

BRANDING!

...the growth of your company depends on it

How to Make Morphine

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I am going to teach you how to scam, flim-flam and deceive your way to riches — NOT because I believe you should do it, but so you'll be able to recognize it and call it by name.

I dropped out after just two days of college and sold advertising on straight commission. If I didn't sell enough this week, I didn't eat enough next week. I learned much of what I know today by spending millions of dollars of other people's money on a series of idiotic experiments and then carefully analyzing the results. I got an incredibly expensive education. I just wasn't the one who had to pay for it.

I learned that most business owners see advertising as a giant gumball machine: "You put in your money, you crank the handle, and out comes the result." So, I offered what they wanted, an instant miracle. I became King of Hype, comparable only to Ron Popeil of the "But wait! There's more!" Veg-O-Matic.

My employer required me to wear a tie, so I kept one draped around my neck, but I was careful never to tie it. I was Mr. Everywhere-in-a-theater-near-you. "You want to see a crowd? Crowds cost money, baby. How big a crowd do you want?" But, I digress. I promised to teach you how to make morphine...



Creating successful hype ads is really very simple. Here is all it takes:

1. Intrusiveness — You must get their attention.
2. Offer — Make it too good to pass up.
3. Logic — Add supporting evidence to make doubters believe it's true.
4. Urgency — There must be a time limit.

Having experienced the thrilling results of an Intrusive Offer made with Logic and Urgency, my advertisers instantly become morphine addicts, and I was their pusher. I'd waltz through their doors, wearing my trademark tie like a scarf, and they'd say, "We sure had a great one last week, didn't we! What have you got for me this week? What are we gonna do?" They'd bare their arms, and I'd slip in the needle.

But, a Law of the Universe says, "Anything that works quickly will work less and less well the longer you keep doing it," so my magic would always fade. No problem — there's a new sucker born every minute, right?



Sadly, most business owners who survived my abuse a quarter century ago are still hoping that I'll return someday with the next "creative idea." Like all addicts, they resisted taking the long view, and they continue to this day to measure success on an extremely short time horizon. Addicts don't care. The schedule you propose should be precisely as long as your prospect's business plan. It's stupid to propose a 13 week schedule to a business owner who plans to be in business longer than 13 weeks.

Good creative is the seed. Frequency is water. Consistency is sunlight. The longer the seed is allowed to grow in the mind of your listener, the greater the harvest for your advertiser. If you care about your clients, sell them a 52-week schedule.

Roy H. Williams

WMAY
HOT TALK 97.0

WNNS
Lite Rock 99

WQLZ
92.7 the rock station

the river
springfield's modern rock 97.7