



Reading the Cards



How to Read Playing Cards and Make Money at the Same Time!



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Just A Thought:

“Playing cards are tied to our very existence in some very intriguing ways. There are 52 weeks to a year and there 52 cards to a deck. There are 4 suits to a deck of playing cards and 4 seasons in a calendar year. There are 13 cards to each suit and there are 13 lunar cycles. If you divide 7 (the number of days in a week) with 364 (days in a year) you will get 52 which is the number of cards in a deck. If you add up each numeric value of each card in the deck you get 364. The deck of playing cards is tied into our cycle of life more than most people realize. That is why they are perfectly designed to give readings.”

INTRODUCTION:

First of all I would like to thank you for purchasing this e-book. In today's economy it takes a lot of trust to actually plunk down your hard earned cash for a new book about a subject that has been written about thousands of times before. When I decided to put this book together I decided to make it different than any other treatise on the subject. Thus, the book would not just be a rehash of what is already on the market and would hopefully be worth your time.

The main things that set this book apart is that the material contained is from a real working professionals working experience. I know that this material works in the real world and under real world working conditions. The definitions of the suits and the numbers were gleaned from years and years of working with the symbols and seeing what works with real people.

Another factor that sets this work apart from its predecessors is the information on marketing. Knowing what kind of venues this type of readings work in can help give you ideas on how and whom to market your services to. Again, I show you what has worked for me in the real world.

Another thing that makes this different is the special tools attached to the main book. You will find a 16 page pitch-book and a two-sided tick sheet. The pitch-book is a product that will make you money if you use it right. It contains interesting information that the client might find interesting on how to give themselves their own card reading. This is an instant author meaning that you can put your name on the front of it as if it were your own book. You also have an About the Author Page where you can put all of your bio and contact information.

There are many different ways to profit off such a book.

*You can sell this as a product. You can go to a printer and have some copies printed on nice paper. You can either have the binding stapled, spiral, or even hardbound. Depending on the cost and the method used for the binding I usually charge \$4.99-\$9.99 for each booklet. Imagine if you sell it for \$4.99 and you sell just a few of these books. You have already made back your investment and then some

*Use them as a bonus. For those you that do readings and want to make sure that your clients feel they truly got their money's worth I would suggest handing these out to your client after a reading as a special bonus.

*Sell it on your website. There is no reason whatsoever for you not to sell this book on your website.

*Donate some to charity. I have given pitch-books away to such groups as Gilda's Group or other charities. It makes you feel good, brings joy to others, and it helps gets your name out to even more people.

*A lead generation tool. Why not advertise that every client who calls you, whether they book you or not, get a free booklet? People are more likely to carry or keep a booklet (more perceived value) than a lousy little business card.

*A raffle prize. Many times I get hired for a charity event where my services are used as both a draw and as an extra entertainment feature to a program. Most of these have some sort of secret auction or similar set of donated prizes. I usually give them a special package for the donation such as 4-5 of my booklets and a free reading. This also gets your name out there and makes you look like a good person.

*Add-on for Speeches or workshops. When I give a speech or workshops, and my fee is accepted, I will then offer my booklets as a nice little add-on. I will tell the booker that the booklets are \$4.99 a piece but I can sell them for \$2.75 a copy in bulk. I consider bulk to be 30 copies or more.

*Sell them at appearances. Psychic fairs, shows, and other public events are perfect for selling this book.

Many people do not like this sort of pitch-book because they feel it puts too much information in the hands of clients. Please don't worry about this. This

information will not put you out of business but will show your client that you are an expert in your field. A major part of marketing is having your clients perceive you as someone as an expert. This booklet will help advance that theory.

One of the easiest to us and most profitable of all marketing materials I have used over the years is tic-sheets. These are one or two sided cards that have meanings and spaces to write a written recording of the reading. The client then gets to take this home so that they can review their readings anytime they want. They are called tic sheets because you literally make a checkmark next to the appropriate spaces that correspond to your client's reading.

The tic-sheet provided has a space where you can put your name and contact information. It even has a space to schedule your client's next reading. If you deliver a good reading then why not schedule their next appointment. By the way, I have a copy machine in my office and I will make a copy of their reading

and keep a copy of their reading. I put this information in their reading binder so they have something nice to take home with them.¹

In closing I would also like to think that the information that is contained in this book on how to give readings is extremely valuable to the working professional. Even if you are just a part time reader or one who wishes for it to be a hobby I feel that the reading structure and information on making connections is extremely valuable.

If you have any questions please contact me at rich@theintuitionmagician.com for more information.

Blessings!

Richard Tenace

¹ A reading binder is a special marketing item that I hand to clients when they come to me for a reading. It is a simple 3-ring binder with inserts about my ethics, coupons, different types of readings and more. If you are interested in finding out more about this concept, and receive more marketing tools and information for your readings business then please go to <http://tarotenthusiast.com/?p=335> and type in TAROTBUSINESS for the coupon code to get \$70.00 off the retail price as a gift for buying this book.

Just A Thought:

“A card reading needs to be entertaining, fun, insightful, and special. Speak from your heart and soul. Let them see that you are not a superman but someone who is just like them. When I was a Boy Scout I was taught to leave my campsite better than I found it. When

your client leaves you they better feel better, and be better, than when they came in.”

Chapter One:

The 4 Step Approach to Reading

Before we can get into the exact symbolism and meanings of the cards it is important to look at how a reading should be structured. The actual process that I use is as follows:

- 1) The Foundation**
- 2) Search for Meaning**
- 3) Search for Connection**
- 4) Conclusion**

THE FOUNDATION

The first few minutes of any reading are the most important. It sets up the reading by providing your credentials, your ability to help, and the type of reading that you are doing. It is during this part of your reading that you should be trying to make your client or sitters feel comfortable. Sitters often come to readings with some trepidation and anxiety and you need to put them at ease as soon as possible. You want to be comforting, upbeat, and enthusiastic. You want your opening approach to make them excited by the prospect that you are going to read their mind.

Reading a client's mind can be a very unsettling experience. This is not to be taken lightly. Even many skeptics who disbelieve in mind-reading and feel that

they know how readings are “really” done will often take their own reading very seriously. I really don’t know if a comedy reader would be successful.

People get readings for many different reasons. In fact, I once took a very small survey from people on my mailing list asking them why they go and get readings. Below is that list and it should give you some ideas on how to structure your openings.

- * Sometimes life is hard. I don’t know what to do.
- * I don’t understand why I do things.
- * Readings make me happy.
- * Tarot cards scare me but I find them interesting.
- * It makes me feel good.
- * You make me feel special.
- * Readings show me things that I can’t get anywhere else.

Do you see the one common denominator in these people’s responses? All the responses have to do with the individual. None of them said that they go to readings to be amazed, floored, fried, or surprised. Readings have nothing, or at the

very least, to do about the reader. Put your ego on the shelf and make the reading special because it is about them.

A typical introduction to a playing card reading, or most other reading situations, may go like this:

“I want to do something special for you. I want you to learn a little about yourself and where you possibly could be going. This is all about you and I need your permission to read your mind. Please don't worry...it is not as scary as it sounds. This is a voluntary process and I promise you that I will not discover any deep, dark secrets unless your unconscious mind wants me to. I am sure that you heard that a hypnotist can't make anyone do anything that they don't feel comfortable doing. It is the same for those of us who do readings. We cannot find out any information unless you want it to be revealed. Your mind will protect you. This process is fun, exciting, and is also very illuminating. All I need is this simple deck of playing cards, and your co-operation and we will discover some very interesting things about you...”

This opening changes from person to person but it always carries the same themes of offering comfort, encouragement, and the assurance that the reading is special because it is about them. Notice the emphasis in the preceding opening where I assure them that I am not going to invade their mind and that the process is

a voluntary. I also let them know that the process is a form of co-operation and that I will need their help as well. In other words, I cannot do the reading without them. This makes them realize, on a subconscious level, that it is OK to talk to me and that the sitter is an active part of this reading. They really are a major part of the reading process, and in many respects, even more important than the reader. This is a hard pill to swallow for many of readers who like to show off with their great intuition.

There is no room for pomposity in this type of performance. It is all about building up, empowering, and lifting up the individual. If you want to demean, impress, or control others then you really are in the wrong line of work. Your job is to entertain and to be a good listener. I feel that most readers would improve overnight if they would just shut up and listen.

SEARCH FOR MEANING & CONNECTIONS

Steps 2 and 3 are very important and they make up the bulk of the reading. Both the reader and sitter work together to find connections and meaning. The reader relies on their knowledge of symbolic meanings and interpretations and then tries to make connections between the different symbols.

While the reader is doing their best working with the symbols the sitter is doing their best to find the meaning that applies to their individual life. It is very important that a reader learns the accepted meanings of the cards and know them very well. A good reader should know the meanings of the cards so well that they will not take go to a book or a cheat sheet for answers. I have seen professional readers do this at psychic fairs and festivals. At one in particular I heard a young reader say, "...wait a minute..." to one of their clients as they flipped through a book of symbolic meanings. This is a habit that no reader should acquire. You need to make the symbols a part of you and their meanings should be engravened deep within your mind.

But please don't worry about this too much! You already know a lot about symbols anyway. All you have to do is become aware of them and consciously look for them. Too many new readers will fret over long lists of meanings and try to memorize them word for word. I would suggest reading the definitions in this book sever times but then put them away. Write down the numbers and the suit meanings in your own words. Then compare what you wrote to what is in this book. You will be amazed at how much you already know.

The main skill in giving readings is to make connections between symbols. For example, if hearts basically symbolize emotion and the number two represents communication then the connection may be that the person loves communication

that is equal and fair. They require communication that is unambiguous and that is non-argumentative. All I did was take the basic meanings of hearts and the number two and combined them in a way that made sense.

