

PAUL  
BROOK'S



SELF  
SERVICE

## Paul Brook's Self Service

Paul Brook's Self Service

FROM THE MIND OF  
PAUL BROOK,  
BEHOLD...

PAUL BROOK'S

SELF  
SERVICE

NOTHING IS.  
NOTHING BECOMES.  
NOTHING IS NOT.

Paul Brook's Self Service

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Forward Thinking  
227 Heath Road, Bournville, Birmingham, B30 1RU



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## Paul Brook's Self Service



## Introduction

Over the past six months I have been through a lot of misfortune. Firstly, I was in a serious car accident leaving me bedridden for two months. Then I had a cancer scare and a major operation on my nose. Finally, I had a number of impersonators trying to ruin my reputation.

Throughout it all I had a massive amount of support of my brethren in magic and mentalism. This support helped me to get through the hard times more than many will ever know.

This free effect is a massive "Thanks" to everyone who has supported me.

It is also a contribution to everyone in our community. I really want to put something back to the community without charge. I shall endeavor to do this more often. Obviously I shall still be selling effects and books, but I wish to augment this with free effects and ideas.

So, in a strange way I want you to share this E-Book and pass it out to anyone who would have an interest in its contents.

Paul Brook  
April 2009



## Paul Brook's Self Service





## What They See

Following is a transcript of how the audience perceives 'Self Service' in a real world situation.

The Mentalist is seated with a woman named Jenni.

Mentalist: "You know what? I'd love to try something with you. Normally I would use a book to demonstrate this, but I don't have one."

The Mentalist searches around in his wallet and removes a fairly long shopping receipt.

Mentalist: "Ah! This will be perfect.

Now, if this were a book I would have you select a page and word at random. As what we are about to do we requires that a random word, or in this case object, is selected.

However, using this receipt there may be a problem with you being genuinely random. As humans we have such a strong connection to food. So strong that if you were to look over this list and select an item it will most likely be one you enjoy eating.

There's also a problem in selecting the item by plonking your finger on the

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receipt at a random item. Sadly, most people tend to plonk their finger down towards the middle of the receipt.

By knowing this I have at least some idea of the items that are likely to be selected. This really makes it unfair for you."

Jenni: "Right."

Mentalist: "I guess the problem is really one of emotional attachment to the foods on the list.

Hmm...do you love numbers?"

Jenni lets out a giggle to acknowledge the ridiculous notion that she may love numbers.

Jenni: "Not particularly."

Mentalist: "OK, then I have an idea."

The Mentalist removes a business card from his pocket and furtively writes something on the back of it. It is then tabled writing side down.

Mentalist: "That card is for later.

As I look at that receipt there must be around ninety items on the list. So think of a number between ten and ninety.

Please, do not name it out loud."

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Jenni: "OK, got one."

Mentalist: "If you want to change your decision you can do so now. If you are happy with the number you have that's fine as well."

Jenni: "No, I am happy to stick with the number I have selected."

Mentalist: "To make the selection legitimately random, which is our goal, it will have to be random for you as well.

Therefore, silently add the two digits of your number together. For example, if you chose twelve you would add one and two together to get three.

Does that make sense?"

Jenni: "Yes."

Mentalist: "When you have this single digit I want you to take it away from your original number. Just as if you were taking 7 away from 20 to get 13.

Again, do this silently, and when you have this totally random answer remember it."

Jenni takes a few moments to work out the final random number.

Jenni: "Yeah got it."

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Mentalist: "In fact I want you to have a choice of two random numbers. You already have one random number. Make sure that you remember it.

To create another random number once again think of a two digit number, add the digits together and take that total away from the original number.

Take your time, and once you have another new random number let me know."

Jenni takes a few moments once again to work out another random number.

Jenni: "Right I've done that."

Mentalist: "So you now have two random numbers that only exist within your mind.

Again do not say anything, but mentally select the number that you want to work with and forget about the other one."

Jenni: "OK."

Mentalist: "Great, the number you have in mind is not influenced by the list and is completely random.

At no point have you named any number so I have no idea what your number is either.

You created two numbers and have chosen just one of them. We have also

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used maths to make sure you didn't even know what the number you have selected would be.

