

Dictionary of the Cognoscenti of Wizard Academy

Compiled by
Quixote and Sancho
on Rainy Afternoons



Wizard Academy
www.WizardAcademy.org

Pictures (except this one) by Craig Arthur

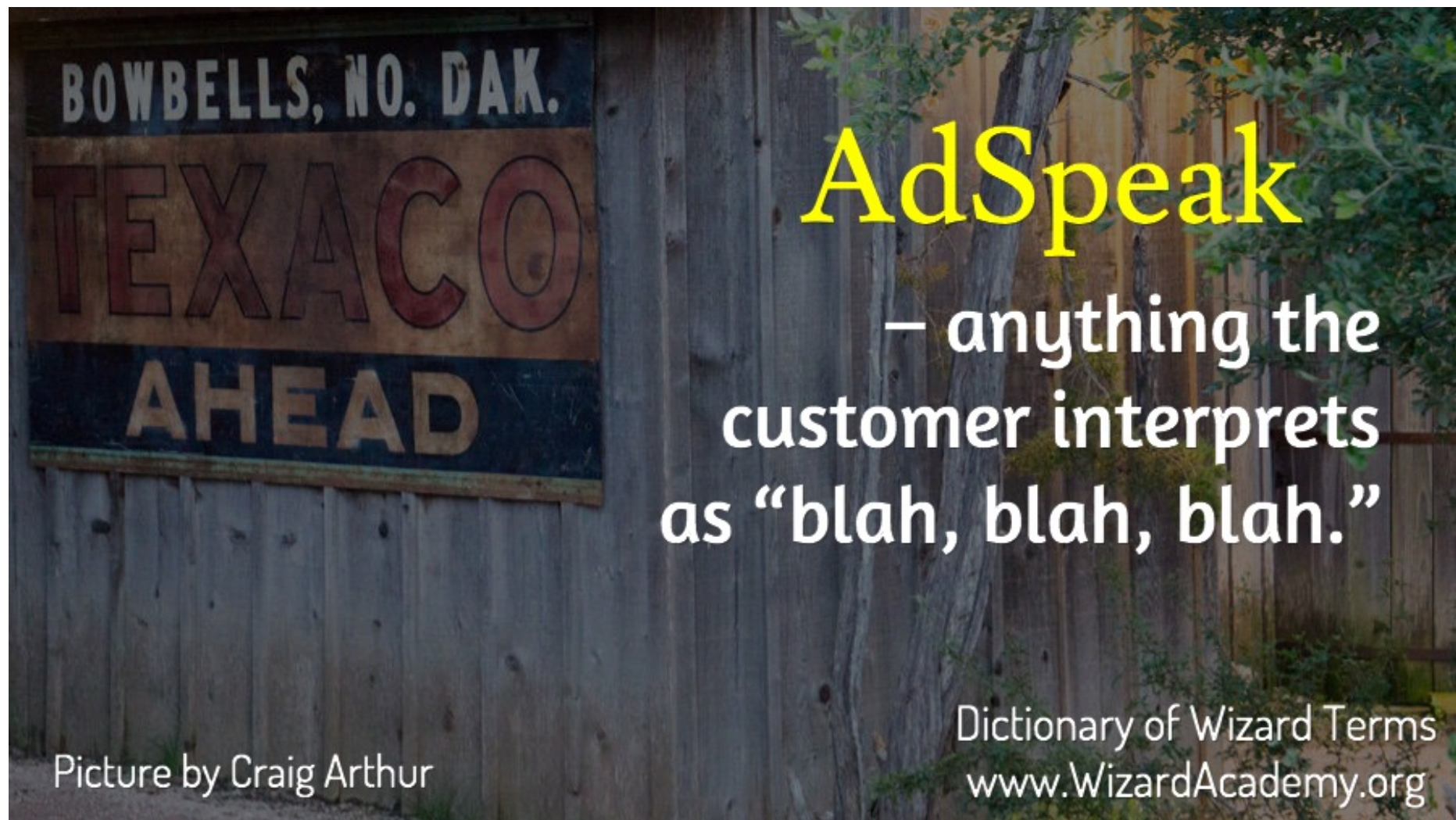


Wizard Academy

A School for the
Imaginative,
Courageous,
Ambitious.

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Picture by Craig Arthur



AdSpeak

– anything the customer interprets as “blah, blah, blah.”

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Angle

- the direction from which an ad writer or a salesperson approaches a chosen subject. Some angles are more interesting than others.

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Associative Memory

- a memory that
has become linked
to another memory.

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Benefit Stacking

- the adding
of secondary
and tertiary
benefits to move
the listener from
"almost convinced"
to "entirely convinced."

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Branding

- the implantation of associative memories in combination with a recall cue.

The objective of branding is to become the provider a customer thinks of first and feels the best about when they - or persons they know - need what you sell.

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Bonding

– connection between customer and brand, the result of a shared identity hook.

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Brandable Chunks

- memorable phrases
that become associated
with a brand.

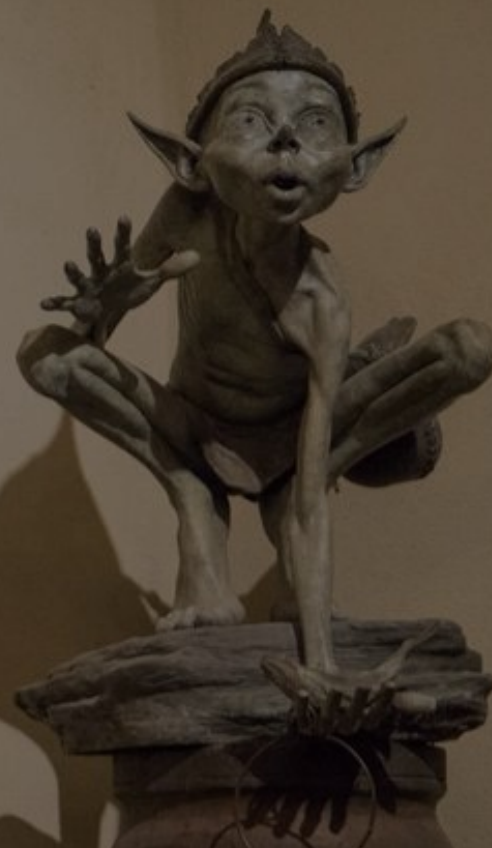
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Innovation Model

- a proven template that allows you to generate a superior result.

