



**LEARN WHAT GOES
ON INSIDE THE MIND
OF CRESEY OWNER**

JOHN REID!

**There's
Magic in the
Moments**

A "Bits and Pieces" Lecture





About the Lecture

**Discover how you can add
Something Wonderful to your
show almost instantly!**

Everything John teaches is something you can learn quickly and will be able to add to your show in no time! A great magic show isn't just about the magic tricks, but rather the "Bit and Pieces" in your routines that take your magic from just another show, to one filled with real, memorable, magic moments for everyone in your audience!

John saves you hours or even weeks from learning just another magic trick, to helping you add new idea's and improvements to your show all by the time you leave his lecture! He does it by showing you how to build a real, heart felt connection with your audience, sharing what he believes magic really is, why you even do magic, and gives you the secrets that will make your magic last well beyond the short time you spend with your audience.





About the Lecture

"Bits and Pieces" Features

How to make magic moments, not just tricks, but moments with and for your audience

How to build a connection with your audience.

What magic is. Why you do magic.

How to make your magic last well beyond the time with your audience.

The secret to making a real Cresey mouth coil and ways to use them!



About the Lecture

John even shares his long-held secrets for:

- How to make a real Cresey mouth coil
- How to turn any paper napkin into a rose
- How to fold an everyday bath towel into something your audience will think is more magical than any trick you've ever performed
- How to use a mouth coil in ways you've never dreamed of, and it doesn't involve putting the coils in your mouth!
- You'll also discover the best handling for Throw Streamers, Snowstorms, balloons and more from the guy that has done it all!

If you want the insider tips that other magicians have kept secret forever, or they just didn't know, then this is the workshop for you! If you really want your show to stand out from the crowd and be better than any magic show you've ever seen before, then do yourself a favor and invest in an evening with John Reid!





About John Reid



John Reid is a New York based artist, with over 25 years experience creating the unexpected. In that time, John have managed to become an internationally recognized, award-winning balloon artist. His original and highly detailed sculptures are sought by everyone from large corporations to celebrities.

Long before Tricky Business would open its doors as a magic shop, young magician John Reid began performing magic to audiences in 1996. Just one year later he would throw balloon twisting into the mix to expand his repertoire. After honing his craft and developing his signature style for 13 years, John opened Tophat Magic Shop in May of 2003, a precursor of great things to come! Tophat Magic Shop would remain under John's ownership for 2 years before he'd pass the torch by selling it to go on hiatus.

John sprung back into the game in 2005 when he inherited David Cresey Products from the "King of coils" himself, David Cresey. David Cresey crafted a foolproof method of making and manufacturing masterclass mouth coils and other products favored among magicians worldwide! Having learned the ways of the trade from the master himself, John continues to carry on the Cresey products reputation of the highest quality, although in a more limited capacity today.



About John Reid

The opening of John's second magic shop Tricky Business in 2009, four years after taking over Cresey, would pave the way for what Tricky Business has grown to be today. Originally opening in Hicksville on Long Island John would move to an East Meadow location 2 years later. The store remained there, delivering a wide variety of tricks and resources for magicians of any caliber, until October 1st 2015.



John chose to close the shop in order to focus his efforts on performance once again as well as focus on education. Not only does John still perform shows and twist balloons, he also teaches magic classes and gives lectures on both the national and international scale! His ever growing talents with balloons have led him to a world record, and several other businesses such as Epic Balloons and College Balloons.

John was also a key collaborator in the creation of the Something book, you can get the full story and purchase at www.bakingsomething.com



Press & Reviews



John Reid Turns Balloon Twists Into Art

📅 September 7, 2023, 6:00 am 👤 Riddhi Das 💬 Leave a comment

An internationally recognized balloon artist, [John Reid](#), has been practicing balloon twisting for almost 30 years now. Not only is he an innovative craftsman who is ready for any challenge, he is also a talented magician.

Reid continues to accomplish much in his field of art including holding a couple of Guinness World Records including making the world's biggest balloon animal sculpture by one person, performing at schools, libraries, or conferences in 48 states and 17 countries, sharing his art to well-known figures including singer Amanda Palmer and the Obamas.

Though balloon twisting is the art that made him popular, Reid started off as a magician. When Reid was five years old, his grandmother bought him a magic set, starting his long-lasting love for magic. However, his passion was kept hidden until his college years due to his introverted nature. In the beginning of college somebody saw him doing magic tricks and asked him if he would like to perform for his nephew's birthday party for \$50. When Reid heard he would be getting paid he was all in.

After this, he started to do kids' birthday parties and gained popularity due to word of mouth. After two years of doing parties for children someone asked if he could make balloon animals to which he replied yes to. That night Reid bought a book, pump, and balloons and learned how to make 137 animals to allow him to get by.

