

# *Sophisticated Close-Up Magic*

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Mr. George Franzen  
10161 East Lucille Drive  
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Dear George,

It is with the greatest of pleasure that I write the following letter.

To Whom It May Concern:

I would like to introduce both George Franzen & myself. I am a full-time close-up magician & perform for a very elite clientele. My account list includes corporations such as Merrill Lynch, Goldman Sachs, Morgan Stanley, Salomon Smith Barney. I have also performed at The Rainbow Room, The Grand Ballroom of The Waldorf-Astoria & The United Nations.

In addition to a top clientele, I am in my tenth year as the House Magician for the Doral Arrowwood ([doralarrowwood.com](http://doralarrowwood.com)). I perform every week at their magnificent Sunday Brunch. If you check their web site, you will see that it is a hotel & restaurant that is quite exceptional.

While I am expected to perform each & every Sunday, As do most people, I do need to take vacation or need a personal day for family functions. When I am unable to be there, I have chosen George Franzen as my replacement. Why did I pick George? The answer is simple. Number one, he is a fine magician. But almost more important, he understands the role of a "Restaurant Magician". Our job is to help the guest have the most enjoyable visit that they have ever had in any restaurant. What we do is unique and is a proven formula to grow your business. There are many restaurants with fine food & ambiance. When you ad close-up magic to the mix, you assure that the guest will not only come back, but they will bring friends who in turn will also bring friends. It is a recipe for success.

George also possesses a rare quality. He is able to leave his ego home & concentrate on making sure the guests enjoy themselves. He is a problem solver & your ambassador of good will. He is also a really warm person & I am sure your guests will like him as well as his magic. I highly recommend that you consider George & his magic for your restaurant.

Sincerely,

Allan Sherer