest.

### Preparation

- 1) Take twenty cards that match your Magic Memory Cards and cut ten of them  $\frac{1}{8}$ " shorter than the other ten. Round the corners of those short cards so that they again appear like the other cards.
- 2) Look ahead in this routine and find the judge's list of questions. On the back of the long cards, put the odd numbered harder questions. On the back of the short cards, put the even numbered easy questions. Be sure to also include the number of the question on the card.
- 3) Now alternate the short and long cards to make your quiz deck.
- 4) *YOU WILL NOW DISCOVER THE SECRET THAT MAKES THIS ROUTINE WORK.* Tap the end of the deck on a table so that all of the short cards drop to one end of the deck. Then holding the deck face down, riffle the other end of the deck from top to bottom.

If you look into the end of the deck as the cards riffle pass, you will notice that you only can see the long cards (with the harder questions).

If you then reverse riffle the deck (from the bottom to the top), you will find that you can now only see the short cards (with the easier questions).

You will use this unique feature to force your contestants to either choose hard or easy questions!

- 5) Make a copy of the Judge's Official Answer Sheet and the Certificate Of Award (you will actually print the winner's name on the certificate before the contest begins!).

## Crazy Quiz

### The Routine

#### ROUTINE OUTLINE

- I. Trainer Introduces The 4 Audience Contestants
- II. Trainer Explains The Rules
- III. Trainer Introduces The Judge
- IV. The First Question (Hard Question)
- V. The Consolation Prize
- VI. The Second Question (Hard Question)
- VII. The Consolation Prize
- VIII. The Third Question (Easy Question)
- IX. The Fourth Question (Easy Question)
- X. The Fifth Question (Hard Question)
- XI. The Sixth Question (Easy Question)
- XII. The Consolation Prize
- XIII. The Grand Prize Certificate

#### THE ROUTINE ITSELF

##### I. Opening Announcement

It seems to work best to open this section with a few quick words from the trainer to get the audience ready for the contest.

“Now. . .we come to a very exciting part of the program! I’m going to step out for just a moment to get ready and then we’ll begin.”

You could make your entrance with the flair of a gameshow host. You might even consider a flashy jacket, hat, or sunglasses to costume appropriately.

## II. Trainer Introduces The Audience Contestants

These names will need to be gathered ahead of time. You will want people who are:

- A. Relaxed In Front Of People
- B. Good Sports (They Will Be Losing)
- C. Not Too Shy Or Too Extroverted In Their Behavior

We would also suggest selecting *THREE MEN AND ONE WOMAN*. The dynamics in that formula help make the routine click. The woman immediately becomes the underdog and the audience wants to see her win! And the judge will be a woman and there will be a by-play between the two women that makes it even more fun!

The contestants don't need to know about their involvement ahead of time.

The contestants should be invited to the front and seated in the four chairs there for them.

From left to right in the eyes of the audience, they should be seated:

**MAN                      MAN                      MAN                      WOMAN**

You should stand over to the side of the row so as not to obscure the view of the audience. You will want them to see the reactions of each contestant.

## III. Trainer Explains The Rules

Please keep this short and simple. A long speech here will ruin the flow of the routine and dissipate the energy. Pick up the deck and begin.

Something like this will be enough:

"Allow me to quickly cover for you the rules of our contest. Here I have in my hand an envelope filled with questions. One at a time the contestants will be allowed to draw a question from the envelope. They will be given five seconds to think about their answer. They will then give their answer. The judge's decision as to the correctness of their answer will be final. Let me introduce to you our judge."

## Crazy Quiz

### IV. Trainer Introduces The Judge

The judge you select is important from several standpoints. They must be credible to the audience. Any authority person in the group would be acceptable. She must be able to act as though she is taking her job very seriously. We believe that a woman is better suited to this position as she interplays with the other woman and the men better.

She needs to thoughtfully look up all the answers (both easy and hard) giving pause before signalling the correctness of an answer. She needs to take her time on both the easy and the hard questions.

She should be placed in such a position that she is visible to a majority of the group.