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Business Topology

- a technique used for the discovery of innovation models that have been proven, tested and refined in a business category other than your own.

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Character Diamond

- a map of the personality of a brand, built from non-negotiables that dictate how the brand thinks, speaks, acts and sees the world. A character diamond allows ad writers and salespeople to remain in lockstep with the client.

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Crazy Ivan

- a random
element added
to get attention.



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Defining Characteristics

- distinctive
triggers
of
identification.

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Duality - the idea that
everything has
an opposite.
A tool for
discovering
divergence.

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Divergence

- the degree to which
a thing was unexpected.

The higher the degree of divergence,
the deeper the satisfaction when
the divergent element is unexpectedly
reconciled into the subject matter.

Divergence elevates interest.

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Convergence



- the moment when disparate elements come into alignment; closure; reconciliation between elements that did not previously seem to belong. Convergence deepens perception and triggers confidence.

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Chaos

- a level of order and organization that exceeds the capacity of the human mind.
Beauty is built from chaotic patterns using elements that don't belong, but fit.

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Third Gravitating Body

- a reliable disruptor
of predictability that
allows you to gain
and hold human
attention.

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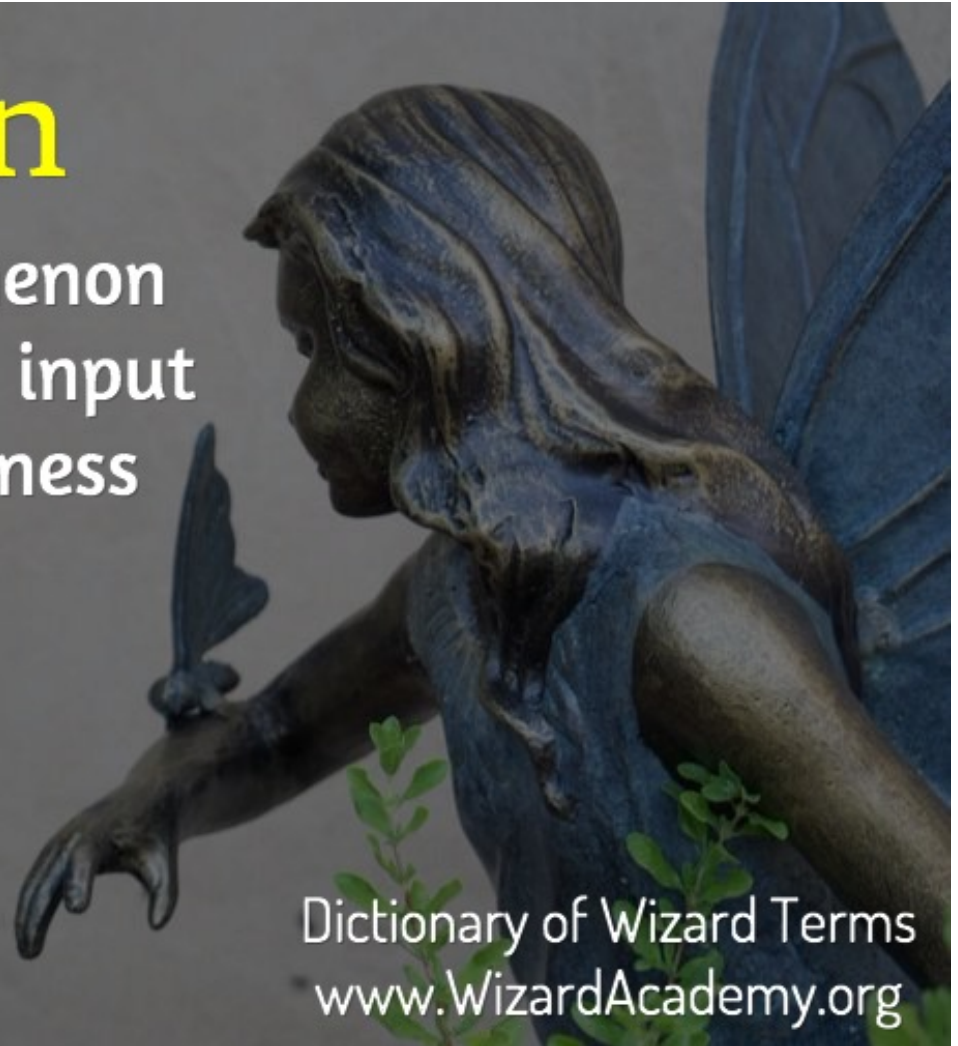
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Compression

- a psychological phenomenon that occurs when sensory input is blocked from consciousness so that the mind might escape complexity.

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Transition

- an addition or subtraction of stimuli so that compression might be disrupted and the attention of the listener regained.