Now, I want you now to find the item that corresponds with your selected number."

The Mentalist hands Jenni the receipt to clarify where the counting should begin. [note: the receipt below has been truncated]

<b>STAY FRESH SUPERMARKET</b>	
<b>BIRMINGHAM 0800 043 9389</b>	
-----	
	<b>£</b>
<b>DIET COLA</b>	<b>0.39</b>
<b>KIDNEY BEANS</b>	<b>0.33</b>
<b>SWEETCORN</b>	<b>0.38</b>
<b>VEG SAUSAGES</b>	<b>2.13</b>
<b>LOGLIFE MILK</b>	<b>0.84</b>
<b>LOGLIFE MILK</b>	<b>0.84</b>
<b>LOGLIFE MILK</b>	<b>0.84</b>
<b>NAT YOGURT</b>	<b>1.57</b>
<b>TOMATOES</b>	<b>0.35</b>
<b>F RANGE EGGS</b>	<b>2.39</b>
<b>SPORTS DRINK</b>	<b>0.89</b>

Mentalist:

"If your number is one then your item would be diet cola. Two would be kidney beans. Three would be sweetcorn, etc.

Count down to the item at the random number in your mind. When you get there fix that item into your memory.

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Before you start I will turn around, and I will only turn around once you know the random object.

So don't forget to tell me to turn around when you are done."

The Mentalist turns around so that he is not facing the participant. After around thirty seconds Jenni has found the object at her random number.

Jenni: "You can turn around now."

Mentalist: "Now I have to be careful with this next stage. You must tell me the honest truth.

Are you allergic to the item you have in mind?"

Jenni: "No."

Mentalist: "Wonderful. I want you to image eating this item in the state that it is in at the moment.

Don't imagine that it is cooked or prepared in any way. I will only allow you to mentally unwrap the item, should it need unwrapping.

Oh, and if you choose something like an oat bar focus on the ingredient, i.e. oats.

Look at me.

Stare into my eyes.

Focus.

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That's it, really focus.

Now, vividly imagine eating the item.

Imagine how it feels in your mouth.

Feel the texture.

Taste the tastes.

Smell the smells.

STOP!

I think I have it.

Are you eating tomatoes?"

Jenni:

"YES!

How did you get that?

Was it the way my mouth moved?"

Mentalist:

"No. I'm sorry to say, but that last bit about imagining the food was all nonsense.

In fact something more sinister has been going on.

You see, ever since I started talking to you I have been psychologically maneuvering you towards choosing tomatoes.

I realise that this seems like an outlandish claim, and it is.

The only way that I would be able to prove this would be to have proof that I

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wanted you to select tomatoes. Even then this proof would need to have been written before you even thought of a number.

That proof exists in the form of the card that I placed faced down at the beginning."

The Mentalist looks at the card and waits for Jenni to make the leap and pick it up.

Jenni finally picks up the card and turns it over to reveal that the word "Tomatoes" written on the card.

Jenni: "How on earth did you make me choose that?"

That's insane."







## The Deception Revealed

At the heart of this effect lies a rather common and overlooked mathematical effect. I realise that a lot of people snub their noses at mathematical effects. To be honest I can understand why. Most of the time the maths involved is presented as the crux of the effect, and used without reason.

When a mathematical effect is presented and the calculations serve no purpose then the participant has reason to see them as being alien. The fact that the maths is unusual makes the person jump straight to it when looking for a solution.

But before I begin writing at length about the context that I present this mathematical effect in it would be useful for you all to know the mathematics that is being used.

For those not familiar with the mathematics involved here it is:

1. Take any two digit number.
2. Add both digits together to create a new number.
3. Subtract this new number from the original number.
4. The answer is always a multiple of 9  
(9, 18, 27, 36, 45, 54, 63, 72 or 81)

This method is very old and I have personally not been able to find a creator linked to this calculation. If anyone reading this

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does know then please drop me an email and feed me some knowledge.

However, the wonderful Max Maven has informed me that this calculation in conjunction with a list is in fact his. This also includes the use of synonyms within such a list.

Back on to the context.

