

The Exciting Ad Agency Business

By Norman Williams

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I am a copy writer and artist. My best years were spent in the advertising agency business. Advertising is a big money business because business spends billions to promote its products.

Businesses have a choice, promote or die. Advertise effectively or go bankrupt. Recently we have seen Wards, Kmart, Enron and many other companies fail. Most businesses that fail do so because of a lack of effective ad promotions. It is a sad fact that over 90% of all advertising goes right to the waste basket without being read or acted upon. Television commercials are ignored and the radio is turned off when the ads come on. You drive right by billboards without a second glance and throw direct mail unopened in the trash. You throw out the color flyers in the paper because they say nothing to nobody.

This huge waste is your big opportunity to enter this lucrative, profitable and fun business. Yes new talent is needed because much advertising promotion is trashed. Many companies are desperately looking for solutions and answers but cannot find people to produce ads that sell products.

David Olgivy, the ad man, said: "No copy writer should write a single line of ad copy until he had read "Scientific Advertising" by Claude Hopkins at least seven times. Well most creators of ads today have not read this book even once.

For example an ad man I know who does over one

million dollars of advertising each month said to me: "Why should I read that book? I don't care. It doesn't make any difference." Well it only makes a difference when the company is going bankrupt for lack of ads that sell products.

I talked to the owner of Yankee stores. These were a chain of stores with merchandise much like Kmart or Wal-Mart. The owner said the reason for the success of Yankee stores was his ability to write ads that sold merchandise. This owner had the talent to make his ads very attractive and compelling. A big headline in the ad made special offers that attracted huge crowds to come to buy his sale items. He made it sound like such a terrific bargain that you could not refuse his offers. Not many store ads do this.

There are only a handful of great copywriters who can write powerful sales copy. Maxwell Sackheim, David Olgivy, Rosser Reeves, John Caples and a few others helped to make many companies big international giants.

We know of Sears, McDonalds, Prudential, Coke, Pepsi, Campbells, Heinz, Avis, Sanka, Buick, Ford and Toyota because we were brainwashed with thousands of ads. I do not even have to tell you what these companies sell because you already know.

Yes advertising is a big money business that needs talented people to produce ads that sell. It is a huge opportunity if you have an interest in this business. You can contact businesses in your area with direct mail with your computer and get million dollar accounts by just walking in the door. The companies that desperately need effective advertising will welcome you with open arms. This is the easiest, most fun and most profitable sale you will ever make.

If the ad business is of interest to you, send me an email telling me of your interest and I will respond with more information about this lucrative big money business. I will tell you how you can be a part of this multi-billion dollar industry and make big money. Write to me Norman Williams at mcheck@cityisp.net in Florida.

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