

YOU'VE GOT THE
MAGIC,



WHO NEEDS A
GENIE?

**THE A-LISTER'S GUIDE TO
HOLISTIC EXPO SUCCESS**

CORBIE MITLEID

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You've Got the Magic, Who Needs A Genie?

The A-Lister's Guide to Holistic Expo Success

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THE A-LISTER'S GUIDE TO HOLISTIC EXPO

SUCCESS

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CORBIE MITLEID

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DEDICATION

To all the marvelous show promoters who encouraged me to become the best at my craft, both spiritually and professionally;

and

To three of the finest “front people” in the business.

Thank you for helping me shine in the world of holistic expos and being the best of

Companions:

Laura Spickerman

Stephanie Lalonde

Denise Lengyel

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AUTHOR'S NOTE

Thank you for buying *You've Got the Magic, Who Needs a Genie?*

I hope that it brings you insight, practical solutions—and new excitement for your career.

Please, leave us a review of the book on Amazon.

Especially when you are self-published, reviews are the way interested folks that are browsing by get a feel for the book and its author. It's incredibly important.

All best and blessings,

Corbie Mitleid

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REVIEWS

“Corbie gives it to you straight—with her no-nonsense style—how you, too, can become a sought-after metaphysical professional. Corbie embodies the Wise Woman archetype as she shares her years of experience and hard-earned wisdom as a successful holistic practitioner. This book will give you the tools you need to build confidence and bring your gifts forward into the community, or to help you level-up if you’re already exhibiting. Highly recommended!”

– JUDY BAZIS, Founder, Illuminate Festivals

*“Informative, delightful and brilliant. Corbie Mitleid really gives you the ABCs of being an A-list holistic expo vendor. With humor, she spells out what it really takes to make it to the top. The insight in **You’ve Got the Magic, Who Needs a Genie?** will give a newbie the guidance they need, and the seasoned vendor the power to step up their game. As a promoter that has had her at my events and also as a vendor who has worked next to her, I know that Corbie is giving you the guide to your success.”*

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– REV. TIFFANY MARIE LAVIGNE, Promoter and creator of Raven Hollow Productions and Academy Way Ranch

“Corbie Mitleid provides a guide for those of us providing guidance in a way that is both magical and practical. From the Basics through Self-Care, the reader is taken on a journey with wit and wisdom as Corbie shares unselfishly all that helped her build a successful and Karmically balanced professional career. Her writing is always relatable and feels as though her words were written just for you. This wonderful new volume shows you how to thrive and love what you’re doing, all while helping the very people that brought you to this path.”

– TZIPORA KATZ, Ph.D., Reader and Priestess

*“I’ve been a show promoter for 30 years, and I’ve seen just about every type of exhibitor you can imagine. I wish a lot of them could have read Corbie’s book! **You’ve Got the Magic, Who Needs a Genie?** is well organized and very easy to follow. It takes the reader step by step on what is required to make a good impression to the public, because it isn’t just the skill level that will attract visitors. Using this book and taking its message to heart is a wonderful way to make yourself known to the expo public and ensures that you can measure up in any show venue, large or small.”*

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– ANNA ROSSMAN, A Step Beyond Enterprises

"I loved the book. It has the feel of sitting with Corbie and having an honest, upfront chat. The information flows cohesively, and the real-world examples are a helpful way to highlight the salient pieces of information giving the reader a window into an A-lister's world. Corbie has a way of getting to the meat of the matter without it feeling rushed, pedantic or condescending. Regardless of where someone is on their journey toward a career in this Calling, Corbie packs this book with helpful information and advice about moving in an industry that can be perceived as too "woo." It is also a great read for someone looking for an ethical reader. It highlights the good, and the possible less-than-ethical issues that can arise—supporting individuals on both sides of the table in finding the best, most ethical choices and policies."

– REV. LADY SHADOWRAVEN, Dame Commander, Fellowship of Isis

*"This book is a game changer for the metaphysical profession. It proves that Corbie Mitleid is indeed an A-lister in the business! If you plan to set yourself up for success, then *You've Got the Magic, Who Needs a Genie?* is a definite prerequisite!"*

CORBIE MITLEID

– JENNIFER “GEM” RHODES, Founder and Owner, Mind
Body Soul Expo LLC, Upstate NY’s Premier Wellness,
Health, and Holistic Expo

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FOREWORD

I've had the privilege of knowing Corbie Mitleid for over 25 years. It was not just as someone who exhibited at the psychic fairs my partner, Ray Faucher, and I organized here in Canada under the banner of First Star Psychic Fairs & Expos. I've had the good fortune of being able to call Corbie a dear and valued friend.