Now, in our same example let us say a 3 of clubs was in the picture. The three can represent creativity and the clubs has to do with social events or activities. Combining the two symbols together can mean the person needs to be creative in their dealing with the people in their social circle. When both the 3 of clubs and the two of hearts are together you combine their meanings and then the person may have some conflict coming up with their social groups and needs to be creative in their dealings with those in that group to keep conflicts at bay.

This combining and finding connections between symbols will make more sense as you actually learn the card meanings in the chapters that follow. I will also discuss symbols, and how to look at the world in symbols, in the next chapter.

There are four steps that I use in trying to find meanings as I give a reading. Every reading needs to be different. People will chat and discuss their readings with each other at social events. Knowing the cards and their meaning is not just enough. That is why I came up with these 4 skills that need to be honed in order to give different and very personalized readings.

- 1) **Listen to your inner voice.** Tarot is only as good as your ability to use your intuition. In your mind during the reading ask yourself, "What do I need to know here for this client." When the intuition comes to you then trust it and use it. This takes a form of bravery. Every new reader is scared that they will say something wrong and they ignore strong impressions because they have no confidence in their ability to use what they are hearing inside their own hearts.

When inspiration comes to you then you must use it. Do not be scared and do not censor yourself. Speak what you hear and be brave about it. See if what you are truly feeling has any validity for your customers.

- 2) **Use the first thing that comes to mind.** Yes, a card has tons of meaning, and yes it can be hard to know what to say or interpret. But, you need to trust your inner voice enough to listen to it and use the first thought that it sends to you.

This seems a lot like number one but the real difference here is that you should speak up and not change your mind when impressions come to you.

- 3) **Take your time.** Too many readers just blurt the first thing that comes to their mind. Take some time to mentally and psychically digest the cards in front of you. Do not take too long but take just long enough so that you can formulate a game plan and what direction your reading is going to make.

- 4) **Very rarely is any single card enough to give a good reading.** Look at the cards around it and build and interpret the reading based on how the cards around it change, alter, or enhance the card in question. No card exists in a vacuum. Interpretation is based on the cards relation to each other. Find those connections we talked about earlier.

THE CONCLUSION

The ending of your reading is just as important as your beginning. You need to be able to finish your reading by tying all of the elements together in a memorable way. One of the ways to do this is with a tick sheet. A tick sheet is a bunch of generalized meanings written down in a chart formation and checking off what cards came up in the reading. I have given you one of these as part of this manuscript.

Given your client a written record of their reading is a great marketing tool. You have all of your contact information on the tic sheet so they get to take this home with them and keep your name and phone number handy for future readings.

If you don't like the tick sheet approach then you can use the back of your business cards as a record of the reading. Just jot down key words and important statements and "hits" that came up during the reading. This is a great memento of the reading that also just happens to have your contact information on it, which is a win-win situation for you and the client.

I feel that just as you have some basic foundational statement to make that you also need should have a conclusion that follows some basic structure as well. I often close with something like this:

"Your reading tells us a lot about yourself and what you are going through right now. Remember that a reader should never tell you what to do. You need to the insights that came to you today and formulate some plan of action. You need to use this reading as a way to empower yourself to make better and stronger choices. Your life is your own and you are stronger than you realize. When you get home I want you to review and meditate on this little hand out (I then hand them the tic-sheet) and see if you can find even deeper insights into yourself and your reading.

Remember, the future is not set in stone. After all, if the future displayed in the cards could not be changed then why know the future?"

This is just a way to end the reading on an up note. Since I do playing card readings mostly for walk around and parties for large groups I know that the large majority of people that get readings from me are doing so because they wished to be entertained. I keep these readings light so that the clients have a good time. That is why an ending such as the one above needs to be positive and happy and upbeat.

Just A Thought:

"People come to a reader for many reasons but I have found out that the main reason is to find out more about themselves. Space is not the final frontier. The human mind is the final frontier.

Readers help the individual discover things about themselves that they never realized but they needed to know.”

Chapter Two:

Looking at the World in Symbols

Professional readers see the world differently than the majority of people. They see the world as a magical place full of energy, symbols, and spirituality.

They are constantly growing and learning about whom they are and their place in the world. For those that know the tarot, they see life's journey as a continual round (The Wheel Card), a continual journey of discovery (The Fool Card), and as a tool to delve into their deepest feelings of love (The Lovers Card), hope (The Star), and transformation (The World).

The world is one big symbol and people are living archetypes to a professional tarot reader. When a tarot reader sees a child, full of innocence and wonder, they see the wide eye simple optimism of The Fool. When they see someone planning a journey where they are going to better themselves they see The Chariot card in action. A tarot reader recognizes The Emperor in action when they have a stern and unyielding father figure in their life, "lay down the law."

How does a reader get to the point where they get the tarot cards and in our case the playing cards, truly come to life and be a part of their psyche? For most it really begins after a good amount of time with the cards and with symbols. It happens after the initial workshops and classes and the new reader is left by themselves and has to form a bond with the cards. The reader needs to be patient and needs to take their time with the cards. The beginning reader needs to become one with the cards by spending time with them every day.

There are four important things a reader needs to do every day in order to make the cards a part of their psyche. They are:

- 1) See the world in symbols
- 2) Do personal readings everyday
- 3) Meditate on the card meanings
- 4) Read for others

The first important thing we can do as readers is to see the world in symbols. This is something that is easy to do because it is part of the way we look at the world anyways. This ability to relate to the world around us in symbols is hardwired into our system. It is how we make sense of the esoteric and the hard to understand. Symbols bring order to our lives and help us come to grips with ideas that we may not understand in any other way.

Painter Morris Graves wrote:

“I paint to evoke a changing language of symbols, a language with which to remark upon the qualities of our mysterious capacities which direct us toward ultimate reality.”

Symbols are a powerful way of looking into ourselves and finding out what our personal connection is to the ultimate reality. We, as frail and frightened

mortals, yearn for a better life filled with meaning and hope. The symbols and meanings of the cards can help us feel that and find out who we really are. This is some frightening ground to be standing on for many folks. Most people do not want to face something which may shake their universe to the core. The tarot is a tool that can help show us that we are truly spiritual beings in search of something more.

The reason that most humans feel sad and lost most of the time is because they are living a life that is inconsistent with their spirit. The life they live is so disconnected from the divine that every day is a struggle and every moment is filled with anguish and sadness. This is because they are not living the type of life that their divine self wants them to. When the spirit is separated from the source that created it by a chasm that is deep and very wide the person can't help but feel true despair. We are like a living mirror: cold, flat, and with a false image of whom we truly are.

During the process of "looking at the world in symbols," we start to look ever deeper within ourselves for what is true and what is real. Are symbols real? Are they tangible things that are physical and breathing? The truth of the matter is that those of us who live in symbols are dealing with things that do not exist. But as Neil Gaiman said in his wonderful Sandman Series, "Things need not have

happened to be true.” To paraphrase that deep and meaningful statement: Things don’t have to exist to be real.

One of the theories used against what readers of all stripes do is a concept called The Forer Effect. The basic premise is that people have a tendency to take general and non-specific statement and apply it to themselves even when the statement was not written with them in mind. Skeptics love to talk endlessly about the Forer Effect and believe it describes what readers do and that readers use this concept to deceive other people.

The Forer Effect is named after an American Psychologist whose full name was Bertram Forer. (The Forer effect is also known as the Barnum effect because of Barnum’s statement that “a circus has something for everyone.”) He conducted an experiment where he wrote a generalized personality and gave it to all of his students. He then asked the students to see how accurate it was and how well it described their personalities. The students were led to believe that each of their classmates received a different personality statement. Students graded the accuracy of the “reading” as very high.

The following is that particular statement:

“You have a need for other people to like and admire you, and yet you tend to be critical of yourself. While you have some personality

weaknesses you are generally able to compensate for them. You have considerable unused capacity that you have not turned to your advantage. Disciplined and self-controlled on the outside, you tend to be worrisome and insecure on the inside. At times you have serious doubts as to whether you have made the right decision or done the right thing. You prefer a certain amount of change and variety and become dissatisfied when hemmed in by restrictions and limitations. You also pride yourself as an independent thinker; and do not accept others' statements without satisfactory proof. But you have found it unwise to be too frank in revealing yourself to others. At times you are extroverted, affable, and sociable, while at other times you are introverted, wary, and reserved. Some of your aspirations tend to be rather unrealistic.”

Skeptics use the results of this test to show that what we do as professional readers must be fake because all we do is feed simple generalizations back to our clients and they place meaning on what we say. While any professional reader who memorizes such a statement and feeds it back to his or hers clients shouldn't expect to stay in business for any length of time there is truth to the fact that the clients are the ones who place personal meaning on the statements we make.

The main goals in giving a reading should not be about reading the future or fortune telling. Such considerations and topics will show up in a reading just from the nature of intuition and the cards. A professional reader should have loftier goals in mind than mere divination. The true role of divination is what it always has been about. It is about two words and the goal of any spiritual work:

GNOTHI SEAUTON

These two simple Greek Words were inscribed over the entrance way at the Temple of the Oracle of Delphi. The letters were written in gold and they state the true goal of real divination: “Know Thyself.” It did say, “Come in and learn the lottery numbers,” or, “Come in and learn all about your future.” It was instead suggesting that the divine essence and purpose of such inquiry was to discover something deep about our purpose and who we are. This statement of, “Know Thyself” was suggested to actually come from heaven by the roman poet Juvenal so the very statement seems to have come from a divine source.