[Read the full article here](#)



Press & Reviews

Reid's creativity always nudged him asking him questions like "I wonder what else can I make" until one day he experienced this conversation.

Child: Can you do Bugs Bunny

Reid: I don't know how to make it.

Child: Well can you try?

Reid: You know what, why not?

The child's "What do you have to lose" attitude influenced Reid greatly. From then on Reid took every challenge that was given to him, further pushing him to create bigger and better balloon structures, thus leading him to create his business, Epic Balloons.

Though balloon making and magic were his passions they are not what Reid originally wanted to do in life. Growing up Reid wanted to be an architect. However, after the first time Reid saw people applaud and appreciate his work, he knew that his dreams of becoming an architect were over. A year after dropping out of college six credits shy of an architecture degree at NYIT, Reid went to college and got an associate's degree of Fine Arts at Nassau Community College.

After college Reid learned his magic at a local magic shop in Hicksville. Eventually after spending a lot of time there during the span of five months, he was offered a job. On the clock, Reid would spend time at the front desk performing tricks for the customers. During his time at the store, he became close to one of his co-workers, Perry Parret, who was instrumental in his journey as he would help Reid script shows, market Reid's business, and ultimately show him how to turn his magic tricks into a career.

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Reid later bought his own magic shop in 2003, which he kept for three years and then ultimately closed it down. Then a few years goes by, he opened his second magic shop, Tricky Business, in 2010 and then moved to a larger shop in 2012. Throughout his time managing shops and training employees, he realized how much he preferred to be an artist over a manager. Slowly he stopped replacing his employees who moved on from the company, closed his shop and leaned into the education aspect of his business.

Tricky Business now does events like after magic clubs across schools on Long Island, Brooklyn and Manhattan and school assembly shows. Now, Reid also owns Epic Balloons where he does events with balloons including twisting, large installations and decor, workshops, and fashion designing.

"My grandmother is the North Star to my moral compass," says John Reid.

Throughout Reid's entire journey his grandmother has been the voice in the back of his head pushing him to do better and side supporting him. When Reid told his family that he wanted to be a magician she was the only member who thought it was a good idea and told him to make sure he tried his best.

"I'm living my best life. I have the greatest job in the world. This summer has been so much fun as I have gotten the chance to make tens of thousands of people smile."



[Read the full article here](#)



Press & Reviews

Meet John Reid



STORIES & INSIGHTS

FEBRUARY 5, 2024

We recently connected with John Reid and have shared our conversation below.

John, looking forward to hearing all of your stories today. Talk to us about building your team? What was it like? What were some of the key challenges and what was your process like?

I'm a big supporter of the idea that the strength of your team determines your business' success. My team has grown and shifted over the 30 years I've been in business, but the interconnectedness between all of us has been sustained. When I look at my team, I realize that the most important thing for me is their character. Above even their skill at whatever their job is, if my team member is a good person who tries their best, communicates well, and shows good character, they can quickly become an integral part of my life. Because I have so few employees, we really do become more like a family. For example, most of my employees who I brought on to help out with my magic company also end up helping with my balloon, foam party, and magic supply companies as well. I make sure to get to know everyone I work with as a person, so I can learn how to best support them! Really, in both my team building and my business in general, I put a huge emphasis on people- knowing them as individuals and building positive relationships, whether they work for me or I work for them! Some of my team members are even my literal family- my goddaughter is my media manager and CSO (chief sanity officer- we have fun). If I could change anything, I'd make sure that each and every person who has ever worked for me knows how much I value the work they do. When we start to get busy, I can sometimes lose sight of how much work is going on behind the scenes. If I could go back, I'd take the time to appreciate all the work people do!

[Read the full article here](#)



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Press & Reviews

Patch



Society of American Magicians Recognizes John Reid

Tricky Business owner receives award of excellence.

 Carisa Giardino, Patch Staff

Posted Fri, Oct 25, 2013 at 8:00 am ET | Updated Fri, Oct 25, 2013 at 11:31 pm ET

East Meadow's [John Reid](#) has been recognized for doing what he loves - making magic.

The Society of American Magicians awarded the [Tricky Business](#) owner with the award of excellence. S.A.M. North American regional vice president Eric DeCamps presented Reid with the honor during a ceremony Oct. 14 in Massapequa.

Reid has been making magic since college, turning a "weekend warrior thing" into a full-time career.

He received the award in "grateful appreciation of his years of outstanding dedication and service to the Society of American Magicians, the Long Island magic community, Tannen's magic camp and the inspiration he provides every day at Tricky Business."

Reid has also been nominated for Best of Long Island 2014, Best Artist or Painter. Tricky Business, located at 2590 Hempstead Turnpike, has also been nominated for Best Hobby Shop.

