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# What is Practical Magic?

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“Every single person is a practical magician. The question is, do you practice magic?”

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Practical magic is the study of intention. According to Aliester Crowley, one of the greatest magicians of our time, every act of intention is a magical act. Because so few people use intention, every time we use it, the whole force of the universe literally rushes forth to meet that intention. That means if you intend to get up at 6 am tomorrow morning and you do, you have just performed a magical act. If you intend to move your company in a particular direction and you do, you are using practical magic. Even our language

is full of phrases and idioms that relate to this: “I aim to please,” or “I have every intention of completing the project on time.”

An underlying law of magic states that what we focus our attention on manifests, whether positive or negative. Whether you continually focus on what you do want or what you don’t want, it will come to you. Let’s say you are in debt and want to get out of debt. If you persist in talking about your debt to your friends, worrying about your debt, and acting from a feeling of panic, you will create more debt in your future. If, on the other hand, you talk to your friends about how you are taking steps to become financially solvent, if you appreciate your progress towards financial solvency, and you take right action in line with your financial goals, you are creating prosperity in your future. We are all living the result of yesterday’s actions, and creating tomorrow’s reality. Practical magic is a way to create our tomorrows with purpose, clarity and honesty.

Applied to daily life, practical magic can help achieve personal, professional and organizational goals. It can help you reach financial independence, hire and keep the right people, or make big life transitions. It can also keep the airplanes running on time, if you’re traveling, or reduce the amount of time it takes to get home at rush hour. It’s not that you can’t have accomplishment in life without practical magic, because you can. It’s a matter of how much blood, sweat and tears go into the process.

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## A Story of Practical Magic

At the beginning of this year, I got a strong vision of how I would like to work with a particular client in Dallas, TX. This vision was way out “in left field,” but it rang true for me. So I wrote a story of how the company might get from it’s current state to where I wanted it to be. I wrote in past tense about future events – I jumped ahead a year and looked back. At a certain point in the story, I could not imagine how to get from one place to another so I brought in a “secret weapon” to bridge the gap –like a genie who gave me three wishes. The secret weapon was the key to the story reaching my desired conclusion.

A month later, I went to Dallas to visit that company and noticed that something really strange was happening. As I walked into that office building that day, I walked straight into my story. The employees told me about the big changes happening in the company, about how they were finally moving forward and in the right direction – the very direction I had written about!! More importantly, the CEO began quoting to me verbatim from my story – describing my “secret weapon” back to me!!

What happened here? How did my story come true? By way of Practical Magic!!

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Anyone who is willing  
. . . can use practical  
magic.

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I have friends who describe the use of practical magic as the difference between riding a bicycle and driving a car. Riding a bicycle is life without practical magic: you steer, and you also power yourself along with your own two legs. Driving a car is life with practical magic : you just steer, through your intention, and the car (practical magic) takes you there.

When you drive your car, do you ever feel the need to get under the hood and do some work? Do you ever tell your friend, “You steer. I’m going to get under the hood and move some belts and pistons?” Of course not. So why should life be any different? With practical magic, we have the entire force of the universe rushing to meet our intention, if we but use it.

Who can use practical magic? Anyone who is willing to use and study the principles of magic. The key word is willing. Many people have pre-conceived notions about magic – good magic, bad magic, this magic and that. It seems extraordinary to us today. I promise you it is not. It is the human birthright of every empowered planetary citizen. In fact, it was and still is the everyday skill of tribal people. We have simply forgotten the art and science of practical magic.

There can be practical magic in every aspect of daily life – big or small, trivial or important. Here’s an example. One of the most useful tools of practical magic for daily life, especially in a big city, is the summoning of parking angels. Whenever you are going somewhere where you think parking might be scarce, call upon a parking angel. See the procedure below for details. You will never have trouble finding parking again!!

### Practical Magic with Parking Angels

Whenever you are going to a place where parking may be scarce, follow this procedure to summon a parking angel.