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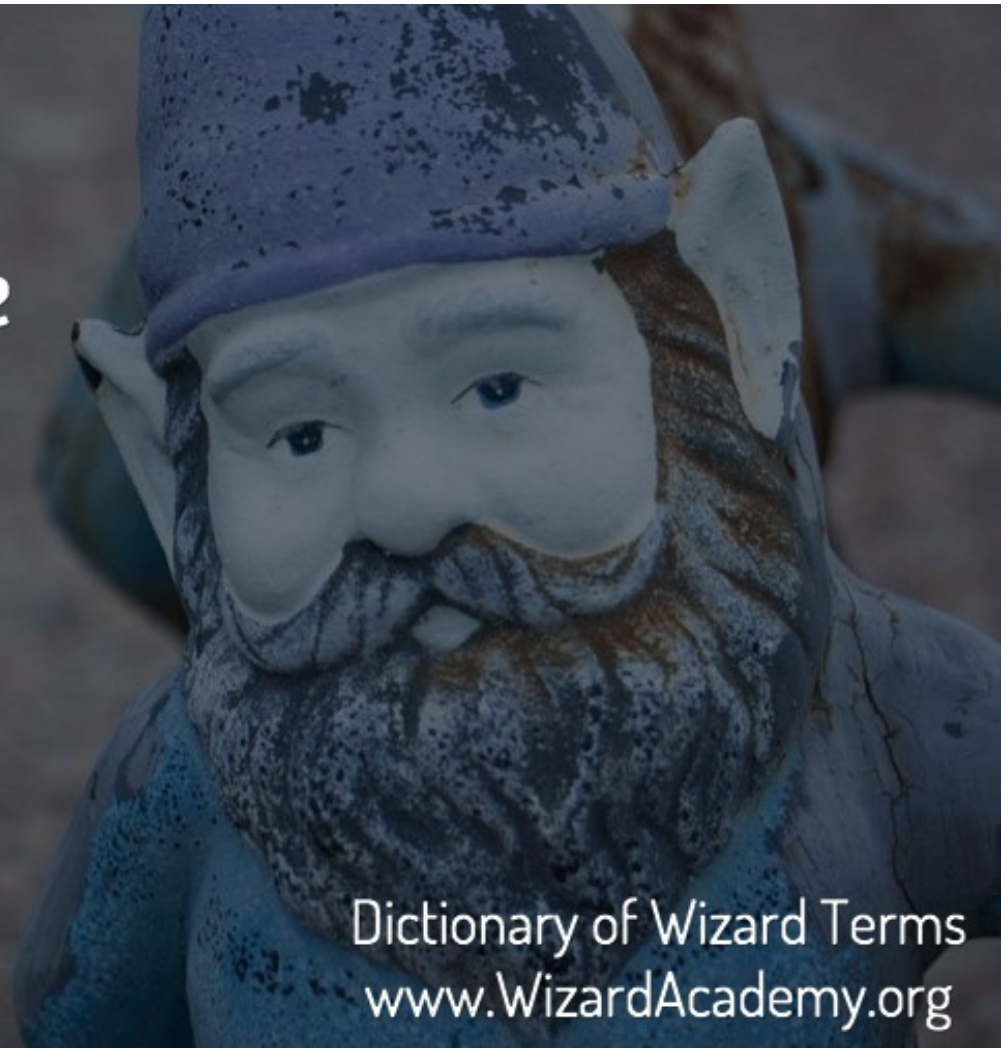
Daguerre

- an academic style
of communication
that is accurate,
but tedious.

Don't be Daguerre.

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Dick and Jane

- an
unintelligent style
of communication
that employs
predictable
clichés. Don't be
Dick and Jane.

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A bronze statue of a wizard, possibly a wizard from a fantasy world, is depicted sitting on a swing. The wizard is wearing a long, flowing robe and a pointed hat. He is holding a sword in his right hand. The swing is made of wood and metal, and is hanging from a chain. The background is a blurred outdoor setting with greenery.

Felt Need

- a need that
is known and felt
by the prospective
customer.

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Forty Answers

- the 40 principles of TRIZ,
a universal solution matrix
invented by Genrich Altshuller
and popularized by Mark Fox in
his book, *Da Vinci and the 40 Answers*.

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Genesis Story

– the backstory of the origin of a character or group, revealing their motives and providing insight into quirks and eccentricities.

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FMI

- First Mental Image;
the first vivid idea
presented in an ad, a
speech or a presentation,
or the first thing noticed
in a work of art.

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LMI

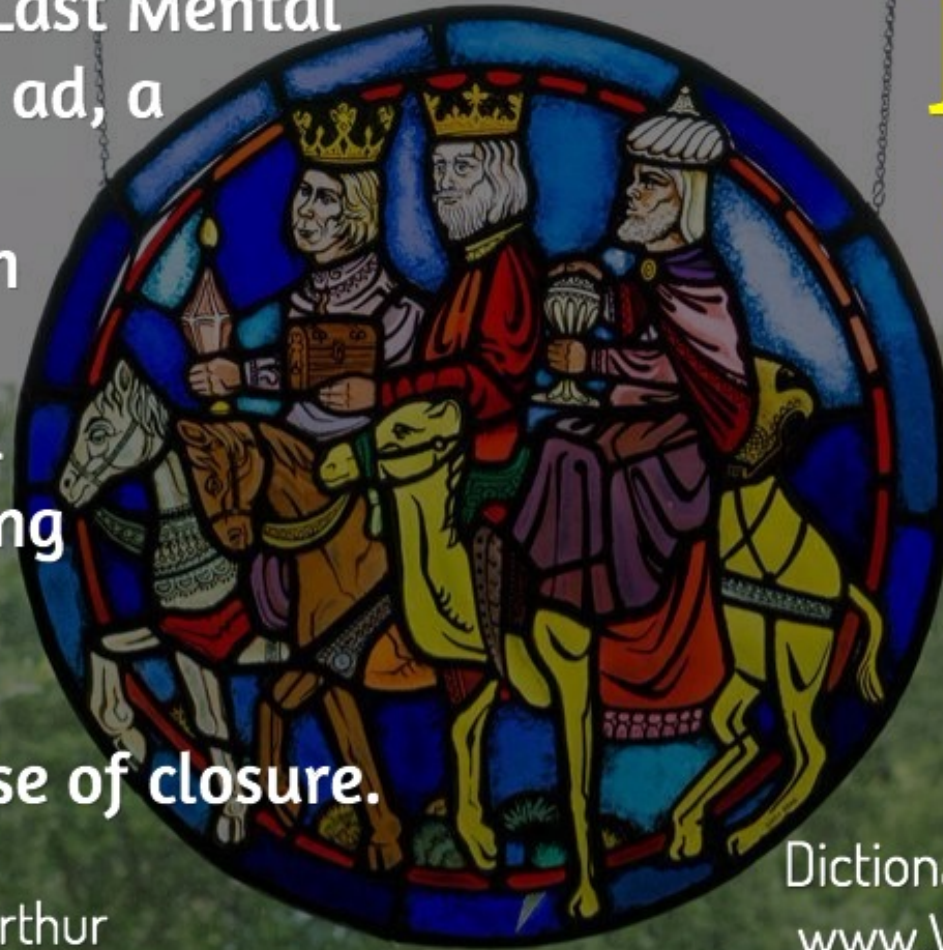
- Last Mental Image;
the closing thought
in an ad, a speech
or a presentation;
the final feeling
or impression
communicated by
a work of art.

