

Dictionary of the Cognoscenti of Wizard Academy

Compiled by Quixote and Sancho
on Rainy Afternoons

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

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

Brandable Chunks – memorable phrases that become associated with a brand.

Innovation Model – a proven template that allows you to generate a superior result.

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.

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.

Crazy Ivan - a random element added to get attention.

Defining Characteristics – distinctive triggers of identification.

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

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.

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.

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.

Third Gravitating Body – a reliable disruptor of predictability that allows you to gain and hold human attention.

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

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

Daguerre – an academic style of communication that is accurate, but tedious. Don't be Daguerre.

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

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

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*

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.

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.

Full Circle – 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.

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

Frameline Magnetism – an effect that is created when an image is extended – in the imagination – beyond what is revealed.

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.)

Frosting – to replace common words and phrases with less common, more colorful ones. (Named after the poet Robert Frost.)

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

Free the Beagle! – unleash your intuition! take a chance!

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

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

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

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

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

Neapolitan – a transitional device that creates a longing for closure.

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

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

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

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

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.")

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

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 frame line magnetism applied to words, calling upon the imagination to fill in what was left out by the writer, speaker or actor.)

Purple Coffee - red wine that is consumed before noon

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.

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

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

Schema – 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.

Surprising Broca – to gain attention by introducing something that is new, surprising or different.

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

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

Verbal Thought - Hearing words in your mind.

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

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.

Working Memory - consciousness, awareness, imagination

Declarative Memory - information that can be recalled at will.

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

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.

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

Turtles All The Way Down - Extremely very incredibly excellent.

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."

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.