

## 03. Copy Writing

‘Thanks for coming over. Always a good idea to have someone, to bounce ideas off.’

‘What section are we doing today?’

‘Copy writing. It’s something that has fascinated me for a very long time. It’s where writing meets psychology. I’m a huge fan of the series *Mad Men*. *Mad* is short for *Madison Avenue*. It tells a story about an advertising agency, which is set in the sixties. Some of the sales pitches are amazing.

My favourite presentations by Don Draper and Peggy Olsen. The Carousel, is where Don Draper presents a new product from Kodak. This was cutting edge at the time. The slides go in to a circular device. The engineers and the managers want to include the term ‘Wheel’ in the presentation. Don’s comments are that this isn’t simple a wheel, but a time machine. It was a brilliant reframe.

Then there is the presentation, from Peggy Olsen. The product is a fictional hamburger chain, called *Burger Chef*. She pitched the living room as where everyone is competing with the Television of latest music tracks. Read mobile phones, for a modern day version. Burger Chef is where the family get to by a family. Brilliant.’

‘So, you’re starting an ad agency?’

‘No. Nothing that formal. The deal is we agree some kind of fee limit. I get paid nothing, until the customer has seen X increase in revenue. Strictly results based. The customer pays nothing, unless my writing/ideas deliver the results.’

‘You’re taking a risk.’

‘I am. Sometimes we have to believe in basic human decency. You can get people to do basic tasks. To come up with original thoughts, that is a different proposition. Businesses want rain makers. They want people who can grow their businesses. Rain makers get paid the money, because they can bring in the money.’

‘Do you have any examples?’

‘I wrote a couple of pages of a spoof novel, that I send out with my marketing materials. It isn’t about anything in particular, except it includes my website name. Someone may not be interested today, but could be interested in six months. I need my website name to stay inside their head, until then. It’s in my viral marketing section. 08. Viral Marketing.’

‘[www.yellowreindeer.com](http://www.yellowreindeer.com) is pretty easy to remember.’

I think so!’