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- when the Last Mental Image in an ad, a speech or a presentation revisits the First Mental Image. “Going Full Circle” creates an elegant sense of closure.

Picture by Craig Arthur



Full Circle

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Fractal

- a kaleidoscope-like
image created as the result
of mapping a chaotic system.

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Frameline Magnetism

- an effect that is created when an image is extended
- in the imagination
- beyond what is revealed.

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Frank

- a style of communication noted for (1) approaching its subject from an interesting angle, (2) brevity and clarity (3) frameline magnetism, (4) a highly restrained use of adjectives. Named after the photographer Robert Frank.)

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Frosting



- to replace common words and phrases with less common, more colorful ones.

(Named after the poet Robert Frost.)

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Frosted Frank

- A style of writing marked by the characteristics of Frank, but with the added color and surprise of Frosting.

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FREE the Beagle

- unleash
your intuition!
take a chance!

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FIND^{an} Old Woman

- summon your courage! Quit being scared! "Maybe you can find an old woman to knit you a pair of balls."

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A photograph of a stone waterfall with a potted plant in the foreground. The waterfall is made of stacked stones and has water cascading down. In the foreground, there is a potted plant with large green leaves and small white flowers. The background is a stone wall. The text is overlaid on the image.

Gravity Well

- a map of
seductive persuasion.
A non-combative alternative
to "overcoming objections."

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Magical Thinking

- a type of writing characterized by elements of the fantastic – woven with a deadpan sense of presentation – into an otherwise true story.

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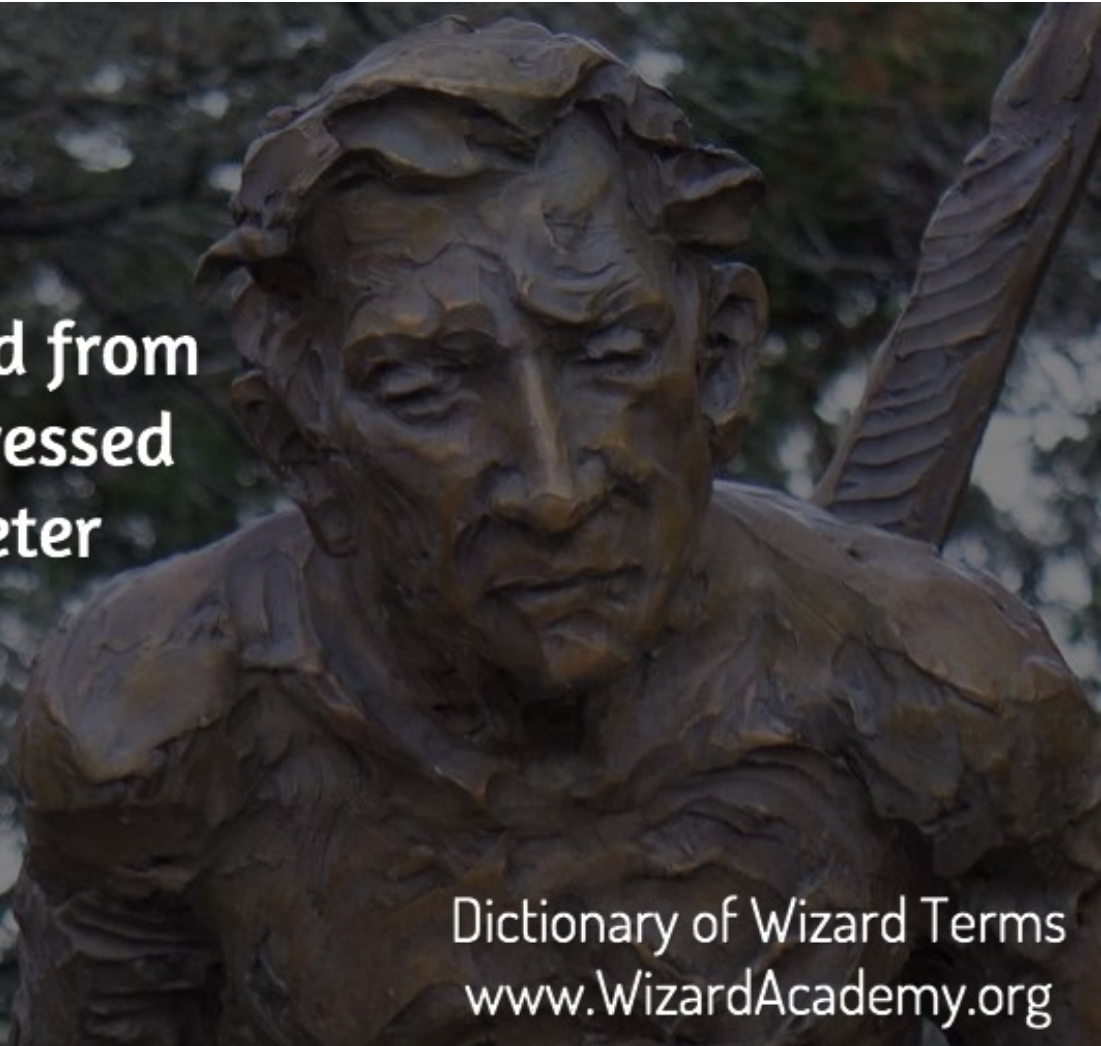
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Meter