If this is ever presented on a stage, we would suggest placing the judge standing on the floor over to one side.

In introducing the judge, again a quick introduction is best:

“We’re happy to have \_\_\_\_\_ acting as our judge. She (he) has been given a list of questions with the correct answers. She (he) will signal me at the conclusion of each answer as to the correctness of the answer. Are you contestants ready to begin?”

### V. The First Question

Ask the first man in the first chair on the left to stop you as you riffle the cards.

**IMPORTANT: BE SURE AND TAP THE CARDS ON ITS END EACH TIME SO THAT THE SHORT CARDS SETTLE TO ONE END OF THE DECK.**

Riffle the cards from the top to the bottom of the face down deck and this contestant will stop you at a difficult question. Remove the card and have him read the question to himself and hand the question to you. You will turn and read it to the audience.

Turn towards him and tell him to begin thinking.

Focus your attention on him. Laughs will begin to come from the audience as he tries to act occupied with a question for which he is hopeless to generate any answer.

Ask him for his answer, check with the judge, wait for the judge's response, and indicate how sorry you are that he didn't give the right answer.

However, you don't want him to go home empty handed. He needs to stand up and you will give him his consolation prize.

*THE PATTERN YOU HAVE JUST READ ABOVE IS THE TYPICAL PATTERN FOR EACH OF THE CONTESTANTS. LEARN THIS PATTERN WELL. WE WILL SIMPLY REFER BACK TO THIS ORDER AS WE DESCRIBE THE REMAINING CONTESTANT SECTIONS.*

### **VI. The Consolation Prize**

Say something like "This contestant receives a very special prize. We want to send him home with an engraved copper bust of our sixteenth President—Abraham Lincoln."

Reach into your pocket and sheepishly remove a penny. Make sure the audience sees what it is, point to Lincoln's bust on the penny, and give it to the man to take back to his seat. Lead in the applause as he returns to his place in the training group.

### **VII. The Second Question**

"Ah, but we do have three contestants left. We'll let you go next."

Now the next man in line is forced to draw a difficult question.

Repeat the procedure exactly as with the first man. Of course he loses.

## Crazy Quiz

### VIII. The Consolation Prize

This man too should stand to receive his prize.

Simply say “This contestant receives a brand new washer and drier with our thanks for being a part of our show.”

Look around as though expecting to see it come out of the doorway. Reach into one pocket and remove a washer (as in plumber’s washer) and reach into the other pocket and remove a paper towel.

Give them to him and lead in the applause as he returns to his seat.

### X. The Third Question

Now turn your attention back to those remaining. Only two people remain.

Now riffle the deck from the bottom to the top so that the man stops you on an *EASY QUESTION!*

Follow the procedure exactly as before except of course, the judge will signal that the answer is correct!

Start the audience clapping, congratulate the man, and begin to close the contest. . .suddenly realizing that you never gave the woman a chance.

Apologize and proceed to the woman—giving her a chance to tie the game.

### XI. The Fourth Question

As you move towards the woman, riffle the cards from bottom to top so that she stops you on an *EASY QUESTION!*

Proceed as before with the judge giving serious deliberation before giving a positive signal.

“We are now in a tie breaker situation. We will give the man one more chance.”

**XII. The Fifth Question**

This time riffle the cards from the top to the bottom so that the gentleman draws a *DIFFICULT QUESTION*.

Proceed as before and indicate that the answer was incorrect.

*BUT WAIT*. . .the woman will need to answer a question correctly if she is to win fair and square. The man should be encouraged to remain seated while the woman attempts to answer the question she draws.

**XIII. The Sixth Question**

This time the woman will stop you on an *EASY QUESTION*.

Encourage her to take her time as this is a most important answer. She just could be the Grand Prize Winner!

Proceed as before and indicate that the answer was correct.

After she answers correctly, excitedly lead the audience in applause.

“She is the winner of our contest!” Invite both of the contestants to stand for the awarding of the prizes.

