

Start Your Own Ad Agency

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It is easy, fun and profitable. The advertising business is an ideal business for creative people. Most businesses need promotions and sales tools to sell their products. Most creative people can design ads that sell.

The sad fact is that over 90% of all ads go right to the waste basket without being read or acted upon. Many businesses will fail and go bankrupt for lack of effective advertising. This means there is a huge market out there for writers and artists who can create good ads that sell. The problem is most ad creators do not have the slightest idea how to design ads that people will read.

It is really simple but most ads are designed to look like ads. It is almost the people doing these ads want them thrown away. You know most people hate ads, but they search the headlines for stories they want to read. A good headline will attract many readers who will read every word of a good story.

It just makes sense to design an ad that looks like a news story instead of an ad. It is estimated that 30 times the number of readers will read a story ad as opposed to reading hard sell ads. This makes it easy for writers to write ad copy.

The way I do it is to offer to write a story about a business. Most businesses have a unique story to tell that is seldom ever told.

Claude Hopkins who wrote "Scientific Advertising" that has become the bible of the ad business writes about visiting the Schlitz Brewery.

He was shown the air-conditioned room where the beer was cooled by flowing down over cooling pipes. The room was enclosed and sealed so no impurities could contaminate the beer. The water to make the beer was pumped from wells over 4,000 feet deep to get pure water. The pumps were steam cleaned twice a day. The beer bottles were sterilized not only once but four times. The hops to brew the beer was taken from an original strain of hops.

"Why don't you tell this story of how you purify Schlitz beer?" Claude asked the owners of the brewery. "Oh, every brewery does the same thing." they replied.

Claude Hopkins then wrote ad copy that told the story of how Schlitz beer was purified. With these story ads Schlitz beer went from 5th place in the market to tie for 1st place.

Claude Hopkins tells how to write advertising copy that sells products in his book, Scientific Advertising. The problem is that almost no ad creators have read this book. David Olgivy the ad agency owner said no copywriter should write a single line of ad copy until he had read this book at least seven times.

You can get a free copy of Scientific Advertising at: <http://www.successprofessor.com> Download here.

This book helped me to sell millions of dollars of advertising for many companies big and small. What I do is to offer to write a story about the business. Almost every business has a unique story to tell that needs to be written. This is the easy way to get your foot in the door to do more ad copy business.

I send out direct mail letters every day and follow up with phone calls or personal visits to the companies. This is easy and usually you get a great reception from the top executives of the companies.

They invite you to sit down with them in their conference room and give you literature and information about their company and its products. This will give you the source materials to start a story telling campaign to promote the business.