The entire reason for using the number in my presentation is that regular means of item selection would be unfair. People are biased in the choices that they make, however, not to the extent that I am suggesting in the script. However, if you look over the script you will notice that the process seems quite reasonable. It seems to make sense that people will do the things that I suggest based on mental biases.

I then make sure to link the biases with an emotional involvement with food. As food is something we all require to remain alive it is impossible for a participant to argue that he/she doesn't have an emotional involvement with food.

Now here is a sneaky bit, following on from the 'emotional involvement with food' statement I ask the person if she is emotionally involved with numbers. This is such an unfair comparison as the person will be comparing the emotional involvement with numbers to the emotional involvement with food. Obviously the person, not seeing numbers as a survival aid will say "no".

It is from this point on that the person has been guided into the idea that the use of numbers will remove the mental bias that she has. This in turn will allow for a fairer selection of an item for her, and completely stops me from getting the edge over her. The exact opposite is true, as this process is the only thing enabling me to get the edge over her.

I have said it before and I will say it again, "Always try to make the unfair areas of a methodology appear to be fair."

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For those that have ever used a similar mathematical effect, you will realise that some people will comment, "Oh, I bet it always comes to that number?"

Sadly, sometimes that is the case. However, this method allows for a large array of numbers to be selected. This means that if a person were to comment as above you would be able to repeat the effect for her and have a different outcome (providing you use a variation on the method).

But why not blow that theory out of the water before it really ever forms in the participant's mind?

In the vast majority of cases the thought that the calculations always arrive at the same destination only occurs when the person searches for an answer to the miracle. Therefore, if we can put in place something that nullifies that thought before the end of the effect the person will discount the idea within her own mind.

This is effectively done by have the person create two random numbers using the calculation above. This way the person will perform the same calculation and arrive at two completely different numbers.

Of course it is possible that the person can end up at the same number after the second set of calculations. It has never happened to me, but it is possible. The only way that it would happen is if the two starting numbers were close together. As the range is from 10-99 it would be very peculiar for a person to choose two starting number in close proximity to each other.

However, I must say that it could happen, and I have a contingency for you. As the goal is to create two numbers randomly the person will mention that the end numbers are the same. You reply with:

"Obviously, there will be some starting numbers that end up on the same end number. It is just chance.

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Don't tell me what the number is, but keep the first number and choose a different starting number for the other number."

Like I say, it has never happened before, and it is mathematically reasonable that different numbers may end up with the same outcome. It will probably never happen, but memorise the phrase just in the event that it crops up.

The end result in either case will be the participant creating two random numbers. Both numbers are calculated using the same steps, but have different totals. This is an extremely powerful convincer. It removes any idea at the end of the performance that the mathematics involved is in some way suspect or always provides the same end total.

Also, you give the participant a choice of what number she wishes to choose. This adds to the feeling of fairness on her part and at the end she will wonder what would have happened if she had chosen the other number.

To sum up, at the point the participant has created two random numbers and selected one of them. Nothing has been named aloud and there is motivation and reason for performing the calculations.

However, in reality the person will be thinking of a number that is a multiple of nine. This is where the shopping list comes into play. At each multiple of nine there must be a force object. In the example above it was tomato.

So how do you ensure that every ninth item is a tomato?

The answer is to use the modern self service checkouts at your local supermarket. These checkouts are the exact same as other checkouts except the customer (you) can scan in their own items. It then becomes a simple enough task to ensure that every ninth item is a tomato.

There is an option for people who cannot find a self service checkout near them. I used to use this method before these modern contraptions were implemented.

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Be warned, you may look silly when doing your shopping but it is worth it. You will need to place your items on the conveyor belt one item at a time and in a single line. This way the checkout clerk is only able to scan the items in the order that you set out your items in. It is not the normal way of dumping out the contents of your basket or trolley in a random order, but it will get the job done.

For those adverse to looking silly, there is another option. Simply explain that you need the items to be in a certain order to separate the bill easier with your "house mates"/ "work colleagues".

My first attempts at this type of effect had me looking at buying a receipt printing unit and creating my own receipts. However, getting the receipt from a genuinely known place with all of the details, for free, was too much of a no brainer.