**XII. The Consolation Prize**

Turn to the gentleman and indicate that you do indeed have a consolation prize for him.

“For this lucky contestant we have one of our finest prizes. We proudly award you a stunning silver dime and pin (diamond pin).”

Reach into a pocket and remove a jeweler’s case. Open it and hand the gentleman a dime with the comment “Here sir is the dime.” Handing him the safety pin, you exclaim, “And this is the pin. . .a stunning silver dime and pin.”

Lead in the applause as he leaves the stage.

## Crazy Quiz

### XIII. The Grand Prize

Turn to the woman and remove the Certificate of Award. Read it to her out loud, hand it to her with a grandiose gesture of honor, and lead in the tumultuous applause as she returns to her seat.

The fact that it is already filled out with her name is the final signal to the training group that this was indeed a fixed contest (if there was any doubt remaining).

### ADDITIONAL IDEAS

- 1) Equip the judge with a bell to ring for a right answer and an airhorn to blow for a wrong answer. Demonstrate these sounds during her introduction. In this case, she does not need to give any verbal cue—the sound will be enough. Airhorns are available at boating supply stores.
- 2) Customize the questions for real content review! However, have impossibly difficult questions for the long cards and elementary simple questions for the short cards.
- 3) Use music from the Game Section of the music tapes entitled “Powerful Presentation Music Tapes” available from the publisher. These tapes require no copyright permission for their use and give you excellent musical interludes to insert at the opening or during the “thinking time” for each contestant.

### THE ABRIDGED VERSION

There are times when you won't want to have the game run as long as the first routine published in this book. Not a problem.

Simply have four or even three people come up from the audience. Have everyone but the last one (the woman) choose from the difficult side of the envelope with the final person choosing from the difficult side of the envelope.

**THE CRAZY QUIZ JUDGE'S  
OFFICIAL ANSWER SHEET**

DEAR JUDGE: Although it will take you no time at all to look up the answers to these questions, please take your time on both the easy and the hard ones. Play your part as seriously as possible. Thank you.

1. Q. If a hen and a half lays an egg and a half in a day and a half, how many and a half, who lay better by a half, lay a half-score and a half in a week and a half?  
A. No Answer Is Correct
2. Q. What Is Your Favorite Color?  
A. Any Answer Is Correct
3. Q. With six sticks of equal length, how can you form four equal-sided triangles without breaking or cutting the sticks?  
A. No Answer Is Correct
4. Q. What Is Your Favorite Song?  
A. Any Answer Is Correct
5. Q. Bill and his brother Jim have combined ages of 30. In fourteen years Jim will be three times the age Bill is now. How old is Jim?  
A. No Answer Is Correct
6. Q. What Is Your Favorite Dessert?  
A. Any Answer Is Correct
7. Q. Friday the thirteenth is reputed to be a very unlucky day. On the average, over a period of years, how frequently does Friday the thirteenth occur?  
A. No Answer Is Correct
8. Q. What Is Your Favorite Pet?  
A. Any Answer Is Correct

## Crazy Quiz

9. Q. Tomorrow today will be yesterday, and yesterday today was tomorrow. When tomorrow is yesterday, today will be as near to Sunday as today was when yesterday was tomorrow. What day is it according to these facts?  
A. No Answer Is Correct
10. Q. What Is Your Favorite Drink?  
A. Any Answer Is Correct
11. Q. If a man says that he forgets what he does not wish to remember, does he mean to say that he does not remember what it is that he wishes to forget? or that he is able to forget that which he does not wish to remember?  
A. No Answer Is Correct
12. Q. What Is Your Favorite Television Show?  
A. Any Answer Is Correct
13. Q. There is a five-letter word the pronunciation of which is not changed by removing four of the successive vowels. What is it?  
A. No Answer Is Correct
14. Q. What Is Your Favorite Cartoon Character?  
A. Any Answer Is Correct
15. Q. In a certain hamlet there is a single smooth-shaven barber who will only shave those people who do not shave themselves. Who shaves the barber?  
A. No Answer Is Correct
16. Q. What Is Your Favorite Day Of The Week?  
A. Any Answer Is Correct
17. Q. The square root of this number when added to the square root of the second number exactly doubles the first number. What is the second number?  
A. No Answer Is Correct

