

THE WIZARD OF ADS

Turning Words into Magic
and Dreamers into Millionaires

ROY H. WILLIAMS

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MAIN IDEA

While technology is changing and advancing dramatically, people's hearts and motivations aren't changing at all. In fact, people today are still as predictable as they always have been, and are still subject to the laws of the universe that seem impervious to change. Therefore, it's possible to view the future of a business through the sharp lens of what has worked in the past for other companies in similar situations and facing comparable challenges. The key lies in thinking, learning and planning around the laws of the advertising universe.

To find yourself in the right place at the right time offering the right product the right way, learn about the laws and apply them to your specific situation. That way, you'll never get so busy attending to the merely urgent that you have no time for the truly important principles of success in business and in advertising.

1. TURNING WORDS INTO MAGIC Page 2

The goal of good advertising is simply and solely to create a clear awareness of your company, your product or your service and it's unique selling proposition. Anything which detracts from this objective dilutes the effectiveness of your business advertising. Similarly, anything which adds to the cumulative effort to create that awareness adds value to your business, and is effective advertising at work.

2. TURNING STRANGERS INTO CUSTOMERS Page 4

The ability to turn strangers into customers is highly valued in the business world. With it, commercial success is assured. Without this ability, it's going to be an uphill struggle. The trick lies in finding the "delight factor" -- in finding a way to deliver more than the customer expected and more than he anticipated receiving. Achieve that on a regular basis and your business will have to be expanded to meet the demand.

3. TURNING DREAMS INTO REALITIES Page 6

Vision is a force that allows ordinary people to accomplish the impossible. Vision is simply the ability, when undertaking any endeavor, to see the end from the beginning. Leadership is the ability to describe accurately what you believe will happen to the people around you. Visionary leadership -- the key to turning dreams into realities -- is built on the foundation of courage because there is always the risk of being ridiculed or ignored.

In the final analysis, the world is full of either spectators or players. It's always easy to spot the visionary leaders -- they're the ones out on the front lines achieving the impossible.

4. THE SEVEN LAWS OF ADVERTISING Page 8

Advertising is the ultimate means by which dreams can be turned into any number of realities. The power of ads to work this type of magic is founded upon these seven laws.

The seven laws of advertising are:

1. The Power of Words

There is an energy inherent in the power of words. Learn how to use this energy wisely and channel it, and nothing will ever be beyond your reach.

2. Individuals vs. The Masses

Even though how an individual may behave is unknown, how great masses of people will behave can be forecast accurately and concisely. Use this to your advantage. The exception does not disprove the law. The law of averages will always win out over the longer term.

3. Intellect vs. Emotions

Most people make decisions based on their emotions, and then look for logical reasons to support the emotional decision they've already made. Therefore, the first advertising objective is to win the hearts of the prospects, and their minds will follow.

4. Time vs. Money

No person will ever give you any of their money unless they have first given you some of their time. In fact, time and money are the opposite sides of a single coin. Win the time of the people and you'll find their money will always follow.

5. Sight vs. Sound

The human mind handles sights and sounds by entirely different processes. In fact, of the two, sound is the more persuasive. Therefore, win the ears of the people and you'll soon find their eyes will follow.

6. Opportunity vs. Security

There is an inverse relationship between opportunity and security -- as one increases, the other decreases. The only way high returns can be generated from low-risk strategies is through the passage of an exceptionally long period of time. To cheat time, one must embrace the risk of failure as an ally.

7. Engage the Imagination

The physical body will always journey where the mind has already taken it. Therefore, find ways to engage the imagination of those you wish to influence. People will only go wherever their imagination directs them, so develop ways to engage the imagination.

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