Corbie's book, *You've Got the Magic, Who Needs a Genie?*, is a much needed and long-overdue book. It should be obligatory reading by anyone who is doing intuitive consultations and wants to know how to expand their client base, and anyone at the beginning of or considering offering readings to the public. It is also must reading for promoters of holistic, metaphysical, and spiritual events who want to do things the right way, the ethical way, and the public at large who want to get the best possible reading they can when seeking the services of an intuitive. All will benefit from this book.

Corbie is a no-nonsense, in your face, upfront, tell-it-like-it-is woman. She's that way in person when she talks. And, she's that way with the writing in her book.

As Officer Joe Friday of the popular 1950s TV series *Dragnet* often said, "Just the facts, ma'am. Just the facts." And, that's what you will get from Corbie's book. Just the facts. No B.S., no fluff. No pandering. You'll only get the truthful information you need to be a success in the spiritual/metaphysical/holistic field.

As someone who was born and raised in New York City, I connect strongly with Corbie. She has a New York State of Mind. And, that is something I love about her. She is my kind of person. I appreciate her candor and her honesty. There isn't a phony bone in her body. When she says something, it's genuine. There's no getting around it.

If you heed the solid advice Corbie gives in great abundance, information that comes from years of being at the top of her game, a real A-lister in the metaphysical world, your stock is sure to go up. An investment in her book is an investment in yourself and your future.

STAN MALLOW

For over 25 years, Stan, along with his partner, Ray Faucher, organized and promoted hundreds of psychic fairs in Canada. They currently produce and host a popular YouTube series that explores all things paranormal, which can be accessed at ParanormalYakker.com.

PREFACE (REVISED EDITION)

You know the old saying “Humanity plans and Spirit laughs?” (Well, the original is “Man plans and God laughs,” but we’re a little more inclusive here.)

That’s exactly what happened with the original edition of *You’ve Got the Magic*.

After 18 years on the road, the Universe made it very clear that I had Been There and Done That via a pinched nerve and herniated discs in my lower back. As I scrambled to come off the road and get my own business completely online, I also knew that I had valuable information for the up-and-comers and next generations, and so I wrote this book...

...which came out the same month that The Years of Murder Hornet Bingo and Hold My Beer got started. Expos were a thing of the past; heck, we didn’t even get closer than six feet to people we KNEW. Crowds? As we say in New York, “Fuhgeddaboutit.”

And so, this book languished. Those who bought it

loved it—but there was no testing it out when we were all confined to our home ground.

Fast forward to 2023. The CDC has declared that COVID-19 (a/k/a The Big Bug) is no longer a global emergency, and expos and shows are back on the calendar.

But, since the original release date, social media and tech have definitely moved on. Some of the suggestions I made for the 2020 edition are laughably out of date.

What to do? Why, a revision, of course. I've taken advantage of the newest edition to tighten up information and embrace the faster-than-warp-speed changes in social media and tech. That's why, to keep your volume fresh and current, we've created a page on the book's website with up-to-date news on trends, revolutions, websites, and tools for you. We want our A-Listers at the head of the pack; so check out what we've found at the You've Got the Magic Updates page (corbiemitleid.com/youve-got-the-magic/updates)!

PREFACE (FIRST EDITION)

MY 450,000-MILE JOURNEY TO A-LISTER

I've had a pretty checkered career. Actress, author, inspirational speaker, legal secretary, video producer, graphic novel work-for-hire, editorial assistant, executive recruiter. But, through it all, I never set aside what I had loved from the age of 18: my work as a Tarot reader and psychic. It grew from something I did on the side for friends, to a part-time adventure, to calling me to make it my entire professional life. I took that seriously when 9/11 hit, but still spent a year exploring what full-time psychic work would mean as I kept my last work-for-someone-else-job going.

After I took the leap out of executive recruiting, I went right into full-time psychic work. That meant six days a week with shows every weekend I could muster. I did 45 weekends on the road and put as many as 36,000 miles on my car each year for dozens of years. My friends nicknamed me "The Travel Channel."