18. Q. What is your favorite time of day?  
A. Any Answer Is Correct
19. Q. A man owns eight jumping dogs. Three of the dogs can jump four feet, four of the dogs can jump three feet, and one of the dogs can jump only one foot. How many of the dogs can jump higher than the average jumping height of all the dogs?  
A. No Answer Is Correct
20. Q. What is your name?  
A. Any Answer Is Correct

# Certificate Of Outstanding Achievement

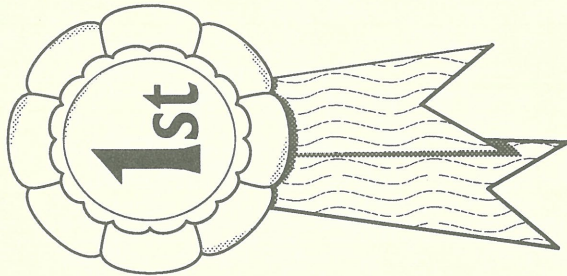
This Award Is Presented To

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



FOR ACHIEVING

# FIRST PLACE

DATE \_\_\_\_\_

SIGNATURE \_\_\_\_\_



## VIDEO CARD TRICK!

*The trainer finishes the session with a card trick performed by a great magician from the past.*

*The magician's voice on the tape (either audio or video) gives instructions as a volunteer follows those instructions with a deck of cards.*

*Unbelievable as it seems, the card selected by the volunteer is revealed to him by the voice on the tape!*

*In fact, the card selected by the volunteer is the very message card needed to summarize the material under discussion!*

**I**n preparing for this magic trick, select a card from your Magic Memory Deck whose question will summarize your training content.

If you can't find exactly what you want, go ahead and make a suitable card from a matching deck.

Place the card face down on top of the face down Magic Memory Deck.

Now choose a word or short phrase that will also help cap-sulize the main emphasis of your training session. A word or phrase with about ten letters is perfect (i.e. Customer First, Cost Control, Sale And Service, etc.). Hold the deck face down in your hand (your content summary card is still on top) and spell your word or phrase one letter at a time—laying one card on the table from the top of the deck for each letter you're spelling.

Then spell the word again from the deck—continuing to place more cards on the first tabled pile from the deck.

Pick up this tabled pile of cards without disturbing their order and drop the pile face down on top of the deck you still hold in your hand.

You have now placed the important content summary card in the deck at a specific position from the top. Your content card is twice as many cards down from the top of the deck as you have in your content word or phrase.

**Video Card Trick!**

In other words, if you have five letters in your content word or phrase, your content card is now ten cards down from the top of the deck.

You are now ready to begin your presentation!

You might want to consider introducing this as a trick you got inside a cereal box when you were a kid. Inside the box was a small record with an unbelievable card trick. Your mom saved the record and you've transferred it to cassette tape so that you could share it now with your training group. If you're young enough, it could even be a video cassette!

Have a person come to the front of the room as you turn on the cassette. The script for the tape should be something like this:

"Hello boys and girls! This is Mr. Magic ready to share with you a magic trick from the repertoire of the professionals! The name of this trick is 'The Famous Card Trick!' I think you're going to like it!

The first thing you need to get is a deck of cards.  
Do you have a deck of cards?  
Goooooooooooooooooooooood!

Hold the deck of cards face down in either your right or left hand.

(Watch to make sure your volunteer is doing it correctly. If there's a problem, go over and help him follow the directions.)

We are now going to mix the cards in a special way! Reach up with the hand not holding the deck and remove a few cards from the top of the deck. Don't take more than eight or nine cards and don't tell me how many you took! Shuffle the cards you've just taken. (Pause) Now hide those cards! (Pause) Have you done all that?  
Goooooooooooooooooooooood!

