



“I have never studied selling.  
Too many liars, thieves, and con men have studied selling,  
and the world is full of sales trainers.  
Instead, I’ve spent a lifetime studying how to make ads work.”

- Roy H. Williams, the Wizard of Ads® -



From where you are in business to where you  
want to be, Wizard of Ads will help you  
***GET THERE.***

Wizard of Ads Partners  
*“Get There”*

# THE SIMPLE TRUTH IS THAT MOST ADVERTISING ISN'T WORKING LIKE IT SHOULD. BUT WHY NOT?

It's not working because in traditional advertising wisdom, tradition far outweighs wisdom. Advertisers are making decisions based on irrelevant information. This information is then applied using unwritten advertising rules that simply don't work. These rules have never worked, and they never will.

So don't just think "outside" the current box called advertising. Thinking outside still leaves you attached. And you will never see dramatic improvements in your advertising until you **disconnect yourself** altogether. So jump out of your current box and give it a good kick, because it's costing you money. How much exactly? Read on.

Add together all the advertising dollars you invested in the last 12 months. Include radio, TV, newspaper, flyers, yellow pages, brochures, internet, printing costs, and production costs, add it all up. Apply that dollar amount to the steps below.

## Step 1

Advertising dollars invested in the last 12 months

\$ \_\_\_\_\_ (Example: \$90,000)

## Step 2

What percentage do you feel was wasted or was ineffective?

\_\_\_\_\_ % (Example: 70%)

## Step 3

Multiply your total ad budget by the above percentage.

\$ \_\_\_\_\_ (Example: \$90,000 x .7 = \$63,000)

This will give you the ad dollars you feel were wasted last year

*Note: The wastage across all business categories ranges between 50 to 90 percent.*

It may make you feel queasy looking at all those wasted dollars, but at least the facts are on the table.

Now, to make any progress understanding how advertising really works and to make your ad dollars perform, I need you to give me a big, blank, white sheet of paper to draw on. **I need you to leave your prejudices, preconceptions, education, assumptions, and your previous way of thinking about advertising at the door.** After you have finished reading this guide, you can then pick them back up and re-integrate them if you wish.

But for now I need that big, blank, piece of paper ... because I am going to teach you how Wizard of Ads® makes clients grow not just by percentages, but by **Multiples!**

Can you give me that big blank sheet?

Good!

Let's go.



“(The Reader) will take from my book what he can bring to it. The dull witted will get dullness and the brilliant may find things in my book I didn’t even know were there.”

- John Steinbeck, 1952 -