



# TWIZDOMS™

Marketing Wisdom In Twitter-sized Bites

Sampler

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#1

7 out of 10 small businesses lose sales because of the words and images they use - or don't use.

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#5

In it's most fundamental form, successful **Branding** is simply an outgrowth of the consistent use of your unique messages and images until people recognize and believe.

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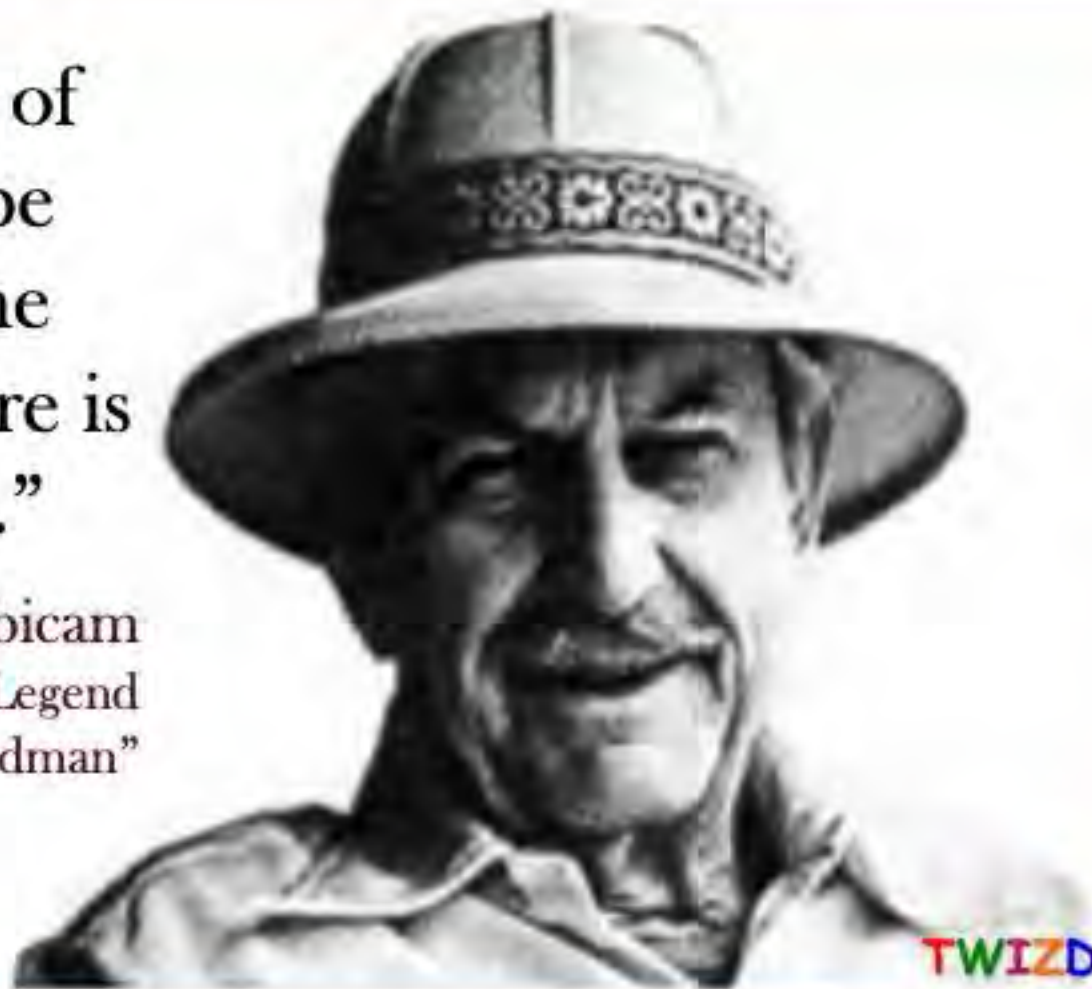
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#7

You can achieve better results from your marketing, advertising and website through superior messaging and brand strategy than you can by just spending more money.

“The beginning of greatness is to be different and the beginning of failure is to be the same.”

Raymond Rubicam  
Advertising Legend  
and original “Madman”



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#15

The most effective offer I've ever seen: "FREE Gift With Purchase".

The worst offer I've ever seen: "Call And Speak To A Sales Rep".

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#18

A copywriter can - and should - use very short sentences occasionally. They provide emphasis and add interest. We often use sentences of three, two or even one word.

Do we really? We do. Absolutely!

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#44

Every business has two distinct sides.

- 1) The INNER REALITY is the sum total of how good you really are.
- 2) The OUTSIDE PERCEPTION is how good your customers and prospects perceive you to be.



Mark Cuban is seated in a patterned armchair, speaking into a microphone. He is wearing a light-colored long-sleeved shirt and blue jeans. His right hand is extended forward, palm up, while his left hand holds the microphone. The background is dark.

“Make your product easier to buy than your competition, or you will find your customers buying from them, not you.”

**Mark Cuban**  
*Shark Tank*

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#52

The purpose of marketing and messaging is to sell your product. Anything that gets in the way of that is undesirable.

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#59

Copywriting legend David Ogilvy opined most "marketing" people (non-copywriters) cannot write.

Do you want these folks creating your messaging?

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#61

Be different than your competition  
is at least one MEANINGFUL way.



“Consumers [decide] to buy or not to buy based on the **content** of your advertising, not it’s form.”

David Ogilvy

Advertising and Copywriting Legend  
and one of the real life “Mad Men”

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#66

Don't try to be cute, funny, punny or controversial. Even hardened pros have a spotty record here.

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#86

Develop some attractive, incentivizing offers that don't include discounts.

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#102

Never write marketing communication to impress your old English teacher.

Use simple words and short sentences your customers will find pleasant to read or hear.





“Don’t write so that you  
can be understood;  
write so that you  
can’t be  
misunderstood.”

**William Howard Taft**  
27<sup>th</sup> President of U.S.  
Chief Justice, Supreme Court

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#126

When advertising on radio, say your name, website or phone number at least four to five times in sixty seconds..

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#139

Want to improve your marketing results? Improve your writing. A strong message is a top Key To Success.

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#146

Stick with *One Concept per Page*.  
More than one will split your  
prospect's focus and conversions  
will suffer.

“Marketing is everything you do that touches or impacts your customers or prospects.”

**Alan Tarr**  
**The MoneyWords Copywriter**

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