

Story Telling: Get 30 Times the Number of Readers

By Norman Williams

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Over 90% of all ads are thrown in the waste basket. People hate ads but they love reading stories. A story ad will beat the pants off of a hard sell ad and will get more than 30 times the readers.

It just makes sense to write ads in a story form. A news story finds readers with an interesting headline and a compelling story.

I write stories about businesses. I find that almost every business has a story to tell that is seldom told. An offer to write a story about a business gets my foot in the door to write more ad copy.

There is almost no competition because most ads say nothing to nobody. It is almost as if the creators of these ads wanted them thrown away. My big time with the Sunday newspaper is tossing out the big color ad sections.

What a huge waste. This is a way to bankruptcy and failure.

If this is of interest to you send me an email and I will tell you more about story promotions. Send to norm@esuccessnews.com with "story" in the subject. Norm Williams, copywriter.

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