

*If your goal is to cause the customer to willingly give you her attention, you must offer her a thought more interesting than the thought that currently occupies her mind.*

## America's Wizard of Ads is in . . . Buda, Texas?

**T**he Wizard believes that if you focus on anything long enough, it all breaks down to fundamentals. He thinks there is nothing really new on earth. He believes that if you win the hearts of the people, their minds will follow. He knows God exists, and believes that He's listening. He feels that words from the likes of Joseph Pulitzer, Abraham Lincoln, Theodore Roosevelt, and Thomas Edison can save today's business owners from failure. He is Roy H. Williams, dreamer and ad writer extraordinaire.

His Buda, Texas-based company produces advertising so effective for his small business clients that several of them have become multi-millionaires. Roy H. Williams Marketing enjoyed revenues of \$20 million last year, and they are growing exponentially this year. And they do it all from the tiny town of Buda, Texas—population 1,795.

Each of the Wizard's clients are required to make an annual pilgrimage to Buda from the 38 states and three foreign countries wherein they reside. They come to hear from the ad wizard himself. Most come to learn how to increase the bottom line of their business, but somewhere along the way they find their belief in humanity refreshed and restored.

Others come only to leave disappointed after learning The Wizard refuses to create ads for their company. They are informed that their company doesn't have a story to tell; they have nothing on which he can build creative advertising.

Williams may be regarded as an ad whiz, but his philosophy on life is what turned this dreamer into a self-made millionaire. A sampling of the knowledge nuggets from his book gives the best snapshot of the world in which the ad wizard lives:

- Writers of yesteryear did not have to worry about being politically correct; they simply blurted out the truth.

- If your goal is to cause the customer to

willingly give you her attention, isn't the solution obvious? You must offer her a thought more interesting than the thought that currently occupies her mind.

- More Americans are killed by pigs each year than by sharks. The same is true in American business.

- Bad advertising is like home movies. In your ads, please, never point the camera at yourself. You're just not that interesting.

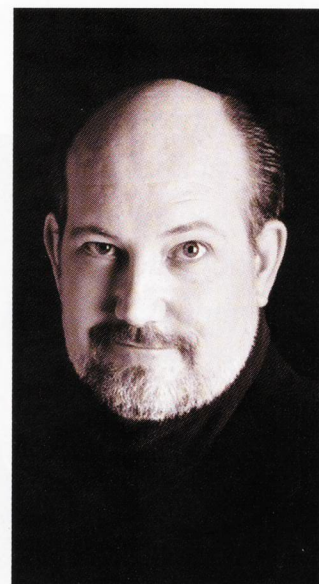
- The risk of insult is the price of clarity. While others debate the necessity of ruffling a few feathers, I'm usually in the backyard plucking the chicken. This always angers a handful of people, but most folks appreciate a fine chicken dinner.

- Do you want the public to remember your ads? The secret is Velcro.

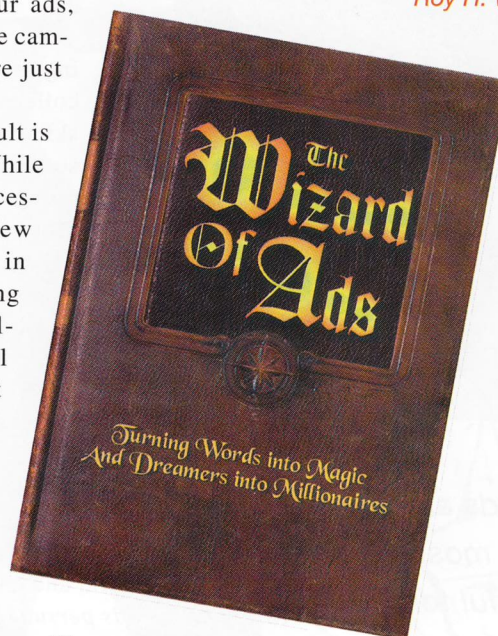
- I know someone who can help you. His name is Oscar Meyer. He works with a pink gorilla.