1. Simply say, “I would like to summon a parking angel.”
2. Wait a few seconds for the parking angel to arrive.
3. Make your request. Say, “Parking angel, I would like to request your help in getting me a parking space at <describe the parking space – where, how close to the front door, etc.>. I will be arriving in approximately X minutes. Thank you in advance for your help.”
4. When you get the desired parking space, thank the angel again. It works every time!

### Benefits of Practical Magic

There are as many different benefits to practical magic as there are different people! Here are some of the benefits.

#### *In your business:*

- Continuous growth & innovation
- Improved focus
- Greater clarity
- Reduced risk
- Higher profitability
- Reduced cost
- Manageable corporate culture
- Smooth progress toward goals
- Hiring and keeping the right people

#### *In your personal life:*

- Fun and adventure
- Increased time and energy
- Less effort to achieve personal goals
- Harmony in relationships
- Greater fulfillment in life
- Financial freedom

*The benefits depend on the direction and focus on your intention!!*

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To use practical magic, you need:

1. Willingness
  2. Consistent effort
  3. A coach or mentor
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This next example demonstrates the level at which practical magic (intention) functions. Intention begins in the non-physical, then manifests in the physical. A particular pro-basketball team decided to improve their foul shot percentage so they performed an experiment to find out the most effective way to achieve this goal. They divided the team into three groups. The first group did nothing beyond their ordinary practice routine. The second group practiced foul shots every day for 1 hour. The third group sat in chairs and visualized practicing foul shots for an hour every day, never physically moving their bodies. At the end of one month, the coaches tested each of the three groups. The first group, not surprisingly, had low scores. What was surprising was that both the second and third groups had similar high scores, despite the third group having never physically practiced foul shots. Intention begins in the non-physical (in this case as visualizations) then manifests into the physical (as improved foul shooting). This is exactly the way practical magic works. Set forth the intention in non-physical, and watch it manifest in the physical.

What does it take to use practical magic in your life? Only three things: willingness, consistent effort and a coach or mentor. Let's take the first - willingness. Willingness is essential because, as the example above demonstrates, much of magic starts as an intangible. You can't see, hear, touch, taste or smell it with your physical body. But you can with your other senses - your 6<sup>th</sup> sense, and your 7<sup>th</sup>, your 8<sup>th</sup>, and 1 millionth sense. You simply have to have the willingness to keep an open mind, to trust those senses which you probably don't use fully in your current daily life, and to remain non-judgmental about your experience. Magic operates like the Prime Directive in Star Trek - it can't interfere in your life, meaning it can't work for you, unless you invite it in.

Here's a real life example. A beginner practical magician wanted to manifest a cigar in her life. In the morning, she did practical magic exercises to manifest the cigar, and set off for work. She happened to work in a library where smoking was not permitted. All day she worked and waited for cigar to appear - half hoping that it would and half thinking that it would not. As the day progressed into late afternoon and no cigar had appeared, she grew very, very frustrated!

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## Money & Practical Magic

A family member was recently involved in a government investigation in which she did nothing wrong. The regulations were fuzzy.

The government claimed she owed them over \$1,000,000 but were willing to settle for some figure between \_ and \_ million dollars! She didn't have that amount of cash, and she didn't feel she owed it.

She did some calculations and came up with \$45,000 as a fair settlement - just to appease the government. Her lawyer ran scared, saying that the government would never accept such a low figure.

She disregarded him and set her intention forth with clarity and strength using practical magic.

A few months later, she received a short letter from the government stating that her offer was accepted. They went from over 1 million dollars to \$45,000! That's practical magic.

All it took was 15 to 20 minutes a day of clear intention to get the desired outcome.

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**Practical magic does not require a lot of time. It requires small amounts of time everyday.**

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She kept asking herself where she had gone wrong, judging her ability as a magician to be poor. Finally, as she began packing up to leave work, she gave up. She was simply tired of the whole affair. She gave up and gave in and let go. At that moment – as she once again became open to the possibilities in the universe – her cigar appeared. She was clearing the last books from the book

depository when a cigar, which had been jammed between the pages of a book, fell out onto the table. The moral of the story is that the cigar could not appear until she had the willingness to allow the universe to deliver it without judgment or fear.