This is because we all have a spirit inside of us that is trying to communicate with us daily about our reason for being here. Everybody is born with gifts, traits, and even flaws to learn and grow. These unique personality and spiritual traits were given to us to grow and mature and become something better than we are. Another quote from Gaiman’s Sandman series says:

"Everybody has a secret world inside of them. All of the people of the world, I mean everybody. No matter how dull and boring they are on the outside, inside them they've all got unimaginable, magnificent, wonderful, stupid, amazing worlds. Not just one world. Hundreds of them. Thousands maybe."

I find those who use the Forer effect against card readings to be silly and short sighted. Of course people are going to place meaning on such generalized statements. It is a process that is hard wired into our very being. Everybody places meaning on the world around them all of the time. It is a process that even skeptics do when faced with new situations and they search for meaning.

Professional Reading is not about feeding generalized information back to a client. But the idea of the Forer Effect, an individual finding personal meaning in symbols, has some merit. The cards are a book that contains the life story of the person sitting in front of the reader. Please go back to the beginning and read the first thought in this e-book which describes how the cards are tied into the calendar year. Memorize this and use this in your dialogue with your client. Create a connection between your cards and the client.

Reading the cards is a process of discovery for the client and for you. It a synergistic effort between two people using intuition, psychic energies, and

conversation in way that allows honesty to prevail and where trust is king. It is a process where the person receiving a reading is going to discover hidden truths about themselves. Armed with this knowledge a client can make better decisions and take control over their lives.

One of the main criticisms about readings is that it has the possibility of creating a situation where the sitter is totally dependent on the reader. To be fair this does happen and there are many readers who actively seek out these relationships. There are bottom feeders in every profession. A true reader uses the cards to teach a person how to be more proactive in their lives. The cards teach independence and they can help a person learn about themselves in a way that no other tool can. When a person knows who they are and why they make the choices they do then they can change themselves and make better choices.

A good tarot reading looks at three areas of a person's life and uses the insights gleaned from these to where a person is going in their life. The three areas are:

- *The Past

- *The Present

- *The Future

Sometimes the question is asked by a client as to why we even have to delve into their past. After all, the person has already lived their life and they know what

has already happened. I have discovered that when one looks at a client's past it is really more for the reader's benefit than for the client. This is because the past can show us where a client has come from and what events have shaped them to be the person they are today. In order to see where a person is going you need to know where they have come from.

Even though I have stressed the importance of the past for the reader it has major importance for the client as well. The client needs to analyze the events that have shaped them. The key to understanding limiting belief systems or why we make bad choices over and over again stems from our past. We are all creatures of our environments. We become what our environments have made us. But, once we know what those things are we can move on and escape from the past and move on to a brighter future.

Reading the cards teaches us that these things do not truly define who we are. Instead, these events, once understood, can help us become something better. If events from our past can shape who we are today then the choices we make today can shape who we are in our future. The time of living a life reacting to the events of the past has come to an end. The person who lets the tarot work in them will find themselves changing today so they can create who they truly are. This makes the tarot a device of personal transformation and not a tool where it instructs

the sitter on what to do every second of their life. This makes the tarot a guide and not a dictator.

The present in a tarot reading tells us what a client is going through now. The events of the present weigh most heavily on our minds. It is what we are going through right now. The present events do not happen alone and in isolation: They are defined by what we have gone through and they shape what kind of future we can expect. The present is the axel on the wheel that spins us from our past and into our future.

What we are now going through, and how we react to it, can tell us about our life and who we are. Of course this reflects the idea that nothing in our life happens in a vacuum. We are affected by the past and make choices in the present that then affect our future.

When the cards gives us glimpses of events that are going to be happening in our future it still gives us choices. Knowing what will happen is meaningless if we cannot change it. What good is knowing the future if it is set in stone and we have no control over it? Choices and decisions are what the tarot gives us. Once we know what is going to happen we can shape our future the way we want it.

What happens when a reader dictates the future for their clients as something that is inevitable? The client becomes totally dependent on the reader and becomes helpless and unable to function. They let the future walk all over them because

they feel that there is not hope for change. Any reader who tells a client what to do and how to live is a reader with a big ego and is a very dangerous person (even when they think they are being well meaning). To a reader who tries to control the life of their client is an unethical blowhard who has no respect for freewill or their client's ability to change their life.

When a reader cares about their clients they use the reading as a tool for their clients' self transformation. The symbols in the deck speak to the client in a deep and special way that can touch their soul and compel them to be better.

Latter when we talk of the Past, Present, Future reading remember the statements and concepts in the preceding paragraphs. They will aid you well.

Just A Thought:

“Playing card readings are divided up in three parts:

**The numbers of the card*

**The suit of the card*

**The relationship of each card to the other*

When a reader knows these three things they are ready to give a reading. Knowing these three things well will make the reader confident, knowledgeable, and ready to touch some hearts.”

Chapter Three:

The Numbers and their Meanings

In the following chapter we will look at the numbers and their meanings. The numbers and their meaning are based on numerology. If you already have a knowledge of numerology you are already well on your way to giving readings

with playing cards. The following meanings of the numbers are given in first person. I feel that if you can look at symbols as having people qualities, and as personalities, then it is easier to learn them and memorize them.

THE NUMBER ONE

I am the first number and that makes me the first in line: the first to get something done, the first one to take charge, the first person chosen for leadership. I am male in nature and some say that I am very assertive and love being the boss. I love to take charge and make decisions. I don't mind telling people what to do. I hate to take orders from others though. I am always right and I know what I am doing!

I am a great leader and people look up to me for advice. I know that I am the one who has to do a project and I do not need anybody to help me. I am a strong person and no one can tell me any different. Yes, I have a lot of confidence.

If I had to admit to any shortcomings (and it really isn't in my nature to do so) I would have to say that I need to ask for help when I get over my head. However, I am too smart and too independent; to ever get myself in that kind of situation. I have the ability to be a good manager and do well in business. I make decisions right away and it does not take me long to figure out a course of action.

Since in a deck of playing cards I am represented by the Ace I am also someone who represents a new beginning and a new start.

THE NUMBER TWO

I am a woman who likes communication and I like to work things out. I value communication and one on one relationship. I seek co-operation with others and do not like arguments. I cannot do things alone and I need another to help me do things. I can help people get through their problems because I am a good listener. I love to stop arguments and many people call me a peacemaker.

When people need someone to help out with finding a diplomatic solution then I am the one they call. My partner, the number one, is very aggressive but I am more gentle and kind. Balance is something that I seek and look for in my everyday life. Harmony is one of my favorite words. I seek for it and ask others to co-operate with me to create it.

I can relate well to others and have a knack to teach others how to relate to each other. I am very sensitive and people often take advantage of me. I am great at mediating and negotiating things. I am good at fixing things that go bad between people because I am very empathetic.

THE NUMBER THREE

I am the child of number one and number two and I am considered to be a blessing. Forget about what you hear about the “lucky seven” I am the luckiest number of all. I am the friendliest of all numbers. I am very enthusiastic and my enthusiasm can be very contagious to those around me.

I am a number of great focus and I will focus on new things with laser like precision.

I have a great desire to seek out my individuality and to find out who I am. I am very sociable and enjoy being around people. I am very affectionate toward others and have a very warm heart. Being sociable is something I really enjoy.

I have many different friends because of my outgoing nature. I reach out to others and I am a good listener. I am an inspiration to others and love to see others reach their goals.

I am a romantic number and love beauty and art. Some people say that I am a little too happy go lucky. I would have to say that creativity is everything to me. I am a very creative person and love to be part of the creative process.

THE NUMBER FOUR

I am the most stable of numbers. I am very dependable and I am someone that you can depend on. I have a very strong foundation which makes me someone to lean on. I give others comfort when I am around because of my calm, stable, and clear headed ways to look at things.

When I say something I mean it. My bond is firm and you know where you stand with me. Sometimes when I show up, or a person is drawn to me, it is because they need or crave stability. Their own lives may be out of control and they need to get their life together.

I am the hardest working of all of the numbers. I will work with great intensity at getting things done and accomplishing my tasks. In fact, when someone asks me to do something I cannot say no...I am the go to person to get things done.

I do not have much of a sense of humor. I also love family traditions and I am also a lover of family. I am full of original ideas and am always willing to share what I know. I am practical and grounded and am considered to be a good builder.

One of my downfalls, according to others, is that I can sometimes be too rigid. I won't co-operate like my friend the number two because I think I can do it all myself. I approach what I do with more knowledge and less zeal than the number 1 but I am such a hard worker that I feel I can do it myself.

THE NUMBER FIVE

I am in constant need of change because I tend to be a lot more restless than my other numbers. I guess you could say that I am quite the adventurer and often jump into the middle of the action. I am the partying number and I am always looking for fun, fun, and more fun. I am always at the brink of making choices. When someone is drawn to me it means that they need to make a choice and need to do it now!

I am a knowledgeable number and have gained much wisdom from the numbers that have preceded me. I tend to tell people that any choice that they need to make needs to be made fast.

I like to travel and visit new places. I guess I need to change my environment because I get so bored so quickly. I am the number of taking risks and I don't mind being referred to as "risky". I am quick and can think on my feet. I am a fast talker and can get myself out of any bind. (People refer to me as a sweet talker. Others refer to me as a player.)

When people are drawn to me it may say that a person has too much chaos in their life. Even though this can be a bad thing it can also mean that the person does not have any downtime in their life. They are not boring people. People do become burnt out when they spend too much time around me. (Heck, I burn myself out

from the constant going and going.) I really need to learn that too much play can be a dangerous thing.

