

Who Are The



56 Partners

103,500 Ads Produced

643 Years of Experience

\$1 Billion of advertising managed annually

\$0 – our raise if your business does not grow

The last part is important....

About The Wizards of Ads

And for a reason other than you think.

Many business owners like a relationship where the fees they pay are tied to performance. It creates the right type of incentive. Which is good for everyone involved. But there is a far deeper reason why this is important.

Because our pay is tied to performance... we care about performance. Think about that. We have created over 100,000 ads, that creates a wealth of experience. We know what works and does not work. We spend over \$1 billion in advertising every year and we know how well every one of those campaigns have performed. When we create a campaign we base it upon the wisdom created from measuring results. What does our competition do – guess. There I said it, they guess.

How do I know they are guessing? Because they do not measure the results of each and every campaign they do: the good, the bad and the ugly. If they are not measuring results how can they possibly know what works or does not work. They will tell you they have happy clients. In fact, I have had clients tell me “I really like so and so from xzy media, but I really don’t know how well my ads are working.” Great, so they know if a client is happy but they do not know how the campaign worked.

..... we start every meeting with “how are sales trending”. How are sales week over week, month over month, year over year. We ask these questions because you hire us to grow your business.



Figure - A recent partners meeting in New Orleans

About The Wizards of Ads

15+ Years in the Making

The Wizard of Ads Partners were carefully recruited over 15+ years by Roy H. Williams the founder of the Wizard of Ads.

Founded in 2000 by Roy Williams known as “The Wizard of Ads”. The Wizard of Ads Group Inc. is an LLC in which we share ownership with the other partners and Roy himself. Roy has hand picked this group of experts to represent him and marketing practices. Membership is invitation only, no amount of money can buy a partnership into this exclusive group of marketing experts.



Figure 1 - Roy Williams

You will be presented with and sign a contract with the Wizard of Ads Group Inc. Which means you are actually a client of the Wizard of Ads Group Inc. Your invoices will come from Wizard of Ads Group Inc. and your payments will be remitted to Wizard of Ads Group Inc.

Although you have gotten to know us, and possibly a few other partners we may have introduced you to. We can bring any of the partner’s expertise to bear for you.

If the proverbial bus hit us, we fall from the sky in the ill-fated airplane, or just don’t wake up one day you would be covered because your contract is with the group. Someone else would step in and take over your account.

We get that this is a little confusing, but at the same time it is brilliant. How else would you pull together 56 companies all owned by unique personalities with specialized talents and experiences to deliver a blended service to its clients?

The partner’s group meets twice a year to share results and learn from one another. We meet once at headquarters in Austin, Texas, and typically the other one is in a partner’s hometown.

Not an Agency

We do not accept commissions, referral fees, kickbacks, or other compensation from media provider we recommend. This includes the 15% agency commission typically earned for media negotiations in the case of certain advertising placements, particularly with electronic media. We feel strongly that **our policy** with respect to such an arrangement, while considerably different from the method used by most advertising agencies, ***eliminates any potential conflicts of interest and allows us to focus our entire attention on helping you build your business.***

How others work....

Ad Agencies make a percentage of every dollar you spend.

Ad Agencies earn more when you spend more

Ad Agencies bill by the hour

Incentives – the more you spend, the less efficient they are, the more they earn

How we work...

Our incentives are linked only to your growth

Do you want someone who cares about your growth and how you spend? The choice is yours

One key difference is you will contract directly with any media and receive invoices directly from them. You will be solely responsible for the payment of media invoices, and you agree to indemnify us against any such charges.

Any out-of-pocket expenses related to graphics, website coding, digital media campaigns, photographers, printing, surveys, television, radio or jingle production, etc., will be borne by you and paid by you directly to such providers.

How Good Are ...

Each Partner stands 6 feet tall and casts a 300 foot shadow.

What the heck does that mean? It means when you work with a Wizard of Ads partner, you're not just getting one smart person. Each partner benefits from the amassed collective pool of knowledge and experience.

We share the results of real world marketing dollars spent across hundreds of towns, almost like a network of libraries. We share a common philosophy because we all learned from The Wizard – Roy Williams, who continues to ensure that we all stay true to the ideas and business processes that have taken a record number of businesses through a ten times growth.

Visit the Wizards Academy!



Figure - Wizards Academy in Austin, Tx

We highly recommend everyone of our customers visit the Wizards Academy in Austin, Texas and **learn directly from Roy!** Because, that just makes working together so much easier.

For more information visit: <https://www.wizardacademy.org/>