It got me what I wanted: a fine reputation, a good con-

nection with those promoters I consider true professionals, and a constant stream of clients. The clients spilled over into phone and online work. It brought me to the attention of *Your Soul's Plan* author Robert Schwartz, and I became one of his primary channels for his best-selling book series. It got me podcast gigs. And it gave me material for my own book series.

And as I always, ALWAYS say: I'm not special. You can do what I do. But the success doesn't happen overnight. I started my travel odyssey in 2002. It took me a good five years of being a road warrior to grow a consistent client base and make reasonably good money at shows. But the key is, I *worked* at becoming an A-lister.

I made psychic work my #1 priority. I wanted it and committed to it, determined that I would do everything possible to create a professional career.

I made connections everywhere I went. I showed an interest in other intuitives and their work, collaborating with them where I could. I supported them even if it didn't mean work or money in my pocket. I knew what goes out would come back in, and that the Universe would see I was serious about what I wanted to do.

I researched the psychic profession the way I would have any other industry (fashion, entertain-

ment, tech, engineering, or administrative mover-and-shaker). I looked up which shows worked, asked for information, read trade publications (yes, they are out there), and kept my ears open.

I learned to straddle the twin peaks of metaphysics and classic business practices. I kept detailed financial records, paid my taxes, practiced good networking policies, and learned how marketing and advertising would raise my profile.

I understood that it was not evil to make money at psychic work. Indeed, the truth is that earning a living at this shows self-respect! But that money had to be balanced with a genuine desire to help my clients in the best and most constructive way possible.

I honored my own boundaries. It's always been important for me to remember that this career is not a sprint, but a marathon. And if I didn't show myself respect in terms of my physical/mental/emotional balance, no one else would.

Was it luck? Was it persistence? It was both. It was about opening up to the Universe and reminding myself of the old German saying, "Begin to weave, and God will give the thread."

Right now you might be wondering, "How long it will take to become an A-lister?" The answer depends on a lot of things:

- How much time you are willing to devote to your profession each week?
- How much are you willing to learn good business practices where you live?
- How “out” or public are you willing to be about your work?
- Where do you feel most drawn in terms of talents and what the current trends are in metaphysics?

Nobody trained, coached, or mentored me on my path to becoming an A-lister. Would it have been easier if someone had? Perhaps. But, then again, that’s why I’m writing this book for *you*—so you can have someone who has “been there, done that,” and is willing to help you avoid some pitfalls.

As an Elder in the field now, my self-care has taken me off the road — and that’s as it should be. But that means there are venues, booth spaces, and lecture halls just waiting for the next A-Lister.

Let’s make it you!

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INTRODUCTION

WHAT IS AN A-LIST EXHIBITOR?

Let me take you back in time before we answer this question.

I didn't plan on being a full-time psychic. I thought part-time, occasional work with a small clientele was going to be the deal.

Then came 9/11.

I sat close to my husband Carle as we watched the Twin Towers burn on TV.

"I need to do the psychic work full time," I said. "People need to know there are other answers out there."

Carle looked at me solemnly for a moment. Then he nodded. "I believe in you," he said firmly. "Go do it."

So, for a year, I continued working 70 hours a week as an executive recruiter while I looked for psychic events to participate in every weekend. Any money I made went right back into purchasing show sup-

plies—from tablecloths to business cards to banners. Once I became a full-time intuitive, my focus and determination never wavered from day one.

However, after years of a hectic travel schedule, I wasn't as resilient as I used to be. Common sense said that the car should stay in the driveway and the show gear on the shelf.

But why waste all that knowledge? That's selfish. I want to pass on what I know so the next generation of exhibitors can step up to the stage.

Psychic fairs and holistic/spiritual expos go through phases—up and down, large and small. The heyday of metaphysical expos seems to have been in the 1990s and early 2000s. They were novel, then, and the Spiritual Explosion was gathering steam. Books were coming out weekly by dozens of new authors. Hay House Radio and its imitators brought the ideas of spirituality to more people. And, as a result, more people were seeking out intuitives and healers and alternative product vendors.

What's changed?

- Psychic fairs and spiritual expos are no longer unusual. There are hundreds of such events every weekend throughout the United States.
- Because of the burgeoning number of fairs,

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there are many more practitioners and vendors to choose from.

- The economy's contraction has had a two-fold effect: many people are looking to make extra income by hanging out their shingle and doing readings and energy work, or selling books, crystals and other metaphysical goods. That saturates the market. At the same time, most people have LESS disposable income due to economic stagnation and the increasing money gap between the wealthy one-percenters and the rest of us. That makes buyers more selective and less likely to "impulse buy" a book, a bracelet, a reflexology session, or a reading.