Why make such a fuss about using a till receipt instead of just producing a list?

Well, it looks extremely impromptu as apposed to carrying around a list of say a hundred items that you have printed out. Whenever I open my wallet I tend to find a receipt that was stuffed in there after buying something, and most people do the same. There is no heat whatsoever on the receipt. The genuineness is also backed up by being from a major store that may be known or frequented by the participant.

The receipt also makes invisible any multiple items that occur. Often people buy multiple items at the supermarket and our receipts contain the same item at various locations. Therefore, the list will not look suspect if the participant notices the same item mentioned more than once. However, if repeated items would appear on a printed list people would question why this is so, whereas they know the answer to this when dealing with a receipt.

Before you go out and buy your monthly shopping I would suggest that you use this following subtlety. Even though I have a subtlety section I feel that this point is important enough to warrant being within the actual explanation.

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Whilst it is very possible to have multiple items on the receipt I find that an extra layer of cover can be applied. If we take the force item to be tomato it will appear at positions:

9	Tomatoes
18	Tomatoes
27	Tomatoes
36	Tomatoes
45	Tomatoes
54	Tomatoes
63	Tomatoes
72	Tomatoes
81	Tomatoes
90	Tomatoes
99	Tomatoes

Whilst these items are hidden amongst other items it is easy enough to notice a recurring word.

By using the subtlety of saying to the person, "Oh, and if you choose something like an oat bar focus on the ingredient, i.e. oats." The force object (tomatoes) can be listed as other items that contain tomatoes:

9	Chopped Tomatoes
18	Tube Tom Purée
27	Pasta Sauce (H/Tomato)
36	Vine Tomato
45	Sun Drd Tomatoes
54	Sun Drd Tomatoes
63	Pasta Sause (H/Tomato)
72	Plum Toms (Tin)
81	Tube Tom Purée
90	Chopped Tomatoes
99	1kg/2.2lb Tom (Loose)

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This way the same printed word/phrase is only ever seen two or three times at the maximum. This really adds to the deception and provides a nice level of visual ambiguity.

Well, the only thing left to discuss is the placing down of the prediction at the very beginning of the effect. I used not to do it this way. Until a number of months ago I would simply have the person find the object and have the person imagine eating the item. From here I would appear to be able to know the imaginary food by the facial movements of the participant.

Then one day a participant said to me:

"Oh, you must have counted how many seconds it took me until I told you to turn around. So you know which item it is, that's clever."

No amount of talk was going to change this woman's mind. In one aspect I was very annoyed but I found solace in the fact that the mathematical subtleties were so sound that they were never questioned.

After that performance I decided that I would place down the prediction at the very beginning of the effect before numbers were even selected. This way you are able to 'prove' that you have psychologically maneuvered (it's a great phrase, use it) the person to choose the selected object.

I really liked the part of the effect where you have the person imagine eating the item and the apparent facial reading. So I decided to keep it in and once it was established as the apparent method I would debunk it. After you imply that the process is facial reading the person begins to think about whether he/she believes that to be true.

Before he/she has a chance to form an opinion you explain that it is a lot of nonsense. This should not be overlooked. To the person who was falling for the pseudo-explanation you have saved her the embarrassment of believing in it. To the person not buying into the pseudo-explanation you come clean and affirm that he/she is adequately intelligent.

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It is in this moment that you hit the contented participant with another pseudo-explanation. Introduce the idea that you have psychologically maneuvered the participant to select the item that you wanted him/her to select.

Take a look at the scripting and see how the idea is introduced gradually. You have the person affirm that prior proof would be needed in order to believe that he/she was influence. At this moment the participant will have most likely forgotten about the tabled business card. It is then that you reveal that it is proof (not a prediction) that what you say is true.

In the added step of prewriting the force word on a card you are able to add credibility to the pseudo-explanation. It also quells any idea that you mentally counted the time it took the participant to find the selected item.

More importantly, the person can keep that business card as a reminder of the event, and a reminder to book you.







## Subtleties

- When creating your receipt at the supermarket make a section that has the same product repeated.