- a rhythm constructed from the stressed and unstressed syllables of words. Meter makes language more easily remembered by making it musical.

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Monet

- an impressionistic style of communication marked by subjective feelings and opinions rather than objective, clear facts.

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Neapolitan

- a transitional device that creates a longing for closure.

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Open BIG

- Get their attention.
Trigger the primacy
effect: first things
are easily remembered.

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Close BIG

A bronze statue of a woman in profile, looking down, with her arm extended. The statue is dark and has a textured surface. It is positioned on the left side of the image, with the head facing left and the arm extending towards the right.

- Finish in a memorable way.
Trigger the recency effect: last things are easily remembered.

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Partial Reveal

- a glimpse,
a foreshadowing,
the beginning of a
puzzle to be completed.

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FULL Reveal

- delivery of the
promise; the
epiphany of a
puzzle completed.

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Phonemes

- the building blocks of language; sounds represented by certain letters and combinations of letters in the alphabet. All words in English are made from just 43 phonemes, (44 if you count the unvoiced "th" sound in "with" as a different phoneme than the voiced "th" sound in "the.")

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Obstruent

(phonemes)

- hard-edged sounds associated with certain letters of the alphabet, such as the sounds associated with p, t, k, b, d, g, f, s, x, v, z.

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Sonorant

(phonemes)

– soft-edged sounds associated with certain letters of the alphabet, such as the sounds associated with l, m, n, ng, r, w, j.

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Portal

- an auditory or visual trigger that helps a reader, listener or viewer move from one feeling to another.

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Put It Under Water

- delete information that is already known to – or can easily be figured out by – the reader, listener or viewer. (Essentially, “putting it under water” is frameline magnetism applied to words, calling upon the imagination to fill in what was left out by the writer, speaker or actor.)

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Purple Coffee

- red wine
that is
consumed
before noon.

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Random Entry



- a technique used in Chaotic Ad Writing in which a randomly chosen, high impact sentence is used as the opening sentence of an ad, a speech, or a presentation.

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Recall Cue

- an auditory, visual, or experiential trigger that causes a person to remember something.

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Reality Hook

- a verifiable detail inserted into a story in an attempt to boost credibility.

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A bronze statue of a young boy and a dog sitting on a large, weathered log in a park. The boy is sitting upright, holding an open book, and looking down at it. The dog is lying down next to him, also looking at the book. The background shows a grassy area and some trees.

Identity Hooks

– personal experiences
and beliefs, hopes and
fears, fascinations and
flaws that make you
who you are.

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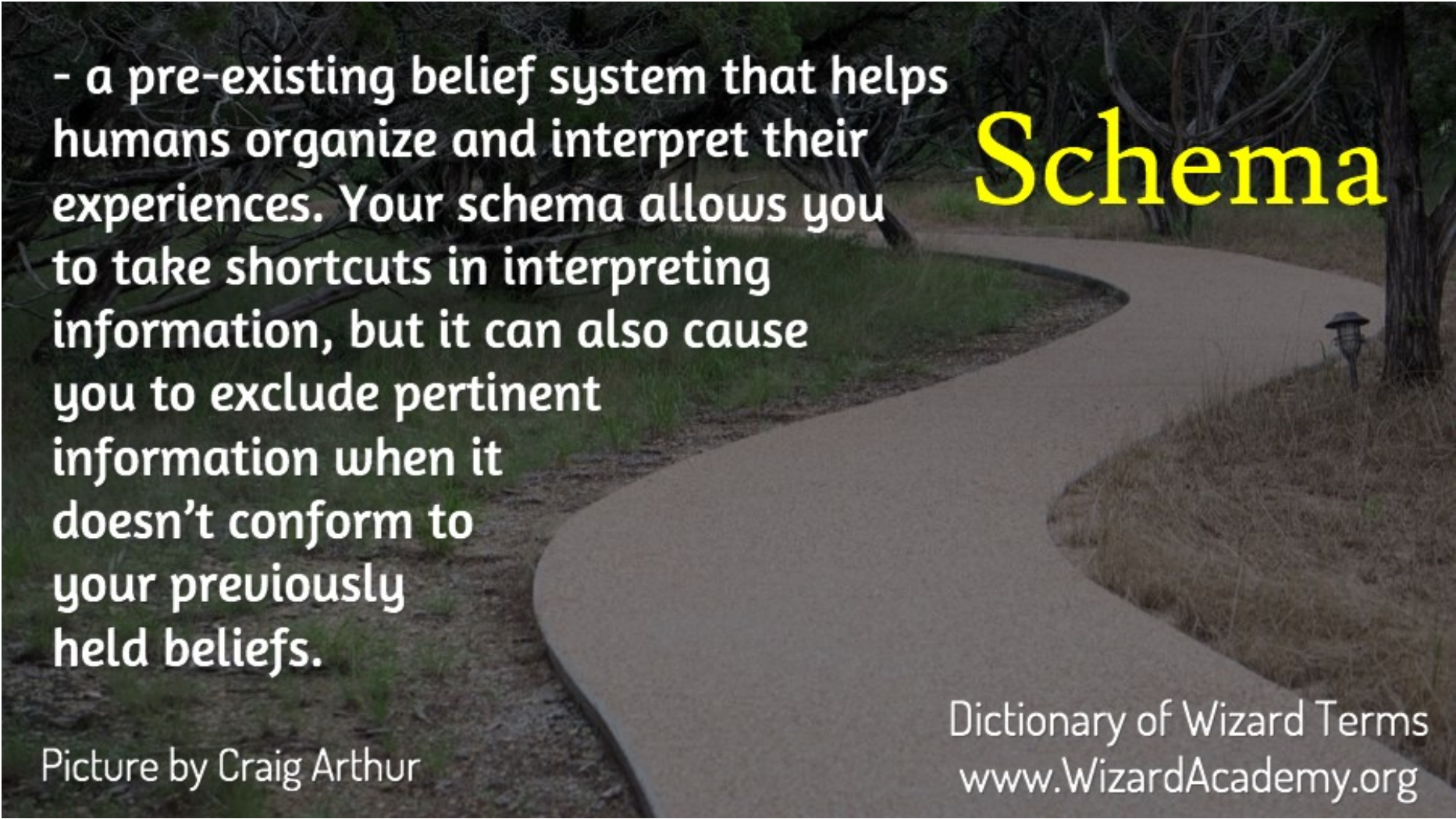
Seussing

