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SNEAKY SECRETS (How To Inspire A Whole City)

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John Hotowka

The Laughter

Dinner Speaker

Keynote Speaker

Business Speaker

Conference Host

Exhibition Support

Entertainer

Magician

**Inspirational
entrepreneurial
speaker for young
people in education**

**And all together good
guy, even when
spending money he
didn't need to when he
brought a wide screen
tv so he could watch
both sides of the
tennis court during
Wimbledon week**

UK Tel 01274 685152

UK Mob 07940 258184

Dear John

I have to admit, there are some people who, on my travels as I attend events performing my magic and speaking, amaze me. At a recent dinner I met a man who genuinely thought Ellesmere Port is a fine table wine.

I also met a magician who can make a car disappear in 6 seconds, mind you there are some kids on the streets of Bradford who can do it faster.

Talking of my home town Bradford (some of you may know it as Bradford City nil), I was recently honoured to be involved with organising an event to inspire Bradfordians. Earlier in the year I and three other business acquaintances met up and after the meeting was over during a cup of tea we turned into grumpy old men and complained we were just being bombarded by the media with bad news, bad news and more bad news. We thought enough was enough as we realised there were many good news stories out there and the media didn't seem to report them. We asked ourselves if it would be possible to inspire a whole city. Well at least the businesses and people who have decided not to survive these 'interesting' times but to thrive, and so [Bradfordnowhere](#) was born.

My fellow co-inspirators (if George W Bush can make up words so can I so let's see if we can get that one in the OED), Gary Peacock the GM of the [Midland Hotel](#), Reg Atkinson the MD of the [Business Owners Club](#) and David Robertson-Brown the MD of [Gumption](#) used our strengths, skills and networks to get the event off the ground.

To speak we invited Gary Verity the Chief Executive of [Welcome to Yorkshire](#) to remind us of all that is good in the region and [Nicky Pattinson](#) with her inspirational story of phenomenal sales successes. Yours truly was the host.

In three and a half weeks of marketing (mainly online) on the

Int Tel +44 1274
685152

Int Mob +44 7940
258184

john@hotowka.co.uk

www.hotowka.co.uk

The series of Sneaky Secrets is designed to be read in a minute and a laugh.

You are receiving this newsletter because I've either worked with you, you've seen one of my presentations or I met you networking. If you'd like to unsubscribe just click on the 'to remove click here' button at the bottom of this email.

evening of 2nd July we had over 120 like minded decision makers in the ballroom of the Midland Hotel. And already have over 20 people booked for the next event on 22nd October. (Interesting, a lot of 2s there).

None of us made a penny out of it (that was not the intention) but we all, attendees included, made some great connections and inspired a lot of people. Our main aim was achieved.

The point... with the right attitude (ie not, 'what's in it for me' but 'what's in it for **us**') and the right mix of people it's amazing what can be achieved.

So who could you collaborate with to achieve your goals? I dare ya to give it a go... I double dare ya.

By the way, if you're in Bradford on 22nd October and would like to attend please [book online](#). Or if you'd like to be put on the mailing list to be informed of future events (there will only be another 3, roughly once a quarter) then email me at john@hotowka.co.uk.

And now... a stunt to make you the life and soul of the office summer party or to impress family and friends when on your jollies.

The Sneaky Stunt - How to link two paper clips in mid air without touching them

We've all seen magicians do the trick where they link those solid steel rings together well here is a smaller version you can try for yourself.

All you'll need is a bank note and a couple of paperclips.

Fold the note (or bill for my friends across the pond) twice into thirds to form a 'S' shape. See bottom photo.



Insert the first paperclip clipping the front and centre folds as shown in the upper photo. Insert the paperclip so the rear and centre folds are clipped. Hold the note/bill so that the clips are on the top edge and firmly hold a short end of the note in each hand as in the lower photo.



Sharply pull the ends apart to unfold the note. The paperclips will jump off the note into the air and whilst in flight link, check them out when they land.

Don't do this at the dinner table or the paperclips could end up in your food and when the doctor said you should have more iron in your diet I don't think this is what he/she meant.

The Challenge - for a bit of fun, I challenge you to drop this useless fact in to your next conversation

If you keep your eyes open during a sneeze, they can pop out.

I wonder if that still applies if you cross your legs at the same time.

You know, when I read these facts I really do sometimes wonder how they find these things out.

By the way I mentioned port earlier, did you know vintage port can take up to 40 years to reach maturity.

I've just realised I'm nearly half a century old and a good port is more mature than I am :O

I Can't Believe They Said That, or... Doooh!!!

"I'll fight Lloyd Honeyghan for nothing if the price is right."

Morton Starling

I like your thinking Mort have you ever considered a career in finance?

"We're either going to do what we said we're going to do with the UN, or we're going to do something else."

Bill Clinton, on the UN operations in Bosnia

Reminds me of a friend of mine who only drinks on two occasions, when it's raining and when it's not.

...and finally

If you're looking for help with creating an event where your staff and/or clients experience an impactful business or inspirational message with magic and laughter then I can help. [Organisations who have already employed my services](#) as an [after dinner speaker](#) or [business and keynote speaker](#), John, agree that the results I deliver far exceed their expectations. You don't have to take my word for it, just [click here](#) and read what they said.

Now, I'm not saying I would be a perfect fit for your event; that would be for you to decide, but if you do have an event coming up, then when would now be a good time to **give me a call on 01274 685152** or **email me at john@hotowka.co.uk** and find out how I can help.

Also, if you know of any one who can benefit from my services I'd appreciate you forwarding my contact details on to them. Thank you.

Well that's it from me until September, I wish you a glorious summer and a great week this week.

John Hotowka

UK tel: 01274 685152

International tel: +44 1274 685152

john@hotowka.co.uk

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