

# Story Telling Promotions

By Norman Williams

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There is a big opportunity providing story telling ads!

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The sad truth is that over 90% of all ads go right to the waste basket without being read or acted upon. This means many businesses will fail and go bankrupt for lack of effective promotions.

It is so easy to write story telling ads that people want to read but almost no copywriters do this. It almost seems that many ad creators want their ads thrown away.

Providing story-telling promotions to businesses is so easy. You send out a letter telling how business can increase 365% and more with story ads. People love stories and they hate advertising. An ad

with an interesting headline and an attractive story will get twenty times the readers as ordinary hard sell ads do.

It just does not make much sense to layout ads that are never read and waste money when they go to the wastebasket unread. Almost every business has a USP. A unique sales proposition. A story about their unusual products and services. The sad truth is this story is never told.

Claude Hopkins tells a story of visiting the Schlitz brewery and seeing the special air-conditioned

room where the beer was cooled. Special filters took out all the impurities. The bottles were sterilized not once, but four times. The water to make the beer came from deep wells four thousand feet deep and the pumps were cleaned every day to make sure the beer was pure.

“Why don’t you tell this story?” Claude Hopkins asked.

“Oh every brewery does the same thing.” he was told.

Claude Hopkins then created ads that told the story of how Schlitz beer was purified and Schlitz went from 5th place to tie with the first place in the marketplace.

Claude Hopkins book, “Scientific Advertising” has become the bible of the ad business. David Ogilvy said, “No copywriter should write a single line of ad copy until he read this book at least seven times.”

The truth is that most copywriters have never read this book even once. They ignore what Hopkins said and continue to write ad copy that sells nothing to nobody.

One ad man I know does over a million dollars of ads every month. I suggested he read Claude Hopkins book, “Scientific Advertising” He replied. “Why should I read that book. I don’t care, my ads sell anyway, it doesn’t make any difference.”

Well it does make a huge difference to the many companies that will fail and go bankrupt for lack of effective ad copy. The truth is that many companies know how to manufacture their products but do not know how to write ad copy to sell their products. Only a very few ad copywriters know how to write effective copy that sells. That is why many companies are desperate and will fail unless they can find

a way to sell their merchandise.

Here is a huge opportunity for many people who want to help save these failing businesses. You can join me at my book barn studio in Florida and start getting big ad accounts in your area. It is so easy that almost anyone can do it. I know because I have many times gone into businesses and walked out with big ad accounts. I have written copy for many companies large and small. My ad copy has sold millions of dollars worth of products. You can start making big money because businesses spend millions to promote their products. If this is of interest to you then get in touch with me at the address below.

I am Norman Williams, artist and writer. If you would like to know more about “Scientific Advertising” and promotions that tell a story

go to my website, <http://www.esuccessnews.com/> or write to me at

norman.williams26@verizon.net Get my free book and read more about advertising that gets results. Write to Norm Williams, PO Box 547, Crystal Beach, Florida 34691

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