

How to Win by Jon Armstrong - Buch

In **How to Win**, Jon Armstrong shares thoughts, theories and techniques to make your stand-up magic capable of winning over even the toughest of crowds, including tested routines that you'll love to perform as much as your audiences will love to watch. A great resource for both stand-up magic pros and those just starting on their journey to the stage.

"This slim volume has more useful advice than a stack of "theory" books put together."

- **Ken Weber**

"It is, honest-to-goodness, the best book I've read on elevating stand-up magic."

- **Nathan Coe Marsh - Genii Magazine**

"Armstrong provides the blueprint to better connect with our audiences and be a more respectful entertainer."

- **LEVENT**

"Jon is a wonderful magician: incredibly skilled, funny, creative and entertaining. He brings the same stellar level of ingenuity and craftsmanship to his scripting and routines as he does to his sleight-of-hand. His work directing other magicians is extremely insightful, not to mention generous. Jon makes everything he touches in magic better."

- **Chris Philpott**

"Jon's book is full of road-tested ideas and stage ready routines, I'm not sure why he is sharing these pieces with other performers, but I would grab a copy before he changes his mind."

- **Taylor Hughes**

"Truly a great book! Great real world in the trench's advice."

- **Ken Scott**

"Just wanted to let you know that since seeing your lecture and reading your book I'm getting standing O's 90% of the time using your techniques. So, thank you!"

- **Scott Pepper**

- A fun to read book about making your stand-up magic better, for both beginners and professionals.
- Easy to follow and practical advice on making your show more engaging, amazing and entertaining
- Fun to perform and watch routines that reinforce the concepts taught in the book.