- to create your
own words in
the manner
of Dr. Seuss.

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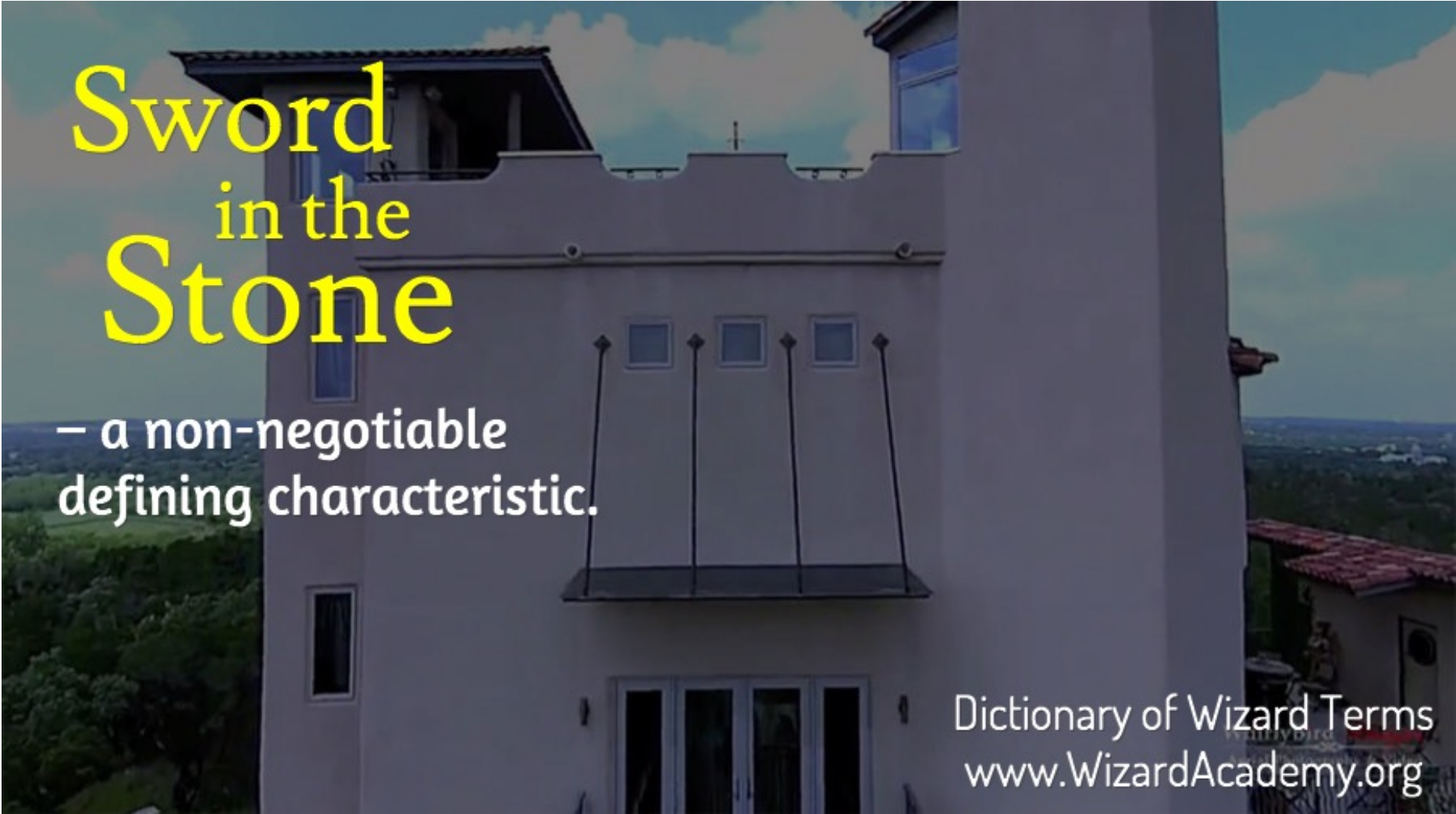


- a pre-existing belief system that helps humans organize and interpret their experiences. Your schema allows you to take shortcuts in interpreting information, but it can also cause you to exclude pertinent information when it doesn't conform to your previously held beliefs.