Yet here you are. Regardless of the difficulties, you know your vocation as a Lightworker is important to you. You have a quality product or service to offer. You're not going to shrug and say, "Oh well, guess I missed the boat on this one." And you know that if you can just get people to know you and talk to you, they'll become a good client or customer.

That's why you want to become an A-list exhibitor.

The "A-list" is an expression often used out in Hollywood to denote the actors who always get work with their names above the marquee. "B-list" actors are the ones who get considered only when those top

names turn down a part. A-listers appear in blockbuster movies. B-listers appear in those dreadful direct-to-DVD movies, or on late-night commercials.

It works the same way with fairs and expos. Those of us who are A-listers—and, yes, I count myself as one of them—are the ones sought out by fairgoers. Even at badly attended shows, we're the ones who can break even or make a profit. We can charge more for our services based on our years of experience or prominence in the field. We've garnered a reputation for accuracy or particular skills. Or, we're simply high-profile because of books we're in, blogs we've written, or websites that are higher on the search engines.

You don't get to be an A-lister, however, without a lot of work and an understanding of the business. And that's what this book is here to give you. It's packed with real examples taken from my years on the road, which can help you put these tips into practice right away. Look for the parts labeled with "Corbie Gets Candid."

So, here's what you'll be learning.

First, we'll be looking at the basics of doing shows: choosing the fairs, designing your booth, your personal look, and hiring an assistant.

Then, we'll go into the social aspects of exhibiting: professionalism on your part, best practices for network-

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ing with other professionals, and how to keep in touch with clients, including social media and advertising.

We'll talk about the intangibles of shows: how to charge what you're worth, and the value of humor in your interactions with clients.

We'll discuss how best to take care of yourself: road warrior costs, the keys to self-care, and the all-important adherence to ethics. Why are ethics part of self-care? Because you want to be able to look yourself in the mirror every day.

Finally, the grab-bag: corporate gigs and private parties, webinars and workshops, radio and television gigs, and the legalities.

Now, that's a lot to take in. You're NOT going to get it all down at once, nor should you try to. Focus on your priorities. You may not even want to do shows, instead keeping your focus on private parties and readings. Or you may not be interested in private work, preferring to stick with the show and webinar circuit. It's truly up to you.

The most important thing is this:

When we prepare for the career we want...when we do things, not haphazardly, but with forethought and passion...we create for ourselves the career that everyone

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else thought was impossible. And we GET to wake up every morning to do our work—we don't HAVE to.

And that, as Walt Whitman said, can make all the difference.

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ABOUT THE AUTHOR

Corbie Mitleid has been on the mystic's path for over 50 years—meeting challenges, always questioning, leading the “examined life.” This road has illuminated an essential Cosmic Truth: God gives all of us what we need for a life filled with miracles and joy. As long as our hearts are open, whole, and aligned with our Source Energy, anything is possible. (And it never hurts to bring laughter on the path with you!) If Corbie can share that blessing with you, she feels she's doing things right.

Corbie is a psychic, channel, and medium, and has been reading since 1973. For almost two decades, she traveled coast to coast across the United States and into Canada as a full-time intuitive counselor. Corbie has inspired and helped thousands of individuals every year as a teacher and facilitator, frequently appearing on radio and television. She is a featured channel in Robert Schwartz's breakthrough series on Karma and pre-birth planning, *Your Soul's Plan*, *Your Soul's Gift*, and *Your Soul's Love*. Corbie is also the

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author of *Clean Out Your Life Closet*, and *The Psychic Yellow Brick Road*.

Corbie's certifications and affiliations include Certified Tarot Master (through The Tarot Guild), Certified Tarot Master (through the Tarot Certification Board of America), membership in the American Tarot Association, and ordination as a minister of the Sanctuary of the Beloved (Order of Melchizedek). Corbie's specific skills include Tarot and Oracle/Divination card readings, spiritual/intuitive counseling, past life retrieval and analysis, mediumship, and spirit guide conferences (including speaking with one's Soul or Higher Self).

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For spiritual resources, articles, and events calendars, or to schedule a private session with Corbie, visit CorbieMitleid.com.

For information or to check out the resources we've mentioned in the book, visit YouveGotTheMagic.com.

To leave an honest review and star rating, go to the book's listing on Amazon.com.