<b>DIET COLA</b>	<b>0.39</b>
<b>KIDNEY BEANS</b>	<b>0.33</b>
<b>SWEETCORN</b>	<b>0.38</b>
<b>VEG SAUSAGES</b>	<b>2.13</b>
<b>LOGLIFE MILK</b>	<b>0.84</b>
<b>LOGLIFE MILK</b>	<b>0.84</b>
<b>LOGLIFE MILK</b>	<b>0.84</b>
<b>LOGLIFE MILE</b>	<b>0.84</b>
<b>TOMATOES</b>	<b>0.35</b>
<b>F RANGE EGGS</b>	<b>2.39</b>
<b>SPORTS DRINK</b>	<b>0.89</b>

This block allows the spectator to realise that the list contains multiple items. It is rather common to have the same item bunched together on a receipt.

- When buying the groceries to create your special receipt make sure that you buy as many items as possible. The long thin nature of receipts provides the person with a visual representation of a vast array of items for selection.
- Providing that the force objects are all the same price you may also be able to force a price as well as the

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item. This is something to remember when you are collecting the items around the supermarket.

- To protect the force words from damage make sure that when the receipt is folded that the folds do not run through the force items. Over time the paper fibers will start to break down along the fold and the word may become illegible.

In point of fact, I would fold the receipt in a way that the fold is always at least three items away from the force item. Thus creating a buffer zone incase the fold breaks down the paper fibers surrounding it.

Following this subtlety will greatly increase the longevity of your receipt.

- When you are explaining how the participant should mentally calculate the number she has chosen be sure to look out for signs of confusion.

Use examples, making sure there is no confusion whatsoever. If you see a person furrow her brow or look puzzled please do not say, "Do you understand?" This question is loaded and will produce a "yes" answer. Saying "no" will make the person feel stupid.

Instead say, "So what I mean by that is..." then give an example.

- Sometimes, even when you have given clear examples and have been as eloquent as possible the person will somehow mess up the calculation. In these rare instances it is extremely important that you do not blame the participant. Just take it as a hit.

If you are smart you will have the person choose another number and perform the effect again.

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The first time was not a multiple of nine, and this time it will be, adding to the deception.

In blaming the person nothing will be achieved. The mathematics is supposed to be arbitrary so making a big deal of the person getting it wrong will make the calculations appear suspicious.

Just explain that this is an experimental process that you are attempting and you should give it another try.

- Buy your groceries in another major store and have two receipts for the spectator to choose from. Both receipts can have the same force words on but the added choice increases the apparent fairness.

Equally, you may wish to have two receipts where each receipt forces a different object. This way the person can have a choice of receipt, and whenever you have two participants you will be able to give each person a receipt.

- Make sure that a book is not present if you are using the scripting as mentioned above. The premise is that you are using a receipt in lieu of a book.
- On the same receipt you could have more than one force object if you wished to repeat this effect more than once. This would also give you the ability to use two people to selecting an object from the same receipt.

Perhaps have the first third (items 1-33) of the receipt force 'tomato'. Have the remainder (33-100) of the receipt force almonds.

Have person number one think of a number between 10-40. Have person two think of a number between 50-100.

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You will then know who will pick each object and place a card down in front of each person before any choice is made.

- If you wanted to take the time to produce a progressive anagram it would be possible to have each item be genuinely different.

However, bear in mind that the object may become abbreviated when printed on the receipt. Studying receipts from the supermarket you use will be helpful.





## Parting Words

Hopefully a few of you may have decided to play around with a mathematical concept that until now you had written off as being too obvious.

I know that mathematical effects can be perceived as being mental magic rather than pure mentalism, but I believe this perception is weighted by premise.

When I created this effect I scripted in so many moments of fairness that the participant really does not suspect that anything untoward has occurred.

I mean think about it, the items are being selected from a genuine receipt, and the number never leaves her thoughts. Without any of the other subtleties I have included this would be a strong effect. However, my real world performances of this effect have ironed out the creases.

During this economic downturn when at the supermarket get a really good mentalism prop for free, just for buying your groceries.

Practice it, play with it, and have fun...



## Paul Brook's Self Service

IF YOU HAVE ENJOYED  
THIS PRODUCT THEN  
WHY NOT TAKE A LOOK  
AT SOME MORE OF  
PAUL'S PRODUCTS.