Next I want you to take cards from the top of the deck and spell an important word (phrase). Take one card from the deck for each letter in the word (phrase) and lay it face down on the table.

## Video Card Trick!

The word I want you to spell is \_\_\_\_\_ (your chosen training word).

Let's do the spelling letter by letter. . .

\_\_\_\_\_

(Here you will actually spell the word—giving the volunteer enough time to lay a card on the table for each letter you give.)

Remember those cards you took from the deck and shuffled at the beginning? Well, bring them out now and add them to the top of the deck. (Pause) Have you done that?

Gooooooooooooooooooooood!

Now let's do the spelling again. Lay down more cards on the table for each letter.

(Again on the tape you spell the word letter by letter—giving the volunteer enough time to lay a card on the table for each letter you give.)

Place the deck aside now and pick up the last card you dealt to the table. Concentrate on the number and suit of the card you've selected and I will attempt to read your mind.

If my magic is working well today. . . I believe you chose (dramatic pause) the \_\_\_\_\_ of \_\_\_\_\_ (the number and suit of your special content card).

However, even more important than the card you picked is what's written on the back of the card. . . since \_\_\_\_\_ (the content information you desired) really does summarize the main point of this training session! Thank you for your help!"

ADDITIONAL IDEAS might include using a musical background on the cassette tape (Circus music sounds great!) to give it that authentic childhood feel!



## FINGERTIP VANISH!

*The trainer holds the deck of review cards in his hand and asks any person to name any card in the deck, and it will be made to vanish!*

*The trainer squeezes the deck in his hand and indeed the ENTIRE DECK disappears without a trace. . .right at his fingertips!*

*This shocking trick can be used very well to conclude a training session. As the trainer vanishes the deck, he makes a tossing motion towards the trainees indicating that the information in the deck has now been transferred into the minds of the learners. The deck is no longer needed.*

*It's a very powerful way to get rid of the review deck at the end of the session!*

*After you've used the Magic Memory Deck for a review as described previously in this book, you simply hold the deck at your fingertips, and it disappears!*

In order to present this most memorable ending to your training session, you'll need to take about ten minutes to make a special gimmick.

Using an unlined index card, cut a piece from the index card that measures  $\frac{5}{8}$ " x the same width as a single card from your Magic Review Deck. Poker size cards are approximately  $2\frac{1}{2}$ " wide and bridge size cards are about  $2\frac{1}{4}$ " wide.

You are now going to make this little piece of index card look like the end of a complete deck of cards. It's easy to do.

Take a good pen (an Ultra Fine Flair works great) and a ruler. Draw a series of lines lengthwise across the piece of index card.



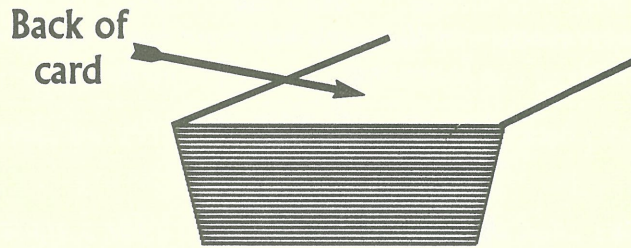
After the ink has dried, carefully run an eraser over the ink several times to take some of the boldness out of the lines. The lines must be muted and soft.

## Fingertip Vanish!

Using transparent tape, hinge this piece of index card to the very end of the Joker from your Magic Memory Deck. Put the transparent tape hinge on the *FACE* of the card and the *BACK* of the index card piece.

Now fold the index piece down at right angles to the end of the card and with a cursory glance, it should pass as the end of the deck.

