



Highway to Success: The Entertainer's Roadmap to Business

Elliot Smith, Ian Quick

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Years ago, Elliot Smith became a mentor to Ian Quick, then a young man with a dream of becoming a professional magician, and taught him that honing his craft was only one part of the equation of success. Elliott advised Ian about the business of being an entertainer, guiding him in how to:

- organize his work space and financial records;
- market his services effectively;
- obtain leads for new business;
- make "cold " calls;
- negotiate contracts;
- deal with agents...and much more.



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