Schema

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Sword in the Stone

– a non-negotiable
defining characteristic.

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North Star

– your purpose,
your guiding light,
your impossible
dream.

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Auditory Style Guide

– signature sounds
that help to
identify a brand.

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Linguistic Style Guide

– signature phrasing that helps to identify a brand; sentence structure, verb choices, sequence anomalies and brandable chunks.

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Visual Style Guide

– the consistent use of a logo, a color palette, a font, a style of photography or graphics and/or signature proportions in layout that help to identify a brand.

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Surprising Broca



- to gain attention
by introducing
something
that is new,
surprising
or different.

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The background of the slide is a photograph of a weathered wooden door. On the left side of the door, there is a large, circular metal ring handle, possibly made of brass or iron, which is slightly ajar. The wood of the door is dark, aged, and shows signs of wear and tear, with some areas appearing lighter where the wood grain is exposed. The overall tone is rustic and antique.

Third-Party Credibility

- confidence transferred
to potential customers through
testimonials, endorsements
and the recommendations of others.

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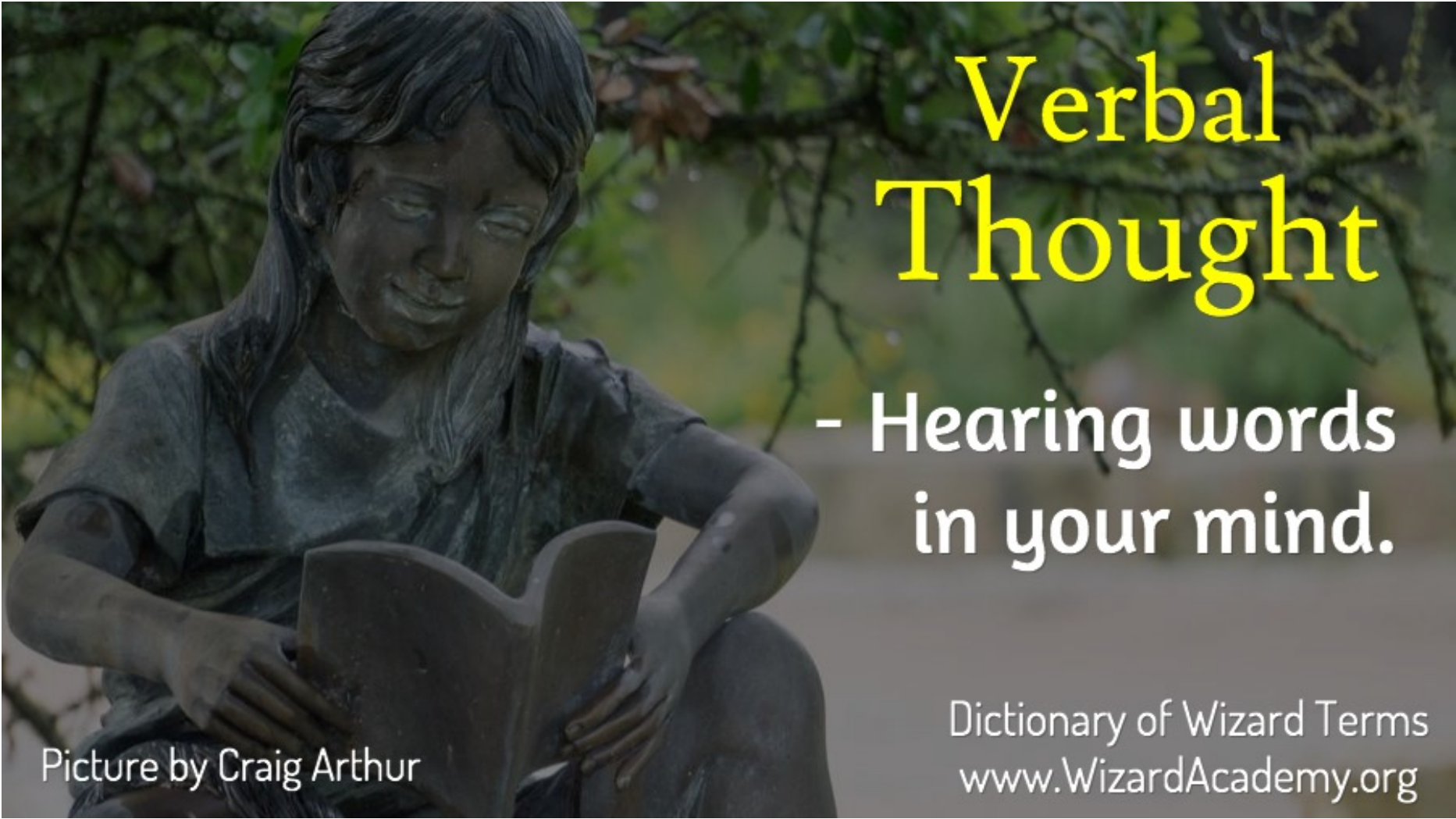


Analytical Thought

- left-brain thought
seeking to forecast
a result. Sequential,
deductive reasoning.

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Verbal Thought

- Hearing words
in your mind.