I am not a negative number as long as I learn how to deal with my playful nature and keep it under control. Some people say that I also represent mind over matter and the ability to see that spiritual thoughts are better and above the mental and physical aspects.

THE NUMBER SIX

I have the communication skills of my friend the number two inside of me (2+2+2) and the stability of my friend the number four (2+4). This makes me a good marriage partner. I love home and take traditions very seriously. I love peace and harmony and seek for it in all of my relationships. My goal is to share these special qualities with the world.

I hate conflict and dislike it when there are misunderstandings. When people are drawn to me it could mean that they are seeking a mate. I have a need to help others and spread my good cheer with others. When a woman is drawn to me it indicates that she has very deep mothering qualities. She will protect her cubs like a lioness-no one messes with her family.

I am also a combination of number 3 (3+3) and that can make me doubly focused on things. When I love someone or something I love them very deeply and

very seriously. My heart can break easily because I care about people and things so much! I am very emotional and sensitive and will cry at “chick flicks”.

THE NUMBER SEVEN

I am the most spiritual of all of the numbers. I am always seeking after truth and love to read. I am never satisfied that I have found all spiritual truth and am always hungry for more. I want to become closer to God or the Goddess and see what they have to teach me.

I am a mystical number. I have a strong sense of intuition. Many people would also refer to me as psychic. I love to meditate and often spend time by myself. Thinking deeply is a very special thing for me to do. Many people would say that I am a hermit and enjoy spending time by myself.

I know that the number three considers himself a lucky number but many people consider me a lucky number because I represent spiritual progress. Many people may think that I am a little aloof because I am often quiet. I am fiercely independent and I am similar to my brother the number one in that respect (I even resemble him a little...just turn me upside down!).

THE NUMBER EIGHT

I seek power and influence in all of my relationships. I have to do with money, jobs, and earthly concerns. I am always seeking after fame and trying to find new ways to make money. Success is something that I want and something that I am always seeking for.

I am not only about the seeking of fame and fortune. I am also known for my good character, good judgment, and a solid value system. I am ambitious and want material success, but as long as I keep my ambitions in check by using my wisdom, I should be able to come out with my integrity in intact.

Some people are attracted to me when they have money troubles and need help. I have self-confidence when it comes to money problems and earthly concerns. I guess part of this confidence is based on the fact that when I am horizontally I am then considered to be the “infinity sign.” That means that I believe that there are limitless possibilities and that there is no end in sight when it comes to wisdom.

THE NUMBER NINE

I am the most compassionate of all of the numbers. I have learned all of the lessons from my fellow numbers that have come before me. This means that I have

learned all of their excesses, virtues, and vices. This makes me very empathetic toward others which means you can find me working for charities, churches, and reaching out and helping others.

I am full of love, compassion, tolerance, and a strong desire to look for ways to help others. Some say that I am a dreamer, but I am not the only one, and that I have my head in the clouds. I can't help it. I often cheer for the underdog in movies and I am a sucker for tales that talk about someone achieving much success in life.

This means that the "scarcity mentality" is not part of who I am. (The scarcity mentality is the belief that when someone else's achieves success in life then there is no more success left for others.) I can understand things in a very deep way and use this thinking to come up with solutions to many of life's problems.

THE NUMBER TEN

I represent the end of something. This can be the end of a journey, a relationship, or a conflict. Since the cards reflect the eternal round of life I can also represent the beginning of something new. My brother the number one is related to me to the point we are almost twins. If you add my name together ($1+0=1$) I go right back to my brothers home.

I know that endings are not a bad thing. With every ending comes every new beginning. That is why represent a new start or a fresh beginning.

These are the basic meanings of the numbers based upon the principles of numerology. As you can see it is very easy to follow and to understand. These are the meanings that you need to tie to the numerical value of each card.

On the following page is a study guide and basic meanings of the numbers.

The meanings of the numbers at a glance:

ONE: The boss. Center of Attention. New Beginnings.

Masculine.

TWO: Cooperation. Understanding. Feminine.

THREE: Creativity. Playful. Thoughtful.

FOUR: Stable. Strong Foundation. Trustworthy.

FIVE: Unstable. Reckless. Chaotic. Adventurous.

SIX: Domestic. Home life. Nurturing.

SEVEN: Spiritual. Mysterious. Thoughtful.

EIGHT: Financial Security. Seek for fame.

NINE: Humanitarian. Charitable. Thinking of others.

TEN: The End. Starting Over. Conclusion.

Just a Thought:

“Take chances in your readings by actually saying out loud the thoughts and feelings you are experiencing as a reader. A reader who is constantly questioning themselves and censoring themselves is not giving the client what they are paying for. They are short changing

the client and stifling their intuitive gifts. Speak honestly and you will touch your client's heart and that will open to the door to true discovery."

Chapter Four:

The Royal Cards

Sometimes the royal cards can be a little tricky. They can represent several aspects in a clients' life. They can be:

- 1) Real People in the Client's Life

- 2) Aspects
- 3) Situations
- 4) The Client

Because of this it is important that the reader truly listens to their intuition. Finding out what these cards mean to the client can be the strongest part of any reading. In most readings I tend to look at them as real people. This means that the card could represent the client or someone in the client's life. So that is what we are going to focus on in this particular reading system.

The Jack

I am always a younger person as compared to the sitter. I am immature and often do things in the spur of the moment. I can be male or female depending on the situation. Depending what suit I am can tell you what part of the client's life I am affecting at the moment.

I am also a messenger and I can bring good news, bad news, or anything in between. It really depends on what suit I am and what I am surrounded by in a reading. In some cases I can represent the client. This could mean that the person is acting like a child. But, in some cases I could be a reminder that the person in front of you needs to lighten up and not take life so seriously.

If I am a heart then I am all about love and emotions. I could be bringing a message to the client about romance.

If I am a club then I am about things of a social nature. My message could be to join a new organization or to become a part of something new. When I am a club I do not like to be alone and crave being around people.

If I am a Spade then I am all about hard work. I am a little more mature when I am a spade but I am still young and will often find ways out of hard work so that I can play.

If I am a diamond then I am all about money. As someone who needs to become more mature I may not be as responsible with my money as I should be. My message could be about a new job, new money, or new opportunities.

The Queen:

I am always a woman or very feminine in nature. I am a lot more mature than the Jacks and depending upon the suit you can tell what mood I am in. I am someone who is full of inspiration and intuition. I am a good mother, friend, and lady.

If I am a heart then I am full of love and compassion for others. I am very romantic and when I am around then love is in the air. I am someone who craves

romance. I am most feminine when I am this suit. When I show up in a reading for a man I am a girlfriend or a wife (or a potential girlfriend or wife!).

If I am a club I am in full business mode. I am a strong modern woman who wants it all: career, family, and a fulfilling life. I could also be a reminder to the client that I need to focus on my work.

When I am in a spade mode I am in the mood for hard work. I could represent a very thoughtful person in the client's life. If I represent the client then I am represent their thoughtful mood.

When I am a diamond I am in the mood for money! This means I might need to better with it or I may need to get ready to receive it. I could represent a woman in the client's life that can help out with money or financial advice.

The King:

I am always a man and a very mature one at that! I can be very masculine. I am the bad cop to the Queen who is the good cop. While the Queen is the maternal motherly type I am the ruling older man who is not always understanding or even kind.

If I am the Spades mood then I am ready for hard work! I am the big cheese, boss, the one in charge, and someone in authority. I could represent a priest, a policeman, or a lawyer (or even a judge!).

If I am in the cup phase of my life then I am a little softer and kinder. I am very romantic and I can be emotional. If I am in this mood I can often be found writing love letters and being a big softie. I could also be a therapist or a doctor as far as professions goes.

If I am a club then I am defiantly an older man who is a boss. I am always in charge and I always tell people what to do. I represent a stern father at times-the kind of Dad that my kids love but fear.

The royal suits have a lot going for them and they can be very hard to understand or to find which meanings should go with them for a reading. This is a good example where you need to rely on your intuition and just go with your first thoughts and feelings.

Just a Thought:

“A reader, like any other person in any other profession, will have an off day. These are the days where nothing is working. If a

writer can have “writer’s block” then a professional card reader can have “reader’s block”.

In these cases you must relax. Accept the fact that you are human and now that such times are rare. The biggest thing you need to remember is the advice from that great philosopher and defender of the galaxy Buzz Lightyear: Never give up. Never surrender.

One way to lesson such occurrences is to prepare for your reading properly. Too many readers jump into their reading session with no thought, planning, or warm-up. Eat healthy before a reading. Take a nice walk and clear your head. Meditate on the cards, meanings, and symbols. In other words: Get your head in the game.”

Chapter Five:

The Suits

It was pointed out earlier that the four suits of a deck of cards represents the four seasons. Interestingly enough they also represent the four ancient elements as well (earth, air, water, and fire). This gives us a whole pool of symbols to choose from. Let us just jump into them.

CLUBS/FIRE:

I am the hottest of all of the elements! This means I don't approach anything at half temperature...I give my all in everything I do. I represent activity and I can get bored easily. I have a strong will succeed (even though I do not always give my full effort. I hate coming in last and must be first at everything that I do.

I can often approach things I like with great vigor and zeal. However, like any fire, I can burn myself out if I am not careful. I need to remain focused and this is one of my biggest challenges. Often times, something will distract me from what I really need to do.

I refuse to watch TV for hours and upon hours a day. I need to keep moving! When you are drawn to me it could mean that a new era of creativity is upon you. You must use all of the wonderful attributes that I possess in order to be successful: passion, creativity, drive, and ambition. If you do that now (and focus on one thing at a time) then new doors of success will be opened up to you.