THE NEXT FEW PAGES  
CONTAIN  
INFORMATION ABOUT  
HIS OTHER WORKS.

## The Brook Test



"There is a lot of really good psychology in its pages and the thoroughness is to be commended. I will definitely be using some of these fine ideas."

- Richard Osterlind, Professional Mentalist, USA

"You have taken the Hoy book test one step forward by making it possible to go beyond 'look at the first word on that page' to what will LOOK like 'think of any word on that page'. This is a nice evolution from the Hoy original."

- Ian Rowland, Professional Mindreader, UK

"I have seen manuscripts for non-gimmicked book tests before, and personally, I would have to say that this is the strongest one that I have ever read.

An excellent impromptu book test, I really like it."

- Andrew Payne, Co-Presenter of GoMagicGo Magic Radio

Imagine turning up to an event, borrowing any book of the spectators choice (from their own collection), they turn to a page and then they mentally select any word they want.

Then you reveal the thought of word to them!

- No gimmicked book
- No writing down
- The word is chosen in the spectators mind
- Can be done with any book
- Free choice of any book (no equivoque used)
- Very Strong Reactions



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The 'Brook Test' manuscript contains 10 powerful variations and tried and tested subtleties.

For more information or to order the Brook Test please go to:

<http://www.HeKnows.co.uk>

## Good Vibrations



"Good Vibrations is not an effect; it's a show stopping number. I have spent over a year developing a show that has yet to be performed because I'm still putting the finishing touches on its development. But now I'm thinking I might throw all of that in the trash and just do one effect: That's how strongly I love this effect."

- Scott Drebus, Professional Magician, USA

"The effect is very powerful"

- Harry Truman, UK

"The effect is strong!"

- Jonathan Fielder-White,  
Professional Mentalist, UK

"Brilliant, simply brilliant. Buy it..."

- Carsten Lexa, Germany

A spectator chooses a card randomly out of a deck of cards that has just been shuffled and inspected by one or more spectators. Without looking at the card and also making sure that no-one else can see the card it is placed into one envelope and sealed, and then placed into a second envelope and sealed.

After feeling the "energy" of the card through the envelopes (without ever touching them) the mentalist asks the audience members to think of a card and lock it into their minds. The mentalist walks through the audience with a hand stretched out and attempts to pick up the same vibrations emanating from the audience members minds as that of the selected card.

A few people are asked to reveal the card that they were thinking of, their cards not only match each others but when the card in the envelopes is removed it also matches the audience's selection.

- Contains expert psychological principles and techniques.
- No Stacked Deck/Memorised Deck.
- No Gimmicked Envelopes.

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- The cards can be thoroughly shuffled, time and time again.
- The cards and envelopes can be fully inspected.
- The volunteer has complete freedom of card selection and handles the cards when selecting.
- No Stooges are used.
- Very Strong & a 'Magician Fooler'.

This effect is best suited to stage work, and can be performed with groups.

For more information or to order Good Vibrations please go to:

<http://www.HeKnows.co.uk>

## The Gift – the 14<sup>th</sup> Step to Mentalism



"I received a copy of The Gift earlier this month, and it is sterling stuff. Paul's use of psychology shines through, it is clear that the effects are born of performance, not armchair bound navel gazing. Paul has obviously worked the effects, and ironed out the crinkles.

A powerful and underused technique."

- Phill Smith, Mentalist and Author of 'Mitox'

"Paul's a psychologist, but he's also an experienced entertainer, and it shows.

Unlike some works on the same subject that assume many aspects of the process, Paul goes into great depth. The Gift is a full approach and philosophy, which leaves you smiling and thinking "you clever, clever sod!" "

-Jon Thompson, Mentalist and Author of 'Naked Mentalism'

"You may just find yourself starting a cult after reading this!"

– Drew McAdam, Professional Mentalist, UK

This book represents a fundamental method that should belong in the arsenal of any mentalist.

The method is described in full detail with powerful psychological subtleties included.

A number of effects demonstrating this wonderful method are fully described. These include:

- Appear to bestow a volunteer with the ability to read your mind with extraordinary detail and accuracy.