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Man spends 42 hours making solo record-breaking balloon sculpture of Optimus Prime



Oliver Wheaton

Published May 3, 2014, 7:06pm | Updated Dec 10, 2019, 9:36am



 **Comment**

Optimus Prime is the toughest thing in the universe, just keep him away from sharp objects...

It took 42 hours and 4,302 balloons for New York-based artist and magician John Reid to assemble this record-breaking sculpture of the Transformers character.

The 50ft-tall leader of the Autobots was created at the 2014 Salt Lake Comic Con in Utah.

Although he doesn't transform into anything, Optimus Prime – as he has been named – was a huge hit at the late April convention.

However, John said he only hopes another artist will outdo him in a few months.

He said: 'I hope that somebody else decides to try to take this art a little further and crush me. Trounce me. Wipe the floor with me.'

Anyone who sees this will be sorely underwhelmed by the next balloon animal made for them by a clown at a birthday party.

[Watch the Time Lapse Here](#)

[Read the full article here](#)



Press & Reviews

Patch



Local Magic Shop Owner Takes His Talent on the Road

John Reid, owner of Tricky Business in East Meadow, headlines major lecture series that brought him to a dozen different states.

Tricky Business owner [John Reid](#) has taken his talent on the road for the past two months, visiting 12 different states to headline a major lecture series that brought him to Baltimore and continued to Charlotte, St. Louis, Minneapolis and had a last stop in Colorado.

Reid had the opportunity to meet more than 300 magicians and share his passion of magic with other fellow enthusiasts. He attended more than 20 lectures.

This winter, Reid is making one of his most talked about balloon dresses, which will be featured in a New York City photo shoot, and leading his balloon classes at his [East Meadow shop](#).

[Read the full article here](#)



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SPECIAL EVENT SNEAK-PEAK! ARE YOU READY FOR SOME MAGIC? SOME JOHN REID MAGIC!

One of the more unique things about Southampton Racquet Club & Camp is our weekly Special Events. From Thank Goodness It's Money (TGIM) for our Stepping Stones campers every Monday, to our Special Event Fridays for our Main Camp campers. Leading up to the summer we will feature some of the groups that will be leading our Special Events in a new blog series, giving you a chance to learn more about these fantastic programs!

We are excited to introduce **John Reid of Tricky Business**, who will perform a magic show for campers aged 5+, and who will then run daylong magic & balloon twisting workshops at SRCC on **Friday, July 10th**. Tricky Business is a premier magic shop & performing special event organization based on the South Shore of Long Island. They have been around for over 30 years teaching, performing, and amazing children of all ages..

We sat down with John Reid, one of the stand-out Magicians & Balloon Twisters at Tricky Business, to learn more about how he became involved with Magic, Tricky Business's philosophy on performing & teaching kids and what we have to look forward to this summer!

What is your background? When did you become involved with Magic and what inspired you to do so?

I became involved in magic at 6 years old when my Grandma gave me my first magic set. However, it wasn't until college that I started performing magic publically. I've been a professional magician for almost 20 years and I've owned my own magic shop for the past 10. I've been an instructor at Tannen's Magic camp for 19 years (the longest running Magic camp in the US!), and perform & teach at many camps each summer. I can't say specifically what inspired me to do magic, but I love making people smile and magic allowed me to spread smiles. I also love that the magic lives on after the trick is done, it is a magical moment that people can remember for the rest of their life. I am also an internationally recognized, award-winning balloon twister!

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[Read the full article here](#)




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What are a few different types of programs you offer during the year, and where do you offer them?

We offer several different programs throughout the year. I travel to libraries and schools throughout New York putting on magic shows as well as teaching his magic and balloon workshops. We also offer services at our shop from balloon, magic and face painting workshops, to jams and Magic Carpet Shows. You can even hire us for your own event to perform magic, twist balloons, and paint faces!

What is your philosophy on how to teach children the skills/tricks of magic/balloon twisting during a workshop?

I feel it's very important to have a hands on atmosphere where the children can learn one on one as opposed to watching a screen or reading a book. This way  logo they're able to get immediate feedback so they can improve and to prevent them from practicing the wrong way.

What qualities do you value most in magicians & performers who work for your organization?

Anyone can twist balloons, but you can't teach someone to be a good person. That's what we look for in our performers. Not only are they talented artists in their respective fields, but they're also kind good spirited individuals who are great with kids and enjoy what they do.

What can SRCC campers expect their kids to get out of a Tricky Business Magic Show and a day of magic & balloon twisting workshops?

Not only will they have a good time in our Magic show, but they'll go home with fun and unique skills from our workshops that they can then share with others. Campers will be taught how to twist balloons and perform Magic tricks!

[Read the full article here](#)

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Podcast Appearances



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Video Appearances



John Reid, co-Author of the book "I got You Something" Meets The Fans of Something

[Watch the video HERE](#)



John Reid's Magic Show - Promo

[Watch the sizzle reel HERE](#)



Contact John Reid



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