I have a strong love of life and can't wait to see what will happen next. I have a strong sexual energy that has often gotten me into trouble when I have not curbed or controlled it. Of course, I am the fullest manifestation of passion.

HEARTS/WATER:

I am a very emotional element. In fact, people are drawn to me when they have questions or problems of the heart and relationships. My emotions get the best of me in that I am very tenderhearted. I am the most emphatic of all elements. I feel what others are feeling on a very deep and emotional level.

I am a very psychic element. People that are drawn to me often have a deep sense of intuition. I have very strong spiritual beliefs and I am always seeking for something different. I am not scared of searching for spiritual ideas and will go wherever my spiritual quest takes me.

I represent great abundance and the desire for more happiness and joy. I also represent fertility and very often pregnant women are drawn to me. I love seeing beautiful things: in nature, art, music, and in children.

People are drawn to me when they are falling in love (or out of love). I am the element of inspiration and ideas. It is important to notice that this inspiration and ideas are of the emotional variety and not the intellectual kind.

I seek for purity and look for goodness everywhere I go. I cannot stand mean people and will go out of my way to hide from confrontation.

SPADES/AIR:

I am the element of thoughts and what goes on between the ears. While my sister, the element of water is of the heart, I am more of the mind. I represent anxiety, worry, doubt, and

fear. I am here to remind people what they need to do to control such worrisome feelings. People are drawn to me for this very reason: they need to relax and take it easy.

They can do that by meditating to learn how to calm their mind and clear their head. Maybe the person just needs to learn to make special time for themselves. People drawn to me are often so stressed out because they are doing so much for others. People like this need to “take a chill pill” and relax using deep breathing, yoga, chanting, prayer, long walks, and warm bubble baths. In other words, I remind people the importance of occasional self indulgence and to take care of themselves.

Also, many times people are drawn to me when they are either on the verge of getting a new idea or have a great idea already running in their head. This can mean that they need to act on the idea now. Many times I am a reminder to the people that circle me that they have a very clear and sharp vision of things. Now, they have to use it.

DIAMONDS/EARTH:

I am a very earthy element (as you can see by my name). By that I mean, I love nature and in to helping out the earth. I carry much about issues like pollution and global warming.

People are drawn to me because they may have concerns about health. They may have concerns about jobs, money, and prosperity (or the lack thereof). I often am attracted to people getting ready to start a new job or people wanting a raise at their current job. People that are drawn to me are often scared about their work situation.

People are also drawn to me when they feel that earthly matters are letting them down. For example, their boss at work is a jerk and making their lives a living hell. Or, they are up for a raise and they are scared to ask their employer for more.

I have a strong drive to succeed and will often equate success with money. I also have a strong need for great health and I worry about myself a lot when it comes to my personal health.

One the next page is a chart the suits with the element, the tarot card equivalent, and the season associated with each card.

THE SUITS:

(Suit/element/season/tarot symbol)

Clubs/Fire/Summer/Wands: Jobs, social institutions,
family situations, passionate.

Hearts/Water/Spring/Cups: Passionate. Matters of the
heart. Romance. Emotional.

Spades/Air/Fall/Swords: Thoughtful. Mind Matters.

Diamonds/Earth/Winter/Pentacles: Money, earthly
concerns, health.

Just a Thought:

*“The cards always give suggestions or brief hints of reality but
they never tell us the whole picture. We need to trust the relationship*

we have between our cards and our own intuition. If you do not have this trusting relationship then your clients will not be able to relax and to just enjoy themselves. They will feel that something is off. Your job is to let them know that you are really doing what you say you are doing: Giving a reading.”

Chapter Six:

A Few Technical Issues

In this chapter we will look at a few technical issues like spreads and how cards relate to each other. Following this chapter we will put this together and I will give you examples.

The cards change, mutate, and evolve depending on how they end up being together. Let us look at some interesting relationships between the cards.

Cards The Same Color:

Two red or two black cards together are very positive even if they are different suits. If they are of the same suit (2 hearts, 2 spades, 2 clubs, or two diamonds) then it is very lucky. Good fortune will result from such circumstances. If they are the same color but different suits then the card that is to the right or picked first is the dominant suit. For example if a heart is picked first over a diamond then the heart is the dominant feature in the spread.

Genders of the Cards:

The black cards are thought to be the masculine cards and the red cards are the feminine cards. This may come in handy for you if you have all black cards or all red cards in a spread. For example, it could indicate the situation is caused by the man or the men in a client's life if the cards are all black. You won't use this a lot but it could be useful to you on occasion.

Cards of Different Colors:

Cards that are next to each other of different suits tend to mean conflict and problems. These could represent what is holding the client back. Again, whatever card is pulled first or is on the left side of a spread takes precedence and it the dominant card.

All High Numbers:

If a spread has all high numbers it could be a sign that the client is going through a lot right now and that their life is filled with anxiety and stress.

All Low Numbers:

A person with all low numbers is just beginning something. They are in a good place right now whether they know it or not.

All Same Suits:

All hearts indicate that the situation is extremely emotional for the client now. All Spades represent that work is going to be very hard and difficult. All Clubs represent that their home life is extremely out of balance. All Diamonds indicate major stress due to money.

Special Numerology Addition:

This is one of those things that I came up with a long time ago. I do not know if I am the only person to use this in professional readings but I know it is unique to me. Let us say that you have a simple 3 card reading going on. You want

to extend the reading a little. What you do is add all of the numbers together and reduce them-as in numerology-and give them another reading just on that number.

Here is an example:

The person pulls a 7 of hearts, 6 of clubs, and a king of spades. I would then add up the numbers of the cards ($7+6+13=26$. I would then reduce it to 8 because I would add $2+6=8$.) I now have a new number to deal with and I have a ton of new information to feed the client. Pretty cool, eh?

More Symbolism:

At the end of a reading I will often pull out another deck of cards and go through the deck and have the client pick a card from the extra deck. My motivation in doing this is to give them some “bonus information” or that I want to give them a straight personality reading. I then have them pick a color marker (I have several sharpies that are green, red, black, and blue) and sign their name on the card. Now, I can give them an extra reading based on the card they picked and the color they wrote their signature on. Plus, for those of you who know handwriting analysis you can use that too!

As far as the colors go, here are the basic meanings of the colors:

Red is passionate, exciting, vibrant, and different. This color likes to stand out and is one of a kind.

Green is healthy, new, and fresh. It represents growth and change.

Black represents a questioning nature, spirituality, and the need to think deeply.

Blue is an emotional color that is often either very sad or very happy. They are people that have a lot going on under the surface and don't reveal their true natures easily.

In this reading you use the relationship between the color, the card, and even their handwriting (if you know graphology). If you really want to make this reading system work please get stickers made up with you contact information and put it on the back of the card and give it to your client to remember their reading.

Just a Thought:

“Most people that get readings, at least from my experience, are women. I have it heard it said that this is because women are more gullible or more likely to believe in strange stuff than men. This is pure hogwash of course. Women are just closer to their feelings and they are also a lot more open-minded than men.

Plus, women get a lot deeper than men when it comes to their feelings. That is why women can relate to symbols better than men. I know it might sound sexist but I relate better to women than men and I think women are a lot more fun.”

Chapter Seven:

Putting It All Together

Now comes the time when we must put the knowledge you have gained and put it to practical use. First, let us go over the actual spreads that I do and how they look.

The first thing you should know about the following spreads is that most of them are designed for either walk around situations or situations where I have a lot of people to give readings to. This means that the spreads need to be quick and easy to understand. It also means that since the readings are only 5-10 minutes long that I have to make sure that the readings are entertaining and very light.

In most of these readings you have to realize that more than 80% of the people who come to you are not true believers. These people are just at the party to have a good time. They are looking at you as the equivalent of looking at their astrology reading in their daily newspaper. You are a diversion and a novelty and all they expect out of you is a few minutes of fun, laughs, and entertainment.

This does not mean that you should be a comedy reader. As I have written elsewhere I do not believe a comedy reader could make it or would make any such impression. I do believe that the reader should carry about them seriousness and a sense of dignity about what they are doing. I also feel that your readings need to be strong and exciting to your clients. You want to convert these psychic tire-kickers to potential future clients (more on that in the next chapter) so you must have an air

of seriousness about what you are doing. But, you still need to keep in mind that you are part of the entertainment portion of the evening so keep your attitude open, fresh, and fun.

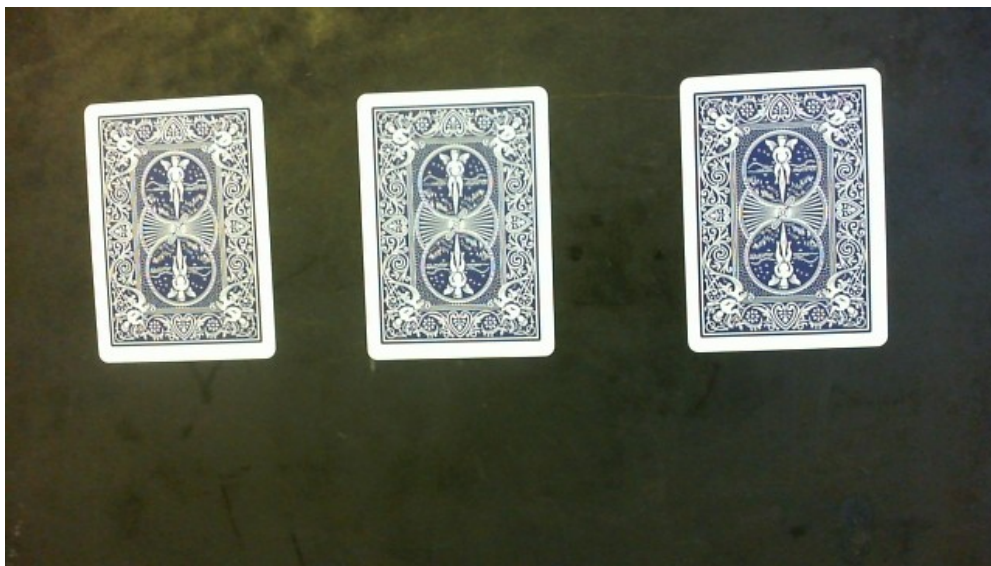
Please note that in these pictures I am using the Master's Edition Bicycle deck of cards. You can use any normal deck of cards that you want to use. For most of my professional reading situations I use the Arcane Deck or the Black Tiger deck. A magic company called Ellusionist.com supplies these particular cards and it is where I get mine.