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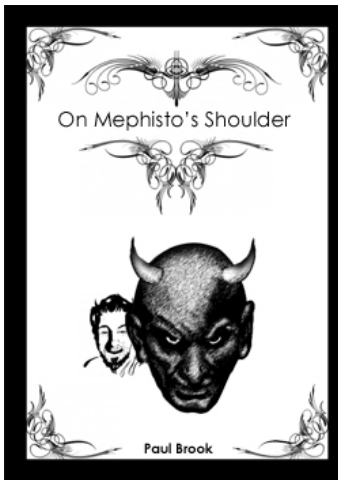
- Simulate being able to predict human behaviour and movements, clearly demonstrating an astounding knowledge of psychology.
- Predict the number of fingers a person is holding up on their hand while it is hidden from view. They then strangely have the ability to predict whatever number of fingers that you hold up without being able to see your fingers.
- Parallel the ability to know intimate details and personal information from any audience member. This information is so personal that no amount of pre-show snooping into the background of the individual could possibly be the answer.

There are other effects included within this book and also focused strategies to create other equally or even increasingly powerful effects using this technique.

For more information about The Gift please go to:

<http://www.HeKnows.co.uk>

## On Mephisto's Shoulder



"I really, really like it! Paul's thinking is fresh, innovative and has a real ring of originality."

- Drew McAdam,  
Professional Mentalist, UK

"If I could undo my knowledge of magic and have one effect performed on me, Dearly Departed would probably be it.

Genuine 'out of the box' thinking!"

- Phill Smith,  
Mentalist and Author of 'Mitox'

"Paul's 'Serial, Killer!' is innovative and I find his idea a refreshing one. That effect alone could be worth many times the price of the whole book. One could be booked on the spot thanks to just THAT effect."

– Paolo Cavalli, Professional Mentalist, Italy

A number of strong and eerie effects that will put your spectators on edge:

- **Dearly Departed:** A volunteer is given a sealed envelope and a photograph of a dead person; they are to look at the photograph at any opportunity they can for a week. After the week has passed the volunteer makes a time prediction. Once the prediction is made the envelope is opened to reveal a death certificate showing a time of death for the person in the photograph that matches their prediction.
- **Telepathic Touch:** You explain that a single touch is enough to change destiny if we allow it to. A sealed envelope is handed to a person to keep safe. You look into the eyes of a volunteer and touch their shoulder. A deck of cards is then displayed openly and fairly and four cards are selected randomly by this person, without you touching the cards. Each card is placed into an

## Paul Brook's Self Service

envelope and numbered.

Another person is asked to join the two of you. The first spectator touches the new spectator in the same way you touched them. The new spectator chooses any envelope they want; when the envelope is opened the card is displayed and eerily matches the card within the envelope that you handed out to a neutral party from the start.

- Fair is Fair Switch: A wonderfully fair and deceptive way of switching billets.
- "Your Word, Corinda!": An evolution of "My Word!" by Corinda, using the 'Fair is Fair' Switch and other astonishing methods.
- Serial, Killer!: You approach a person that you have never met before, you ask them to take out a bank note while you turn away. You never touch them, their belongings or the note, yet you can tell them the unique serial number on the bank note.
- On Stage Killing: A large scale variation of "Serial, Killer!" with a surprise revelation that proves the serial number prediction was made days before.

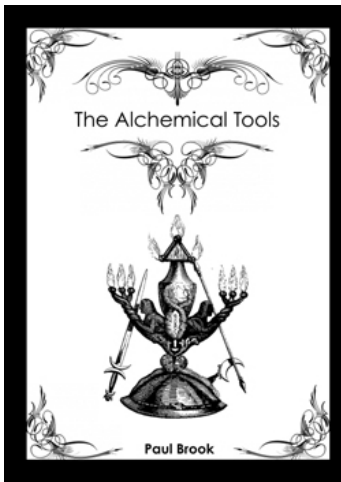
Unique psychological subtleties are included for each effect, to the in-depth standard now expected from Paul.

BONUS: Interview with James Brown, the Magic Circle's close-up magician of the year 2006.