Picture by Craig Arthur

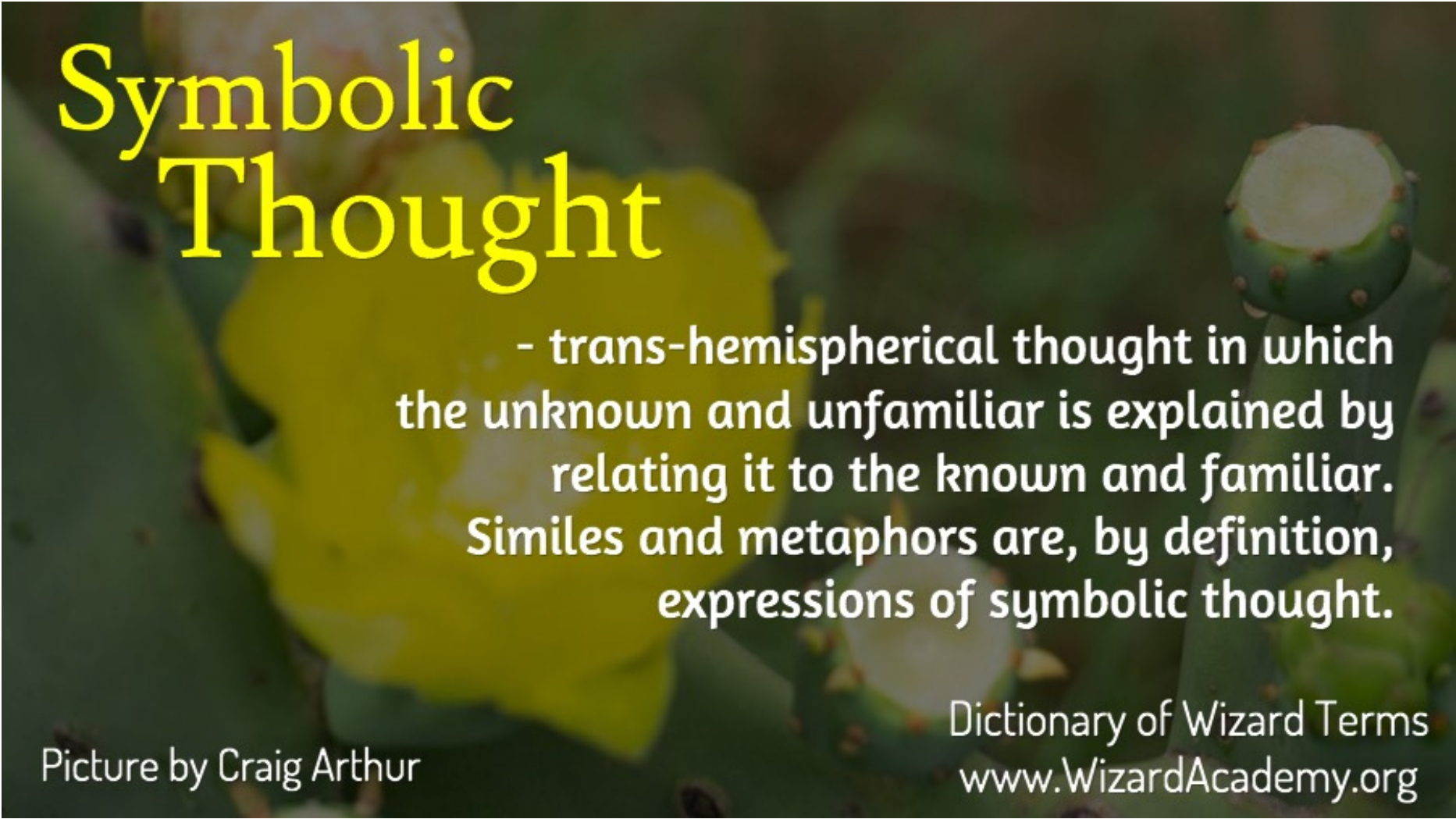
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Abstract Thought

- right-brain thought, including fantasy and subjective perception, in which emotion and intuition are employed rather than deductive reasoning and logic.

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Symbolic Thought

- trans-hemispherical thought in which the unknown and unfamiliar is explained by relating it to the known and familiar. Similes and metaphors are, by definition, expressions of symbolic thought.

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Working Memory

- consciousness,
awareness,
imagination.

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Declarative Memory

- information that
can be recalled
at will.

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The background of the slide is a blurred photograph of a beach. In the foreground, there is a piece of dark, weathered driftwood. In the background, more driftwood is scattered on a sandy beach. A small crab is visible on the sand in the middle ground. The overall scene is out of focus, creating a soft, atmospheric effect.

Procedural Memory

- automatic,
involuntary recall;
the product of
relevance x repetition.

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The background of the slide features a close-up, slightly blurred image of ornate metal scrollwork, likely from a gate or fence. The metal is a dark, muted blue-grey color. The scrollwork consists of thick, curved bands that spiral and loop, creating a complex, decorative pattern. The lighting is soft, highlighting the texture and curves of the metal.

The TOAD

- short for the Toad and Ostrich pub – the office of the vice chancellor – directly across the quarterdeck from the Eye of the Storm in the tower at Wizard Academy.

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TLB

- Twitchy Little Bastard;
a person who is
counterproductively
anxious for results.

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Turtles All The Way Down

- Extremely very
incredibly excellent.

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Unique Selling Proposition

– a desirable trait available only from a single source, allowing marketers to claim, “If you want this characteristic, you have to buy from us.”

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Bluff with Fluff

how to write ads when the facts are not on your side. In the words of W.C. Fields, "If you can't dazzle them with brilliance, baffle them with bullshit."

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Verb Avalanche

- a style of writing that slaps the cheek of the imagination and jerks open the eyes of the mind by firing rocket-like verbs to explode in the darkness and brighten the horizon. You leap out of the way of a mental image plummeting toward you only to find that another is hurtling at your face. Adrenaline surging, heart pounding, knees flying, lungs gasping, you're having a wonderful time.

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Wizard Academy

You should visit.

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