The reason I use these cards is that they look kind of special and off-beat. They look like they should be used for readings and they look magical to me. Please note that the same company also has many other regular decks of cards that look unique and are special and that may work for you. I also like their "aged" or antique looking cards as well. Just make sure that if you buy any of these decks that you buy the regular untracked versions of the deck and not one their trick versions of these decks unless you want to become the next David Blaine.

One other note before we get to the first spread. If you do your readings at a table please make sure your table looks special with a nice top covering and magical looking trinkets placed on the table. It is also nice to keep your cards in a nice looking box. If you are doing walk around readings then it is nice to carry your cards in a silk carrying pouch or tarot card bag.

THE PAST, PRE SENT, FUTURE SPREAD

This reading is perfect for walk around situations. This reading is where you only use three cards. You put them in a row from left to right. I usually have the client give the cards a quick shuffle. I say usually because if I am doing tons of quick readings then we do not have time for such a formality. In these cases I will shuffle the cards and then have the person tell me when to stop and then I will deal the top three cards.



The card on your left side is the past, the middle card is the present, and the card on the right is the future.

I always put the cards face down to start the reading. I want to give a reading based on each card separately and then look at all of the cards together after they are all turned over. I do not want my client to look forward and try to guess what the next card means before I am done interpreting the first one.

When I do walk around, and I do not have a table all I do is have them hold their hand out palm upwards. I then use their palm as a little table. In the case I put one card down at a time on their palm.



The first card is their past.

I will then turn it over and read that card. I will then add the second card to the reading and this is their present card.



I place the card face down in their hand, square up the deck, and then turn it over.

I prefer to place it at an angle in the hand after I turn the present card face up. I will offer go back and refer to the previous card so it is good that they can see it.



I have now laid the future card in the middle, Square up the deck, and then turn that over.



I like the look of centering the card in their hand because I can still see the faces of all of the cards.

This reading is one I use the most in quick walk around reading situations. Also, in parties where I have a table I find this reading to be the most practical.

THE YOU, THEM, OUTCOME SPREAD

This is another 3-card spread to use when people come to you with a relationship question. They are struggling with an issue that concerns some else. You simply use the preceding spread and replace the past, present, and future locations to the YOU(the card on the left), THEM(the card in the middle), and OUTCOME(card on the right).

THE RELATIONSHIP SPREAD

This spread can be used for either walk around and tabled readings but the romantic in me prefers using this in walk around situations.

After the shuffle I deal four cards off the top of the deck and lay them out like this:



The top two cards are the female cards and the bottom two cards are the male cards. In the case of same sex couples just assigned either top or bottom rows to each person.

The first card in the top left position represents what the female brings to the relationship. The second top card represents what she needs to work on in order to make the relationship work. Of course, the bottom two cards represent the same thing but for the man.

I turn over the female card first (the one on the left) and look at what she brings to the relationship in a positive way. I then look at the male's positive trait in the bottom left hand card. I then turn over the female's challenging trait and then I look at her mate's.

The reading does not stop there. If I have a table I then drop the next card in the middle of the spread and this card represents the future of their relationship.



I then turn that card over to see where their relationship is going.

I always try to look for the positive in all relationships and situations. So, if the card is positive I read it as such. If it happens to be negative then I just read it as what will happen if they do not control their negative qualities. I then emphasize their positive traits and let them know that focusing on those will give them a bright future. Either way, I never tell them that they are going to fail.

For walk around situations I have the couple stand side by side. They each put both hands out as if they had four little tables. The cards in their right hands (your left) are their positive traits and the cards on their left hands (your right) are their negative cards.

As above, I turn over each card one at time. First I turn their positive cards over and then their negatives. Then I pick up the cards and ask them to put their

middle hands side by side. This forms a table where I put all four cards on. The cards overlap each hand so that they are both holding them. I then put the top card over all of their cards and tell them that this is their future together. I turn the card over and give a reading on this last card. I love the poetry of their hands are together and that “the future is in their hands.” I know some of you will find that line corny but I have seen it bring tears to some eyes when used correctly.

Try it.

FULL LENGTH SPREAD

I do not give long reading spreads with playing cards very often. When I do I prefer the following spread is my favorite. It is very versatile and you can make a reading either long or short depending on how many cards you use.

For this spread you need to use an odd number of cards. You use three rows of cards with the top row representing their past, the middle row their present, and the row farthest from them as their future. In each row you can either have 3, 5, 7, or 9 cards depending on how long you want to make the reading.

Sometimes when I am at a table at a party and no one is coming up to the table I will pull out this spread to help me create the impression that I am busier than I am. This is great reassurance for the host when they look at your table and see you working instead of shuffling your cards all alone.

THE ONE CARD READING

I don't like one card readings very much. But sometimes I have found myself at a party and I have to work very fast. There might be two hundred people there and about 1/3 of them want readings. This reading will help me reach as many people as possible.

You can use a person's hand for this reading or use a table top. All you need is to have them pick a card from a deck of cards and do a quick personality reading about them with the card they picked. No past, present, or future reading here. Just use the card as a springboard to give them a really cool personality reading. I have a sample of such a reading coming up.

There is one more thing about one card readings that I find very interesting and lucrative. If any of you do psychic fairs this reading will help you earn money. If you happen to be a slow psychic fair or you find yourself with a free moment then use the one card reading as a way to give people a sample of what you do.

Stand in front of your reading area and talk with people and when you get a good candidate ask them if they would like to see a free sample of what you do. Pull out your regular cards and do a one card reading with them. In the last chapter I told of a reading that you could do with color markings. This would be great here because not only did you give them a great sample but they get to take something home with them as well.

The following are a few brief examples that will give you an idea on how to conduct your own readings. Please remember that these are just examples and that your own interpretations may vary. Also, since everyone is different the readings that follow are not just based on the cards but the person in front of you. It is my hope that the following examples will give you ideas and inspiration to create your own readings.

The first reading example is for a 3 card PAST, PRESENT, and FUTURE spread. I am also going to give you my typical introduction to such a reading.

The three cards pulled are the 5 of hearts, the six of clubs, and the king of spades.

“The past tells me a lot about you. It tells me where you have been and what events have shaped you into the person you are today. The present tells me what kind of things you are going through right now. The future is telling me where you are going. All three are connected and by knowing where you’ve been and seeing what is happening now we can see where you’re going. Just remember that the cards do not tell us what to do they give you knowledge to change and to make choices that can make your future even better than it is now.

The first card is the 5 of hearts. In your past you have been kind of a party animal. You got bored easily with what was going on in your

life. You were not the kind of person to watch 5 hours of TV and not get bored. One of the problems is that you have fallen in love very easily and this has caused some problems with you falling for someone that is not always the best for you.

The six of clubs is an interesting card. It tells me that you have learned many lessons from your past and that you now crave more balance and less chaos in your life. You want to be able to live your values and meet people who are similar to you. You are a very passionate person and you know what you want. The problem is that you are becoming impatient with what you want not materializing in your life fast enough.

The future card is the King of spades. This represents someone in your future that is going to help you achieve what you desire. This is a very responsible, handsome individual who is a very hard worker and is in many ways the opposite of you. But they say opposites attract and this will prove to be a very exciting and helpful relationship. He will bring more steadiness in your life and you are going to bring more spontaneity into his.”

This is very brief but it gives you an idea on how to frame a reading. It also should show you how I mixed the symbols together between the suit and the value

and came up with a ton of information. Remember, I did not give you this to have you memorize it and use it. I gave it to you as a possible example on what to do.

I would like to give an example of a one card reading now. This is a straight personality reading and it should be chocked full of information. The card picked is the 7 of diamonds.

“This card tells me so much about you! For one thing you are someone that asked a lot of questions as a child. ‘Why is the sky blue,’ or ‘why do dogs bark,’ are the kind of questions you asked. You must have driven your parents crazy when you were a young person! That type of questioning is the still going on to some extent. You have a thirst to find out how things work and why things are the way they are. You are so excited about discovering some new truth that can aid you in your life.

You are in a constant need for self improvement. You want to be better than you were yester and even better than you were the day before. This is because you are on the constant look out for spiritual truth. You have a soul that will never be satisfied because you will always have more and more questions. For every question answered an new inquiry opens up and you are back where you are.

You require a lone time and you need much rest and meditation to recharge your batteries. You can't wait to read that back you have been waiting to delve into. You just never seem to have enough time for yourself.

You wish you had more money and the money you do have seems to disappear as fast as you make it. The hardest life lesson for you is to try to find ways to better your relationship with money. This challenge is something that you can get better at but it will always be a constant struggle.”

All of that from one card!

I hope that you enjoyed this chapter and that it was very helpful to you!

Just a Thought:

“Always remember that you work for the person who hired you. Always ask them how you can make their job easier. If you get a particularly good reading then ask that person to let the host know. Make them glad they hired you.