For more information about 'On Mephisto's Shoulder' please go to:

<http://www.HeKnows.co.uk>

## The Alchemical Tools



"The Alchemical Tools brings together Paul's thinking on mentalism and psychology into one tome. And what a tome it is! Chocked full of insights, tools, thoughts, scripting, applications, and effects that represent tremendous value for money and should be essential reading for any serious mystery entertainer.

I can highly recommend this book to anyone interested in taking their performances to a new level and who really want to create something that is well crafted, serious, and yet entertaining"

- Dr. Todd Landmann, Co-Founder of Psycrets The British Society of Mystery Entertainers , UK

"Paul Brook's books blow my mind. They are filled with new presentations and brain-twisting methods! The mystical covers of the "Brook- Books", burst open with fresh ideas and provocative applications. I am proud to have these volumes in my collection of arcane arts.... Reading them is an inspiration!"

- Jeff McBride, Creator of The Magic & Mystery School, USA

"Imagine being able to sit down with a true professional, in every sense of the word, and picking his brains about the real ins and outs of performing for real people in real situations, the rough with the smooth... this book would be the outcome of that conversation and so so much more.

This book will long be remembered with the other classics of our art."

- Colin McLeod, Professional Mentalist, UK

This tome of 398 pages explains how you can make your magic transform into miracles.

Paul shares with you some of his best kept secrets from the world of Psychology, so that you never have to have a lackluster response ever again. Over 50 Psychological methods are discussed in full detail. As well as the powerful Psychology included in the first 250 pages, you also receive a number of strong effects.



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At the Doors of Perception: A deck of cards is never touched by the Mentalist. The volunteer secretly selects a card and shuffles it into the other cards. After the deck has been shuffled by the person the Mentalist is then able to remove one card from the deck; it is the spectators.

- No Forces
- No Stacks
- Genuinely shuffled by the volunteer
- Cards can be borrowed

Deuterium: A thought of card effect, where you have a 1/6.5 chance of guessing the card that the volunteer is thinking of.

- No Forces
- No Pre-Show
- No Writing Down

Insightful Sequence: The numbers 1-10 are written onto 10 business cards. The volunteer is asked a number of questions in order to psychologically profile her. After some mental calculations the Mentalist writes a secret number onto a piece of paper, then folds it up and gives it to the volunteer. The cards are also reordered based on the information that the volunteer provides. The volunteer then chooses what order the cards are placed in to. When the volunteer opens up the piece of paper, the number sequence of the cards matches the sequence predicted on the paper.

- No Forces
- No Pre-Show
- The volunteer makes free choices
- Once the prediction is made it is never touched by the performer

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Killer-Hertz (kHz): Five ESP cards are given to a group of four people. The Mentalist turns around and faces away from the group. Each person selects a card leaving the Mentalist with the not chosen card left upon a table. Before the Mentalist turns around he/she removes a sealed envelope from his/her pocket, and throws it onto the table.

Whilst the cards are all hidden, the Mentalist turns around and correctly guesses what every person has selected. The envelope on the table is opened by a volunteer and an ESP card, matching the ESP card left for the Mentalist, is found within. On the ESP card a note states, "I am always left with the circle!"

- No Forces
- No Pre-Show
- No Writing Down
- No Glimpses
- No Marked Cards

Thus Spake Zarathustra: Paul shares six of his most guarded cold reading secrets. If you do not include any cold reading at all, these little gems will inspire you to start doing so.

Paul concludes this book with a number of essays and thoughts on the subject of Mentalism and Psychology.

Get the strong miracle reactions that you deserve!

For more information about 'The Alchemical Tools' please go to:

<http://www.HeKnows.co.uk>

## Paul Brook's Self Service

GET MORE IDEAS AND TALK ABOUT THE  
CONCEPTS IN THIS BOOK BY GOING TO  
OUR ONLINE FORUM

Find out more by going to:

<http://paulbrook.proboards.com/>

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KEEP ON TOP OF ALL OF PAUL'S  
ACTIVITIES, PROJECTS AND TIPS BY  
SIGNING UP TO HIS NEWSLETER

Find out more by going to:

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