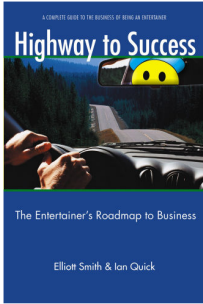


Media Release

Ottawa Lawyer Turned Magician Partners With Professional Entertainer To Unleash Book On How To Succeed In Show Business

*Entertainers need more than talent to be truly successful... They need to **mind their business**, too. Introducing *Highway to Success: The Entertainer's Roadmap to Business* – the definitive guide to working and succeeding as an entertainer.*



Ian Quick is a magician. He was a lawyer...

For Ian Quick, magic had long held a special fascination. Indeed, with practice, he had come to consider himself a “competent amateur.” As a lawyer, Ian knew he could pay his bills, and support a home and family. But as a magician...?

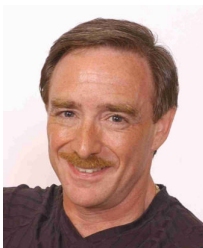
Enter Elliott Smith, a magician “in business” for over 30 years. “Elliott took me under his wing,” chuckles Ian. “As a mentor, he helped me evolve from a competent amateur into a seasoned professional. I was ready to show the world my magic, but what I needed was an audience.” Finding his audience meant getting bookings and closing sales; it meant setting goals, generating leads, making cold calls and negotiating contracts; it ultimately meant “getting down to business”.

As time passed, Ian – his own determination bolstered by a new-found knowledge of the business of being an entertainer – made the bold move from lawyer to professional, full-time magician...and he's never looked back.

Now, Elliott Smith and Ian Quick have collaborated once again – this time as co-authors of *Highway to Success: The Entertainer's Roadmap to Business*. Using the lively analogy of a road trip, *Highway to Success* is the ultimate guide for any performing artist who wants to set up, operate and thrive in the business of being an entertainer. Musicians, magicians, clowns, singers, dancers and jugglers alike will benefit from taking the best possible route on their trip from A (their show biz dream) to B (success). *Highway to Success* includes suitcases full of tips, strategies, examples and practical advice from Elliott and Ian.

“In my early years,” says Elliott, now backed by 38 years of success as a professional magician, “I often felt surrounded by negative people who assured me that this dream of becoming a full-time, professional entertainer would never be fulfilled. That's why Ian and I are so determined that our book give individuals the tools they need to make their dreams of being an entertainer come true.”

About Elliott Smith and Ian Quick



Elliott
Smith

Elliott Smith – Magician, has entertained Corporations, television audiences and travelers across Canada, the United States, Europe, the Caribbean and Mexico for over 38 years. A member of the International Brotherhood of Magicians and the distinguished Order of Merlin, Elliott has performed his special brand of magic and comedy for 2 past Prime Ministers of Canada, International Ambassadors and even the late Liberace.

Ian Quick has been performing magic since 1992 and has quickly climbed the ranks to become one of the country's premier magicians. Following a brief career as a lawyer, Ian became a full time entertainer by popular demand. Ian has performed on some of the most prestigious stages, including a month long run at the Lac Leamy Casino Theatre. Ian currently tours throughout Canada, specializing in educational shows.



Ian
Quick

Highway to Success: The Entertainer's Roadmap to Business
can be ordered from Happy Medium Books at happymediumbooks.com
or by calling Creative Bound Inc., toll-free in North America at 1-800-287-8610.