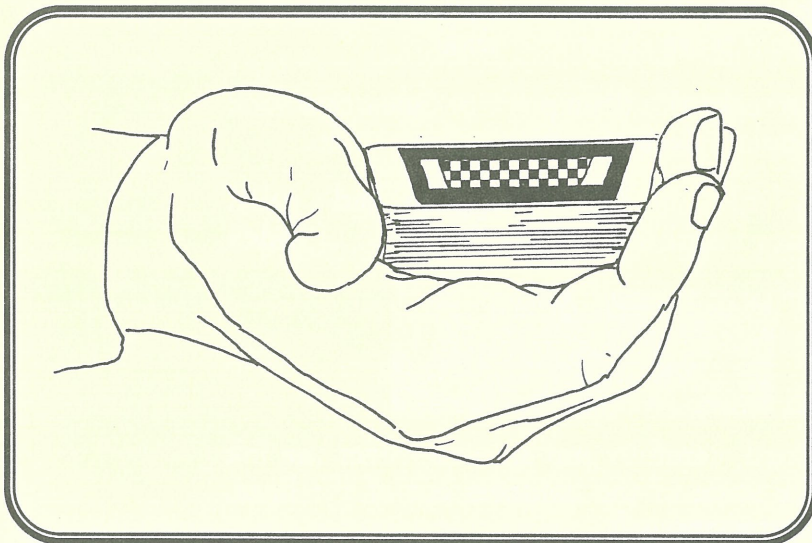
To further heighten the illusion, taper the two ends of the fake piece. Start at the card and slightly cut both ends tapering them from top to bottom.



When you get ready to conclude the training session, use both hands to reach into your open briefcase and bring this special card out in one hand face down with the face of the card parallel to your upturned palm. Your thumb and index finger should be holding either end of the fake piece.

FIGURE #8

The other fingers of your hand should curl naturally around the side of the card with the tips of the fingers resting on the back of the card. The bottom of the fake piece should rest against your hand (see FIGURE #8).



Remember that the group has seen you use this deck of cards throughout the

## Fingertip Vanish!

training! If you don't draw undue attention to the deck, they will assume it to be the same deck you've been using! Take time to look in a mirror and build your confidence in how great the illusion really looks!

As a final act of review, ask anyone in the group to name any card in the deck. You claim that you will make it disappear!

After someone has called out a card, tell the group that first you must remove the joker. Reach around the front of the deck with your free hand—slipping your fingers under the fake with your thumb resting on top of the card.

You will now do two things simultaneously. Use the fingers of your free hand to fold the fake piece under the card—removing that card *WHILE* you turn over the hand originally holding the card. You may also need to turn your body at this time so that the back of the hand that once held the “deck” is now facing the audience. The hand should remain cupped as though it still contained the deck (FIGURE #9).

The action in this last paragraph should appear as though you simply reached over and removed one card from the deck and now you hold the deck in your hand with the back of that facing the audience.

Briefly show the face of the Joker. Your fingers should adequately cover the fake piece. Put the Joker away in your pocket. Turn all attention to your still cupped other hand.

Suddenly, get an inspiration! Tell the class that since they've done such a good job of learning the material, you really don't need *ANY* of the cards anymore!

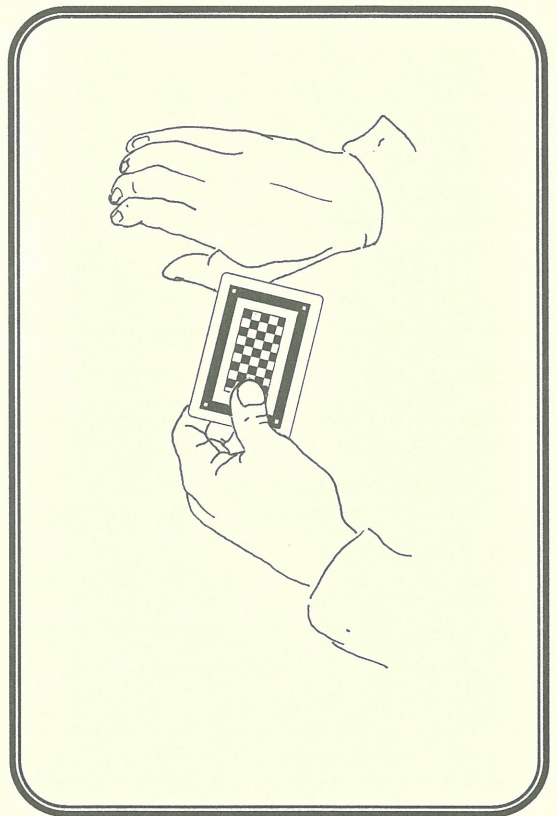
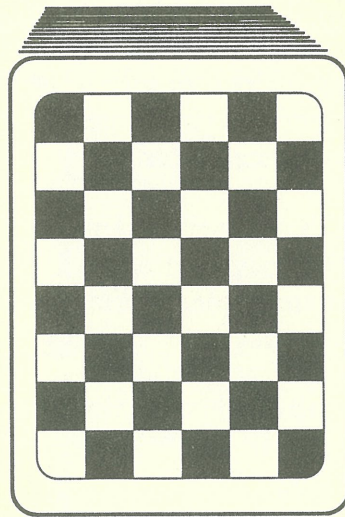