Now let's take a look at the effort. Using practical magic does not require a lot of time, it requires small amounts of time every day. Practical magic is an experiential art as well as a precise science so it requires daily experimentation and analysis. It requires that we be willing to try magical acts every day, and be open to observing what happens that day.

Belief in practical magic is cumulative, so it requires that we build daily on small victories and “ahas” before moving on to bigger ones. For example, when I first started using practical magic, I put all the big things on my list – prosperity, a new car, 6 horses and family harmony. At the time, my parents and I were in disagreement about my marriage, I had 1 horse I could barely support and a truck that could not pull a horse trailer. I also had no prosperity. Needless to say, none of these things appeared overnight. I was asking for really big things that I did not believe I could receive. I did not feel that I was worthy of receiving or had the ability to manifest these big items.

As a result, none of these things came to me. As my frustration increased, several of my mentors suggested that I start with smaller building blocks. I began asking for smaller signs, events and outcomes in my day. I began to ask to have fun each day, to be productive, to have a relaxing day. These smaller things came more easily to me. Then I asked for our family to speak honestly with one another again. I asked for small financial goals. By the time we had family harmony – at the actual wedding – I was prepared to receive the other big items on my life. I now have a new Ford Expedition, a new horse trailer, 2 horses I can easily support and definitely family harmony. Starting small and applying consistent effort have yielded the best results for me.

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## Coaching & Practical Magic

Practical magic is a whole new way of perceiving the conditions and causes in our lives, as well as being an effective tool set to create desired outcomes.

Because using practical magic can be quite different from approaches we normally use to solve problems, talking with a coach on a weekly basis is critical to success.

Through weekly scheduled sessions by phone or email, a coach works with a client on:

- Successes and insights
- Current challenges and opportunities
- Applying universal laws
- Attracting desired conditions and outcomes
- Exercises to address current situations
- Providing support and motivation

A sample exercise might include practicing the art of becoming invisible so as not to engage in resistance.

Another exercise might use part of the Navajo Beauty Way to alter one's receptivity to creative ideas and solutions.

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A coach is a third party who can provide objective guidance and keep us moving toward our goals.

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The third aspect of using practical magic is a coach. Why might you need a coach? The same reason an athlete or anyone else needs a coach. A coach is someone who has walked the path before you and therefore can share insights, tools and methods. A coach is also a third party who can provide objective guidance, especially on issues close to home. Finally, having a coach usually results

in action. I know that if I didn't meet with my coach on a weekly basis I probably wouldn't get half as much done. A coach keeps us moving toward our goals and keeps us from getting derailed.

Now that you know more about practical magic, can you see how you are a practical magician? Can you remember all the times you visualized the outcome of a really important event or meeting, and then the desired outcome happened? We've all done that in times of extreme need or desire. The question is, what would your life look like if you applied practical magic to every area of your life?

Here are several thoughts to ponder:

***Hold a picture of yourself long and steadily enough in your mind's eye and you will be drawn toward it. Picture yourself vividly as winning and that alone will contribute immeasurably to success. Great living starts with a picture, held in your imagination, of what you would like to do or be.***

Dr. Harry Emerson Fosdick 1878–1969  
Protestant minister

***PRACTICAL MAGIC WILL TAKE CARE OF THE REST!!***

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The past should be a springboard, not a hammock.

Irving Ball

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## Getting Started with Practical Magic

Get started using practical magic with these easy steps.

### Step 1: Clarify Goals

What do you want? Few people devote the proper time and energy to answering this question. Most focus on what they think they *should* want rather than what they do want. Practical magic is of no use if you don't know what you truly want!

Spend some time pondering what you truly want, especially if time or money were not an object. Think back to when you were a child: what did you want then? Our desires are often most pure at that point in our lives.

As you begin using practical magic, you will find that these desires will change. You will reach goals you previously thought impossible and begin looking at goals beyond.

### Step 2: Try a Practical Magic Coaching Session

Once you've clarified your goals, you'll want to try a free initial practical magic coaching session to understand how coaching works.

Before your initial coaching sessions, prepare a list of questions you might want to ask. Find out what coaching arrangements are available and what would be most suitable for your situation. Then let practical magic do the rest!