Confused? Read the *Wizard of Ads*. It's about advertising. What works, what doesn't and why. It is also NOT about advertising. It is about the universal truths which are evidenced throughout history. It is a cross between Aesop's Fables and Chicken Soup for the Soul. It's controversial.

The Wizard loves to hear from knuckleheads who don't approve of what he does. Are you one of the knuckleheads? Or could you be one of the few who want to run with the big dogs? Are you a dreamer, like Williams, who has a millionaire inside you just waiting to get out?



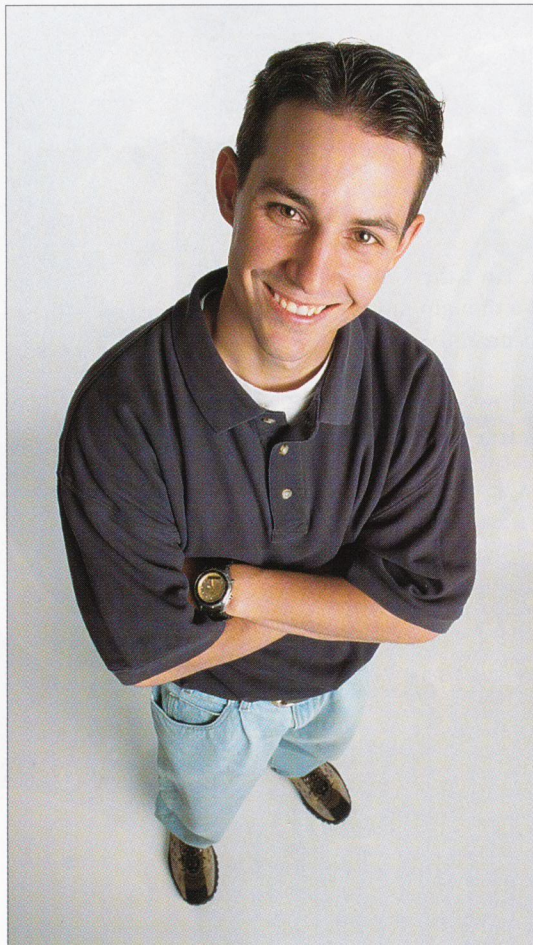
Roy H. Williams



*More Americans are killed by pigs each year than by sharks. The same is true in American business.*



# The back door



*Words are  
the most  
powerful force  
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ever been.*

**M**att and Sara each seek a career in advertising. They want to see their work published in magazines and newspapers. They dream of watching their ads on television and imagine hearing them on the radio. Matt and Sarah also share a desire to help other people achieve success, but this is where their similarities end. You see, Matt believes there are rules to this game called Advertising, but Sarah knows it to be a sport without referees.

Since Matt sees advertising as a science, he goes to college to refine his natural skills. His Marketing professors teach Matt about "gross ratings points" and "cost per gross impression." His Journalism instructors teach Matt to always present the facts in an objective manner: "The goal of the journalist is always to inform, never to persuade." His Creative Writ-

ing instructors teach him how to use words to entertain. Finally, Matt graduates with a degree in Advertising and Marketing, and for the next thirty-seven years makes a good living by writing ads that inform and entertain the public, *but rarely do his ads persuade.*

What his professors failed to teach Matt is that, unlike news stories and entertainment, ads don't receive the committed attention of the public. His professors failed to teach Matt how to engage the imagination of an unwilling mind, and communicate an entirely new perspective *in less than sixty seconds.*

Choosing to play by her own rules, Sara studies pivotal people and events in history, hoping to find a common denominator. Her hope is to identify the recurrent marks of greatness; the keys to fantastic success. Sara is searching for the secret of miracles.

In her studies of Art History, Sara sees

Rodin's famous sculpture, **The Thinker**, and is intrigued the moment she sees it. But how her interest heightens when she reads what Rodin said of it!