FIGURE #9

**Fingertip Vanish!**

Squeeze your hand into a fist and make a tossing motion towards your class! The entire deck will appear to have vanished!

Thank the class for their attention and take your much deserved bows for being such a creative trainer!



A special thank you to Paul Harris, creator of this routine, for his permission to include it in this book.

## DAVE ARCH



Author of the books in the Tricks For Trainers Resource Library (Tricks for Trainers I & II, and First Impressions, Lasting Impressions), Dave Arch has pioneered the use of magic in his motivational programs and training.

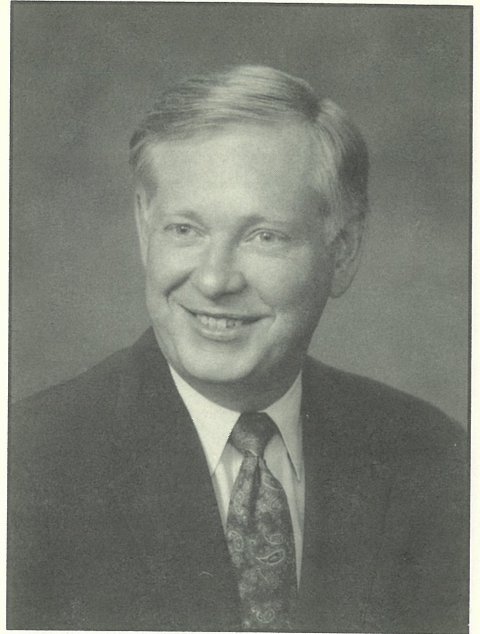
Since 1982, magic has proven itself an effective communication tool for groups as diverse as hospital CEO's to sales representatives to banking administrators.

Combining a ten year background in personal and family counseling with a professional expertise in magic, Dave travels from his home in Omaha, Nebraska, to present his unique presentations before some 25,000 people each year in both corporate and conference settings.

Whether he's using a power saw to saw an audience volunteer in half or attempting to escape from a regulation straitjacket, his audiences long remember both the excellent content and the entertaining audience involvement that have become the trademarks of his successful presentations.

## ROBERT W. PIKE

Robert has developed and implemented training programs for business, industry, government and the professions since 1969. As president of Resources For Organizations, Inc., Creative Training Techniques International, Inc., and The Resources Group Inc., Bob leads sessions over 150 days per year covering topics of leadership, attitudes, motivation, communication, decision-making, problem-solving, personal and organizational effectiveness, conflict management, team building and managerial productivity. More than 50,000 trainers have attended the Creative Training Techniques® workshop. As a consultant, Bob has worked with such organization as Pfizer, Upjohn, Caesars Boardwalk Regency, Exhibitor Magazine, Hallmark Cards Inc., and IBM.



Over the years, Bob has contributed to magazines like "Training," "The Personal Administrator" and "The Self Development Journal." He is editor of the "Creative Training Techniques Newsletter" and is author of "The Creative Training Techniques Handbook," "Developing, Marketing and Promoting Successful Seminars and Workshops" and "Improving Managerial Productivity."

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Seminars on these topics are also available by calling the Creative Training Techniques Companies.

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