

FOR IMMEDIATE RELEASE  
April 21, 2003

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## Could Mickey Mouse Run Your Business?

“Pixie dust” is flying, and it’s Disney’s secret to their theme park success. “Just ask any employees at Disneyland or Walt Disney World, and they’ll confirm that ‘pixie dust’ is everywhere,” says Rich Hamilton, author of *Disney Magic: Business Strategy You Can Use at Work and at Home*.

Walt Disney learned a few things that can help anyone in business, Hamilton says. “In fact, the organization Walt Disney and his brother Roy created to run the theme parks is one of the best business models in existence. If you know what to watch for, you’ll learn a lot on your next visit.”

Carole Copeland Thomas, a syndicated radio personality based in Boston, said, “This book is a ‘must read’ for anyone seriously striving to obtain personal or professional success.”

A Disney “outsider,” Rich Hamilton writes on selling, marketing, and advertising. A former broadcast executive, he consults and speaks on management skills and strategies that help create a sales-oriented company culture. He’s studied Disney’s business model for years, and boasts, “I know things about Disney that even Michael Eisner doesn’t know.”

“The richest part of Disneyland is on display for all to see, and you missed it last time you were there,” Hamilton says. The book reveals some of the reasons why adults enjoy Disneyland more than their kids, and insists that the business model is rich in ideas we can all use.

Disney Magic will be available through bookstores in September or online at [www.MagicStrategy.com](http://www.MagicStrategy.com).

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***Disney Magic: Business Strategy You Can Use at Work and at Home* by Rich Hamilton**  
Pub. SellBetter Tools, Sept., 2003  
ISBN 0-9728476-0-X; 112 pages, \$20, Trade Paperback  
Media contact: Russ Gold, Tel. 602-438-2345, email: [media@SellBetter.com](mailto:media@SellBetter.com)  
Info, cover art, author photo: [www.MagicStrategy.com/media/](http://www.MagicStrategy.com/media/)

## Interview Questions

### **Rich Hamilton, author, *Disney Magic***

- How did Walt Disney come up with the idea for the first theme park? (pg. 14)
- What's the first surprise a guest finds at Disneyland?
- What's so special about the street in Frontierland? (pg. 56)
- Is it true they have a special language at Disneyland and Walt Disney World? (pg. 28)
- What is "pixie dust," and is it really scattered over Disneyland and Walt Disney World every day?
- What's a "Hidden Mickey?" (pg. 56)
- What was so special about the Lion King Celebration parade?
- What is a "Magic Moment" at a Disney theme park? (pg. 63.)
- Is it true there's a secret club at Disneyland?
- Why does the Disney business model matter to a business that has nothing to do with amusement parks or show business? (pg. 6)
- How does Disney find, keep, and motivate people? (pg. 68)
- What is a Guest Service Fanatic? (pg. 86)
- Where can I get the book?

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## Author Biography

Rich Hamilton, author of *Disney Magic: Business Strategy You Can Use at Work and at Home*, is a management consultant who has been studying the Disney theme park operations since 1986.

“My dream to visit Disneyland started in 1955, when Walt Disney opened the park on live television,” Hamilton says. “I didn’t get there until 1986 when I attended a convention in Anaheim and extended the trip a day so I could go to Disneyland. I loved the attractions, and I was amazed by the business model.” The research for this book began that warm July day.

Hamilton has over 30 years experience as a speaker, entrepreneur, and expert in sales, marketing, and advertising. Rich has authored over 500 articles and produced and appeared in over 3000 radio programs. He was president of a broadcast communications company, is a qualified systems analyst, and has consulted with hundreds of companies seeking to help them increase their sales and profits through advertising, marketing, and selling.

Hamilton shares a home in Phoenix, Ariz., with his wife Sharon and several desert tortoises. “I drag my wife and family to Disneyland and Walt Disney World so many times each year,” he says. “One morning, after returning from Disneyland, I was talking about something new I’d seen in the business model, and my wife asked, ‘Why don’t you write about that? You have a real passion about Disney.’ I started writing the book that week.”

So how often does Hamilton actually make it to a Disney theme park? “Probably 12 to 20 days a year,” he answers. Not bad for someone who has to leave the state to get there. “I’ll go back more often now,” he adds. “There are more books about Disney I need to write.”



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## Sample Review

Back in 1923, Walt Disney headed to California. His business bankrupt, he boarded the train with just forty dollars and a half-filled suitcase. His intention? To get a job as a director in a movie studio.