*"What makes my Thinker think is that he thinks not only with the brain, with his knitted brow, his distended nostrils, and compressed lips, but with every muscle of his arms, back, and legs; With his clenched fist and gripping toes."*

Seeing it now with her ears, Sara finds Rodin's **Thinker** far more interesting than when she saw it only with her eyes. After thousands of hours of reading, Sara reaches an inescapable conclusion; she decides that **words are the most powerful force there has ever been.**

While studying World History, Sara notices that monumental events seem to explode with energetic words, and that great leaders are remembered for the things they *say*. She notices that while a grand idea may carry the seeds of change, it always takes powerful words to launch the idea skyward; words strong enough to carry the full weight of vision. As a result of her historical studies, Sara decides that all her future ad campaigns will begin with a grand idea, then come alive with vivid words. Looking at the world around her, Sara is convinced that most business people already have a fabulous idea...they simply don't have the words to make it come alive.

In her studies of Psychology, Sara is taught that "Words at the beginning of a list are more easily recalled than words which are in the middle." She is told that this is called the **Primacy Effect**. She also learns that "Words at the end of a list are more easily recalled as well, due to a similar phenomenon known as the **Recency Effect**."

Obviously, the effects of Primacy and Recency make it essential that Sara's ads begin and end memorably, but what style of writing always opens and closes with stinging simplicity? Which writer conveys an entirely new perspective in a tight economy of words? Who can teach Sara to write ads that truly persuade?

It is during her study of Literature that Sara discovers the key to miracles: "While the journalist seeks to inform us and the creative writer entertains us," she thinks, "it is the *poet* who changes our perspective. Using unpredictable words in unusual combinations, the poet seizes our mind with



# to advertising

by Roy H. Williams

an engaging First Mental Image, then leads us sharply down his path of words to a stunning, Last Mental Image and a whole new way of thinking."

Now more than ever, Sara is convinced that words are electric and should be chosen for the emotional voltage they carry. Sara believes that weak and predictable words can cause a grand idea to appear so dull that it fades into the darkness of oblivion. But powerful words in unusual combinations will brightly illuminate the mind. She begins to read and absorb the works of Robert Frost and Carl Sandburg, Jack Kerouac and Emily Dickinson.

"Yes," thinks Sara, "words are electric. If a sentence does not shock a little, it carries no emotional voltage. When the hearer is not jolted, you can be sure he is not moved." She recalls the words of Napoleon: "*Small plans do not inflame the hearts of men,*" and she vows to always use majestic words in her ads; words which have the power to inflame men's hearts and illuminate their minds.

Sara thinks, "Words start wars and end them, create love and choke it; words bring us to laughter and joy and tears. The power of words has caused men and women to willingly risk their lives, their fortunes, and their sacred honor. Our world, as we know it, revolves on the power of words."

Due to her lack of a Marketing degree, Sara knows she must start on the bottom rung of the ladder, so she takes a job selling advertising for a small radio station in the town where she lives. But business owners have confidence in Sara because she can always explain *why* she thinks a plan will work, and the ads she writes definitely seem to better results than most. Soon, these business owners are asking, "Could you help me with my advertising on other radio stations, too? Can I pay you to help me with my newspaper ads? By the time she is thirty, Sara is the head of her own advertising firm and she is earning nine times more money each year than Matt, her "educated" friend.

Matt made the mistake of trying to learn intellectually how to solve a problem that was primarily emotional. Sara instinctively understood the difference between intellect and emotion and knew that it was foolish to lean on intellectual arguments when the goal was to change how people *feel*. Matt saw advertising as a matter of who, what, when and where, but Sara knew the pivotal question was, "Why?"

Are you drawn toward a career which has rules? If so, be sure you learn from the best. If, however, you are drawn to a career where everyone in it seems to be under-performing, simply ask yourself, "Why? What is it that everyone is missing?" Have the courage and discipline to follow your own path and you will likely have a life full of adventure as you find out where it leads.

When asked how to get rich, J. Paul Getty answered, "Find a need and fill it."

What need will you fill?

*Powerful words in unusual combinations will brightly illuminate the mind.*

