

Magic Words Have The Power To Influence!

By Norman Williams

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It is said that the American people are fundamentally literate. Although many never glance at a newspaper or book but they respond to words.

Say a few blunt words to a man in a bar and he will hit you on your jaw. You can tell him a story and the same man will shed tears in his beer.

I like the story of a young boy whose sister had a disease the required a blood transfusion. The girl had a rare type of blood and only her younger brother had that type of blood.

He volunteered at once and was laid on the bed with a needle in his arm attached to a bottle that collected his blood.

As the blood drained from his arm he asked his mother, "How long will it be before I die?" The boy thought that all of his blood would be taken to save his sister and he would die. Both he and the sister lived a long healthy life.

That story brought tears to my eyes as I told it to my son. Like the headline, "Do You Have Tired Blood? these words have the power to communicate with an instant understanding.

Winston Churchill had the power to be remembered with his words. "I have nothing to offer but blood, toil, tears and sweat. Never in the field of human conflict was so much owed by so many to so few. An iron curtain has descended across the continent. Let us therefore brace ourselves, so that for a thousand years, men will still say: 'This was their finest hour.'"

The principle that makes for great advertising can be said

with the old Chinese proverb rewritten. " A thousand pictures is worth less than a few well chosen words."

We forget that in ancient Rome the charriot was the family car, the slave was a labor saving device and the Romans had perfumes, beds, rugs, razors, jewels, soaps, baths and hair creams as we do today.

Advertising can only offer a better form of transportation, a better bed, a superior razor, soap with more lather and hair creams with lanolin.

But men do not really need soap, razors, hair creams, art, music, newspapers or literature. All every man needs is a cave, some meat and a fire to keep warm.

The advertising man believes in ghosts, beats voodoo drums, whispers magic smoke dreams and lures his prospects with the eye of a frog and the hair of the dog.

Nothing has changed with the computer. It is only a glorified typewriter and the magic of words is still the way to influence and persuade people.

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