One of the biggest fears your host has is whether you will show up or not. After you are hired make sure you contact them at least 3 times before the event. One of those times is the night before and let them know that you will be there earlier than you need to be take that fear off their mind.

Also, give the host or hostess an extra special reading.”

Chapter Eight:

Marketing This Skill

Now that you have the meanings of the suits and numbers down, and you know several spreads, now you need to know where to sell this skill.

Many times I booked readings with playing cards because I just gave a tarot, palm, or gemstone reading to a person and they say something like the following:

“I have a big party coming up but I think tarot cards would scare too many of my guests.”

This opens me up to talk about readings with regular playing cards. I might then say something like this:

“I certainly understand that as tarot cards are not for everyone. I don’t know if you knew this about me but I also do readings with regular playing cards. The kind of cards that people have around the house and play cards with. These are quick personality type readings that are fun, entertaining, and non-threatening.”

I also book these types of readings when a potential client calls me up and asks me if I could do a rather large gathering. If I have to do a lot of readings in a short amount of times playing cards are perfect.

Finally, I have found out that playing cards are perfect at public events where tarot cards may be frowned upon. That is why I often refer to my readings as personality readings instead of psychic or clairvoyant readings.

I would now like to chat about specific venues and how I have booked them. These are actual events and markets that have worked for me. I hope you try them as well and give them a chance.

THE WEDDING RECEPTION

Every year and in every town the local newspapers and magazines will run a Bridal Show in print. This is where local merchants will advertise their services and products that are appropriate for weddings and receptions. DJ's, Bands, Bakers, Wedding dress stores, and hairstylists all share the same newspaper with the hope of attracting wedding business.

Regular playing card readings and readings in general, are great for this kind of thing and event. It is an event with many different people of varying belief systems gather and some will fear the tarot. You will have to give a large number of readings in a very quick succession.

The ad you print cannot look like the typical ad. First off, do not place your name on the top of the ad unless you are someone that is really well known in your community. Put a headline that has a lot of benefits in it and that will attract the bride to be. A great headline is:

How would you like to stand out
From the other brides by offering
An unique form of entertainment that
Is fun, affordable, and memorable?

Think about this for a second. If you put your name on the top of the ad it usually means nothing for most of the readers. But create a headline that works on their vanity, their sense of being special, and then to mention that it is also affordable? You bet that it will be ready.

The next part of the ad is the body of the advertisement. This ad doesn't have to be large. In fact I have never bought a full page or a half page ad. Quarter page ads are usually perfect for me. This means that you don't have to have a large body of text. Here is a sample:

“Holding a memorable wedding reception is so important to you. Here at Magic Ace Entertainment we take that very seriously and we want your wedding reception to stand out and be the most unique event ever. How about hiring an entertaining personality to read cards at your event? Personality readings with regular playing cards are unique and memorable and your guests will love you for providing something so much fun.”

This is a little longer than what I do but I wanted to provide you with the full text of a possible ad that you can use. I will then put a real testimonial on the ad with my phone number and websites and email. You can also put on your ad something like this:

“Also receive the booklet, “Reading Card Symbols for Friends and Family,” as a free no obligation gift just for calling!”

This is the booklet that you have received as part of this kit and now you can use it in your advertisements as a lead generation tool!

PARK FESTIVALS AND SUMMER EVENTS

As a business professional you should be a member of your local Chamber or business association. Even if you are not you should still be up t date in your knowledge of community festivals and events. Another great way to earn some extra money is to hire a small booth at your local festival, carnival, or local event.

Your fee for readings will be based on how much your booth cost. If your booth cost \$300 American for 2 days then you know that you have to make \$150 a day. If you are doing quick card readings for example then you need to guess how many readings you will do a day and how much each reading should be.

The thing to keep in mind is that you will not make a lot of money at these types of events. You need to remember that you are selling your pitch book and giving everyone a tick sheet to take home with them. These materials have your

contact and marketing information on them. Your goal at such public events is not to become stinking rich but to find new people to do full time readings for.

These events are fishing expeditions and you want to see who will bite. I often do ten or 15 minute readings at these events just to give them a taste of what I can do. Many times the client is disappointed that it is so short. I show them my contact information on my materials by circling it and handing it to them. I let them know that we can go into more detail in my private office and I inform them of the other types of readings I can do.

I am now going to give you one of the greatest and most profitable tips I have known. Whenever you give out any contact information I always ask for their contact information. I hate waiting by the phone waiting for someone to call. I take all of my contact information home and give the people a call a few days after the festival. If you do this and work this right you will make money from this tip.

FUNDRAISERS

It might sound kind of funny but doing fundraisers can be a great way to make money and to get known in your market. I know that most fundraisers will ask you to do the event for free but here a few tips to make the fundraising experience successful for both you and your clients.

Of course, you can just donate your time and do 5 or 10 minute readings. You can then hand out your tick sheet and booklets for publicity and marketing and

hope to get customers that way. I would only do this if you really have a connection to the organization. If you make a habit of doing too many shows for free your reputation will get around that you work for free.

A common exchange you will hear is, “Do this event because it will be great publicity!”

The only real publicity you get a lot of times is that you will work for free.

Of course if you work this event like you work the festivals and carnivals then you will get work so doing it sparingly could be very worth your while.

Another way to work fundraiser is to work for a slightly lower fee. If you charge \$150 an hour for reading parties then you might want to work the event for \$75.00. Another thing you can do is sell your merchandise as well. I usually ask them if I can do this to off-set my fee loss and most times they are fine with it. I also give them a percentage of my sales. Using this method I have made a lot of money at these events.

If I make over a certain amount I always give the extra amount back to the charity. If I usually make \$500 for a 3 hour gig and I earned over that amount from merchandise sales and my hourly pay combined then I give the excess back to the organization.

THEATERS/MOVIE HOUSES

I got this idea when I wrote my book for mentalists entitled, The Sherlock Holmes Approach to Reading Everyone, or SHARE. It just so happens that the Robert Downey, JR Sherlock Holmes came out at the time. One of the purchasers of that book said that they rented a Sherlock Holmes outfit and gave Sherlock Holmes readings to the movie patrons. He set up a small table in the lobby before and after the film and gave these readings.

The way he booked this was he called several theaters and told them what he did. He then negotiated the fee by either charging a flat fee to the theater or he donated his time and charged a small fee for fast readings. Most theaters went for the latter because it did not cost them a thing to bring him in. One of the theaters picked the former because they did not want their patrons to be hit with another charge when they came in.

I have a local theater that wants to use me and my readings before a scary or occult type of movies. Tarot cards or playing cards would work in such a venue. To be truthful I have not done this but I have already called a theater and have this ready to go when an appropriate film comes down the pike.

BARS AND NIGHTCLUBS

I have worked in bars and places where there are a lot young college age kids. These places are easy to book for happy hours and non-weekend nights. All

you have to call the trendy and hopping nightclubs in your area and talk to the owners and tell them what you do.

The reason that playing card readings work out so well at such places is that you can do one card readings almost all night. The one setback is that it is very easy to lose your voice in such a place. The music is usually really loud and it is very hard to be heard. But the kids are fun and the atmosphere is intoxicating. You can also make a lot of money if you charge the club by the hour and book private readings in your office.

If you do this sort of thing make sure that you have a lobby or door poster announcing you and what you are doing. This gives everybody an idea as to why you are there. I hate approaching people cold and having them stare at me. A floor poster and table tents can go a long way in breaking the ice for you when you do this sort of gig.

These are just a few ideas to whet your appetite and get you thinking. Certainly this type of skill will work at Psychic Fairs, Psychic Home Parties, and a nice addition to your current offerings and services. I believe that to be a successful reader you need to be knowledgeable in many different reading systems. If you are already a tarot reader or a palm reader you are very lucky because you now have a new marketable skill you can use in your business.



IN CONCLUSION:

I would like to thank you for purchasing this book. It is my hope that you find something in it that you will use to entertain and help make more money in your business. I look forward to hearing about your success in this endeavor and I also wish to help you out in any way I can.

If you need clarification in anything that you read I would appreciate you letting me know. You can contact me at rich@theintuitionmagician.com and I will be there to help you.

In future products I am preparing I want you to know that I will never share with you something that I have not tried personally or that a client or friend has tried. That is why I want to hear from you and what you are trying so I can share it with others. In this book alone there was one suggestion that I have not tried but someone else has tried (the theater idea in the marketing section) and that is something that I know someone else can put to use.

Some of the future books are:

*PSYCHIC HOME PARTIES FOR FUN AND PROFIT

*YOUR READINGS BUSINESS AND HOW TO GET IT GOING

*PALM READING MADE SO EASY YOU WON'T BELIEVE IT

I give you many blessings and thanks!

Richard Tenace

NOTES ON PITCHBOOK AND TIC SHEET

On the pitch book: The pitch book is in a simple word file which should be opened up on most computers. You will need to add your name on the cover as well as put your biography and contact information on the last page. It is 16 pages and takes 8 sheets of paper to complete. Since formatting can change from computer system to computer system please make sure you check out your document in your PRINT REVIEW function on your computer before printing. You may have to reformat it and fix it up before it is ready to print on your own computer.

I print most of my books in color but this can get expensive. Feel free to print up the book in black and white if you wish. I would still recommend that you do the cover in color and on a heavier stock than the inside pages.

Also, feel free to change any of the information on the inside of the book. Your name is on the front so it should reflect you and your personality. Of course you can just leave the text as is and start selling the booklet right away.

ABOUT THE TIC-SHEET:

Always print these on a nice cardboard stock. I print these on different colors to give them some character. On the face of the tic-sheet put the client's name, the date of the reading, and your name. Please make sure you type your name on the cover.

