

# 6 Cold-Call Tips

1. **A highly specific strategy.**  
You should target a particular industry/field that's doing well financially and that has opportunities that you could help with.
2. **Reasonably good knowledge, and feel for the target fields needs.**
3. **A carefully researched and maintained contact list.**
4. **A "hook" with which to grab the prospect's attention when you get him/her on the telephone.**
5. **A ready supply of promo. materials to send to prospects who express linterest. These should be personalized.**
6. **Some knowledge of telephone solicitation technique. There are good ways and bad ways of cold calling.**

Kent Laird • Secretary/ Treasurer  
1938 Greensferry Glen  
Lawrenceville GA 30043

**October 21, 2002**  
• *Magic Auction*  
**First Baptist of Tucker**

Homer B. Hulse/Harold R. Martin Ring

THE  
**eQUINOX**  
October 2002

Ring

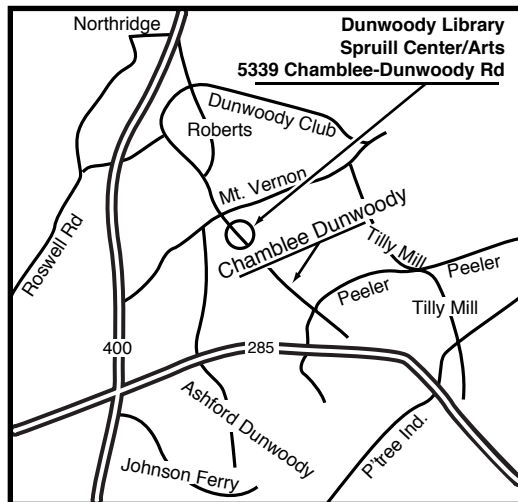
**9**  
I.B.M.

**Georgia Magic Club**



## What's Happening This Month?

This month's meeting will be at First Baptist Church of Tucker 5073 LaVista Road; Tucker, GA 30084 on October 21st at 7:30. It is The Magic Auction. Dust off those unused effects and make a few bucks for you and the club.



## Convention Corner

# Atlanta Harvest of Magic

**When:**  
**Nov 15 & 16, 2002**

Registration/Dealers open Friday at 11 am

### Where:

Holiday Inn Select  
130 Clairemont Ave  
Decatur, GA 30030  
404-371-0204

### Registration:

Magicians: \$86.57  
Spouses: \$57.95  
Under 18: \$63.42

Limited hotel rooms, \$69  
(mention convention rate)

### Make checks payable to:

Diane Maney  
120 Aspen Way, Fayetteville, GA 30214



## Promotion Idea!

For those of you looking for a unique business card idea look no further. For those special clients you can get CDs to burn in your computer the shape of business cards. These cards can be found in office supply stores or your computer store. They hold 50 megs of information. That's enough space for a website on disc or even a video clip showing part of your show. Let your imagination run.

## Who's Where

**Rick Silver** is performing at US Border Cantina in Alpharetta Mondays, 6:00-8:00.

**Ken Scott** is performing from 9:30 till 1:30 brunch at Shadows Restaurant in Peachtree City

**Bill Clary** is at Ray's on the River Sunday Brunch, 10:30am-2:30pm.

One can catch **Joe Turner** performing at Norcross Station Cafe, Fridays, 6-9PM; some Saturdays.

**King Chapman** is at TGI Fridays (Pleasant Hill), Duluth, Saturdays, 7pm-9pm and US Border Cantina, Alpharetta; 3rd Mondays, 6-8pm.

**Terry Wenham** performs as "Charley" at Max & Erma's, Gwinnett Sundays, 5:30pm-8:30pm and Max & Erma's, Dunwoody Thursdays, 5:30 pm-8:30pm.

### GA Magic Club Officers:

Paul Sponaugle • President	(770) 640-4670
Joe M. Turner • Vice Pres.	(770) 270-0414
Kent Laird • Secretary/Tres.	(770) 237-5102
David Oglesby • Equinox Editor	(770) 522-0816

### Any articles for the newsletter maybe sent one of these ways:

David Oglesby  
8131B Colquitt Rd.  
Atlanta, GA 30350  
Voice: 770-522-0816  
E-mail: doglesby@namb.net