Luckily for us, no one would give him a job. He started his own studio, and the company has given us hundreds of movies and cartoon shorts, and theme parks around the globe.

Rich Hamilton realized a boyhood dream when he finally visited Disneyland after he turned 38. In the years since, he's returned to Disneyland and Walt Disney World many times to study how management works in the theme parks and to adapt them for other firms.

A consultant who specializes in marketing, management, and sales, Hamilton tracks his discoveries in *Disney Magic*. He admits to being entranced by the Disneyland attractions, but, "I wondered what the business secrets were. I wondered how things worked. I wondered what I could learn that I could apply to my personal life, to my work, and to my business."

Though Hamilton is completely independent of Disney, the book demonstrates a strong Disney bias, as if everything the company does is perfect. "Disney is not perfect," Hamilton says, "but the book examines what they do right. And Disney does a lot of things right."

His list includes creating a powerful company culture, planning, and customer relations. He describes Disney's human resources program, from hiring and training to communication and motivation.

And he puts a strong value on the sometimes famous disagreements between Walt Disney and his older brother Roy, suggesting that their sibling rivalry was a major key to the company's success.

This is not the first book on Disney management techniques, but it may be the first to suggest that many Disney methods can be applied both to a company and to a family. The suggestions make sense, and that makes this a book for both management and employees.

It's also one of the first to provide a free membership to an internet website for all readers of the book, so the information can be expanded over time.

"Walt Disney said Disneyland would never be finished," Hamilton says. "I wanted the book to be like that too, and with the internet connection, it can continue to grow and provide relevant information for years."

The book is short and easy to read, with stories of guest experiences that illustrate the success principles. *Disney Magic* is a simple explanation of how Disney theme parks have been so successful, and how that can be applied to other industries and companies.

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## New Release

### **Disney Magic: Business Strategy You Can Use at Work and at Home**

By Rich Hamilton

Greater success at home and at work – that’s the promise in *Disney Magic*, a new, conversational book by Rich Hamilton.

Wouldn’t you rather make more money, enjoy life more, and get more done? Walt Disney created cartoons, animated features and feature films, and his most successful venture was the creation of Disneyland, followed by Walt Disney World. This book, by a Disney outsider, is an independent examination of Disney’s most powerful success secrets.

It focuses on how Disney was able to create the first theme park and achieve financial success, and on the Disney company’s amazing management techniques. Whether you use these methods at home or in your business, you will refer to this book again and again.

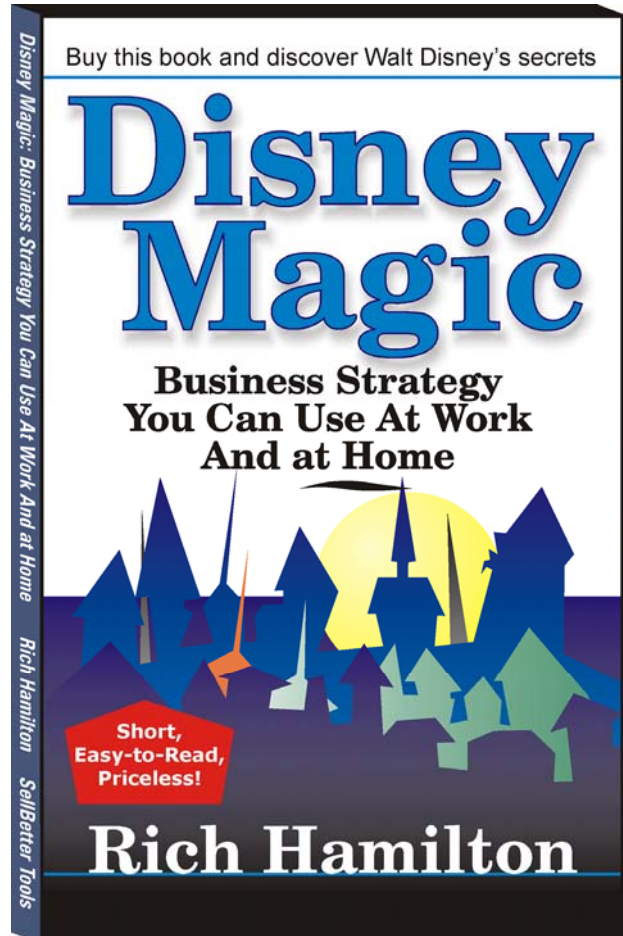
#### **Target Market**

*Disney Magic* will be picked up by top and middle management and people in customer service and sales positions. They read *The Wall Street Journal* and *USA Today*; they watch news and interview programs and invest in the stock market. In many cases, they will share the book or get additional copies for others in their company who need to grasp the idea of a positive company culture, the core of the Disney theme park management system. Included in the book:

- Walt Disney’s Formula for Making Dreams Come True
- Disney’s 4-Part Employee Management System
- An amazing Visualization process for solving problems
- Walt’s ‘secret’ key that balanced dreaming with caution
- Three things Disney delivers that delight customers most
- Two things that bring customers back again and again

Rich Hamilton writes on selling, marketing, and advertising. A former broadcast executive, Rich consults and speaks on management skills and strategies that help create a sales-oriented company culture.

**This amazing book is your road map to putting Walt Disney’s theme park strategy to work for you. What are you waiting for?**



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## What Others Have to Say about *Disney Magic*

Loaded with information and easy to read! Rich Hamilton has combined stories about Walt Disney with useful success methods that Disney used to create Disneyland. If you like Disneyland, or have ever wondered how Walt Disney came up with the idea and successfully put the business together, read this book.

—Jim Cathcart, Author,  
*The Eight Competencies of Relationship Selling*

Rich Hamilton captures the essential quality of Disney's genius. You're given a rare opportunity of stepping inside the mind of a visionary by exploring the dimensions of Walt Disney's dreams. This book is a "must read" for anyone seriously striving to obtain personal or professional success.

—Carole Copeland Thomas, Syndicated Radio Personality

Rich Hamilton helps with more than selling and marketing, he knows how to deliver on a dream, plan complex projects, and put together a responsive workforce. Listen carefully to what Rich says about engineering a successful business.

—Bill Brooks, Author, *High Impact Selling*

Rich Hamilton insists that we can all succeed by applying a few simple methods. Rich's down-to-earth way of looking at business is refreshing. Hamilton is at his best when discussing such specifics as how to give people what they want, how to understand promotion, and how to generate follow-up business.

—James Malinchak, Author, *From College to the Real World*

Rich Hamilton dissects the magic of Disney in a fun, interesting and user-friendly way. "Disney Magic" clearly is a book of business savvy you can adapt to use personally and professionally.

—Larry James, CelebrateLove.com,  
Author, *How to Really Love the One You're With*

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**Disney Magic by Rich Hamilton**  
**Review Copy/Media Request Form**

I'd like to schedule Rich Hamilton for an interview. Here are some times that work for me: \_\_\_\_\_

\_\_\_\_\_

Call me! I really want to do a feature about:

How Disneyland changed the Disney studio business

How Disneyland and Walt Disney World enchant their customers

How to use Disney's business strategies in your business

Here's my idea: \_\_\_\_\_

I'm interested in covering *Disney Magic*, please send me a review copy.

I plan a feature/review/other \_\_\_\_\_ on (date) \_\_\_\_\_.

I need the following information to complete my article:

\_\_\_\_\_

\_\_\_\_\_

Comments:

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\_\_\_\_\_

Your name \_\_\_\_\_ Title \_\_\_\_\_

Media Name \_\_\_\_\_

Address \_\_\_\_\_

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Phone \_\_\_\_\_ Fax \_\_\_\_\_

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**Disney Magic by Rich Hamilton**  
**Feature/Review Status and Confirmation**

We're excited to hear your interest in Disney Magic – Business strategy You Can Use at Work and at Home. Please let us know its feature or review status by completing the confirmation information below and faxing it to 602-438-1424.

Magical greetings,  
Russ Gold, PR Director, SellBetter Tools

- I have received *Disney Magic*.
- I'd like to schedule Rich Hamilton for an interview. Here are some times that work for me: \_\_\_\_\_  
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  - How to use Disney's business strategies in your business
  - Here's my idea: \_\_\_\_\_
- I plan a feature/review/other \_\_\_\_\_ on (date)\_\_\_\_\_.
- I need the following information to complete my article:  
\_\_\_\_\_  
\_\_\_\_\_

Your name \_\_\_\_\_ Title \_\_\_\_\_  
Media Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ Fax \_\_\_\_\_  
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**Mail or fax this form to:**

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