On the inside cover, at the conclusion of the reading, tic or check the boxes of the cards that showed up in the reading as well as the suits. On the next page write the cards out that appeared in the reading in THE LAYOUT section.

Trends have to do with how many suits showed up. Refer to the book to see what kind of things you can say about trends when it comes to suits. I also make a remark if the same number showed up a lot.

I then write some notes in the NOTES section. This is where I write "hits" or strong impressions. If the client liked a particular part of the reading I put that in the notes. I keep the notes brief. I also write goals or improvements the client wants to make in the NOTES section as well.

The NEXT READING line is a great way to set up your next appointment right at the venue you are performing. This is a great marketing tool if you use it right. Remember to grab the client's name and contact information for yourself. I always write down the date of the next reading as soon as I get their card or write their phone number and name in my notebook.

MAGIC ACE ENTERTAINMENT PRESENTS

A BUSINESS KIT FOR PROFESSIONAL

PSYCHICS AND

PSYCHIC ENTERTAINERS.

REMEMBER TO READ THIS TO THE END TO SEE

AN AMAZING DISCOUNT!

Attention: Beginning, Intermediate, and

Professional Tarot Card Readers:

“Who Else Wants To *QUICKLY* and *EASILY* Start Their Own Tarot Reading Business and Create More Streams of Income, More Repeat Customers, and More Prestige?”

IMPORTANT: This particular product is only for those who want to make more money making a living giving professional tarot readings. This product is for beginners as well as professionals who want to take their reading business to a whole another level.”

Read On To Find Out How...

From The Desk of Richard Tenace

Dear Friend,

Let me make a prediction...

If you run your tarot readings business like everyone else in the field you are going to go broke and never have a stable and profitable business.

The fact is, if you're not up to speed on how to run your tarot reading business as a business you are going to fail. You need to have known systems in place that will market your business, help you get return customers, and ways to make your business grow.

It's NOT Your Fault...

Listen, it's not your fault if you haven't run your tarot business using basic business skills, tools, and marketing techniques that will make your business grow. You might have bought into the often heard, but totally discredited idea, that your business is different from any other business.

You do need to know marketing, business growth ideas, and other tools that other businesses use. The truth is, the same triggers, tools, and concepts that help other businesses grow in other fields will help your business grow too!

But here's good news –I want to share with you tools that have helped me so that I may help you!

If you are sick and tired of not making the money you deserve for doing what you love to do then you must check this out!

I truly want to share what has worked for me. I do not want others to make the same mistakes I have made.

That's the reason I've introduced the...

“Tarot Card Reader's Business Kit!”

Let's start at the beginning – the premise behind this program was pretty simple: Create a bunch of components that were created to make your business a legitimate money making machine.

The Truth of Running a Profitable Readings Business

You'll learn tons of strategies, tactics and formulas that few other readers will ever get to hear about. It's the unvarnished real-deal about getting clients to your business and making sure that they will return over and over again!

Whatever frustrations, doubts, fears and confusion you now have about running a professional readings business will begin to vanish.

It can take forever to figure out all of the marketing stuff that have taken me over 20 years to create, use, and test. So, for all practical reasons, it makes sense to let me take you by the hand and show you how it's done... without all the stress, struggle or financial embarrassment of doing it on your own. The exciting thing is you can short-cut the whole process and go straight to the head of the line!

Here's a snapshot of each of the 11 modules:

MODULE #1: Have A Product to Sell! Creating new products with your name on them can create instant credibility. That is why having booklets that you can sell, give away, and use for marketing purposes. It is so hard, not to mention time-consuming, to create such products. This module has three booklets, both 18 pages long, that you can add all of your contact information onto the ABOUT THE AUTHOR page. As a purchaser of this program you can add your own name to it and become an instant author! You will have all of the resell rights to this product and can make as much money from it as you want. Imagine selling and marketing your own books with you listed as the author! (Please note that 2 of these books were released in a previous project. If you bought pitch books from me before you might want to send an email to see if you have these already.)

MODULE #2: Tarot Reading Record! Giving your clients a written recording of their reading is very important as a form of client retention. In the old days these were called tick sheets and almost all of the bigger names in our business used them. You will have two different forms to use as something to give away to your clients. This form will make you unforgettable and your clients will have something that they can carry around with them and show to their friends. Of course, you will have all of your contact information on each tick sheet so that people can get in

touch with you if they need to. For those of you who perform at psychic fairs this one component can help you book more sales than you can imagine!

MODULE #3: The “What is a Reading” Pamphlet? Having informational pamphlets can really help give your business credibility. This pamphlet describes what a reading is, how one is done, and why they are an important part of self-discovery. Of course, there is a place to put your name and contact on the pamphlet.

MODULE #4: “To My Religious Friends” Pamphlet! In this component you are given a pamphlet that discusses, in a non confrontational way, the reasons that Tarot Reading is not evil and that magic and divination are part of the scriptural record. Again, all of your contact information can be added to this.

MODULE #5: Tarot Appointment Cards! Doctors give these out to mark your next check up. Other professionals use these types of appointment cards. Imagine being able to book your client’s appointment before they even leave your office?

MODULE #6: Special Excel Spreadsheet to keep track of your readings! Record keeping is the backbone of any business. Keep track of your readings by month and by year. You can also use this to track clients, repeat business, and use it in other parts of your marketing.

MODULE #7: Individual Client Records! Keep track of your clients using this professional record keeping device. If you want to make true money then you must keep accurate records for each reading.

MODULE #8: Professional Ethics Chart! Every professional tarot reader needs to have a statement of ethics in their office. This professional looking chart will spruce up any office and make you look legitimate in the eyes of your clients.

MODULE #9: A Readings Binder! This special module will show you how to create a tool that your clients will bring back to you again and again. This one tool will make back your investment in this program in just a few return visits from your clients.

MODULE #10: Testimonials! Very few readers use testimonials. You will receive a template of the one that I use and that gives me excellent results.

MODULE #11: Marketing One-Sheet! This simple piece has several applications and will help promote your business. As a bonus: you will receive priceless information on how to use this to track your advertising results.

MODULE #12: Become a Member of The Tarot University! As a purchaser of this program you will receive a one month member of The Tarot University. As a member of this site you will receive:

*Access to videos that will describe the meanings of all of the tarot cards, the Kaballah, marketing, presentation, and many other aspects of Tarot reading.

*A member's only newsletter that will give you tips on making money, knowledge lectures, and presentational approaches to the Tarot.

*A members only recording that will talk on one aspect of tarot reading, business, or presentational concepts.

...and more!

In a nutshell – here’s what your copy of “The Tarot Card Reader’s Business Kit”...

1. A complete description on how to use each module to make maximum profit. This book will help you learn how to use each part of your program to earn money and create celebrity.
2. A Microsoft Word Download for each component of the program. You must have the latest version of word on your computer to pull these documents up. If you do not then you can let me know at rich@theintuitionmagician.com and we will arrange for these documents to be set to you with your contact information on them in another format.
3. ONE Month Membership in The Tarot University. ***This is one of the best parts!*** You will LOVE this part of the program. You will also be able to continue your membership for the ridiculously low monthly total of \$20.00 for as long as you want at the end of the thirty days.
4. Special Members Only Discounts. You will also get a 10% discount code to be used on all products and services at www.thetarotuniversity.com, www.theintuitionmagician.com, and www.tarotenthusiast.com.

So How Much is This Business Building Information Worth?

This is going to be one of the biggest bargains you’ll ever get from me. Each component is worth the following amount retail:

- 1) Instant Author Books: Remember that these books can be used to make money over and over again and you are getting three different ones. They are worth \$49.99 a piece (this includes the resell rights). This one component will make the price back on your investment in just a few sales.
- 2) Two Tick Sheets. These written record is worth \$20.00 as a set.

- 3) Two professionally written pamphlets. These pamphlets retail for \$19.99 for each one separately.
- 4) Tarot Appointment cards, Individual Client Record sheets, Ethics Chart, and Readings Binder all retail for \$29.99 as a package.
- 5) One month membership in THE TAROT UNIVERSITY: a \$20.00 value.

This whole package could retail at a total of \$260.00 and it is worth so much more than that since each module has been designed to make you more money than you ever thought possible as a tarot reader. There is no way I am going to charge that amount. I know what it is like to start a new business and how hard it is to get everything going.

And for a very limited time only I am going to sell this package to the first 200 customers for just \$97.99.

Look, just *one* of the ideas, strategies, tweaks or changes you make to your readings business can provide help you and your business.

And there's one last point to assure you...

There's Even An Incredibly Generous GUARANTEE You Can Count On

Guarantee: Use these tools for 2 months. If these tools do not help you at all then ask for a complete refund! You will get 100% of your money back and you have a full sixty days to decide. I can't get any fairer than that. And you get to keep the products and use them forever.

Look, it makes no difference where you're at in your Readings business. This kit will help you succeed!

If you're starting from ground zero without a clue – what you learn here will make sure you move faster ahead in your business goals.

Or if you are already up and going as a tarot reader – this will give you the ammunition and guidance you need to truly realize the awesome power of marketing tools to boost your cash flow.

SPECIAL OFFER FOR THOSE THAT PURCHASED THE PLAYING CARD READING SYSTEM. TYPE IN THE CODE

BUSINESSKIT

FOR THE COUPON CODE AND YOU WILL SAVE \$70!.

[Click Here and order now, while it's on your mind.](#)

Or copy and paste:

<http://www.kickstartcart.com/SecureCart/SecureCart.aspx?mid=B17C89D0-4795-4148-B751-1D0C4354CF25&pid=b703001324fa41de923114e8bf681808>

Sincerely,

Richard Tenace

