

The Wizard of Ads: Turning Words into Magic and Dreamers into Millionaires

Bard Press (Jul 25, 1998)

Unknown \$17.95 (244pp)

978-1-885167-29-3

This wonderful gem of a book is the second by Roy Hollister Williams, president of his own marketing company in Buda, Texas. Wizard of Ads is a collection of essays and letters originally written by Williams to clients and friends about his philosophies and observations on business and life.

The book is divided into three parts: "Turning Words into Magic," "Turning Strangers into Customers," and "Turning Dreams into Realities," each with short chapters (one to three pages) and beguiling titles such as "Pointing Chris Like a Gun," "A Caterpillar Named John Riley" and "Using Your Ruby Red Slippers."

Williams makes a lot of his points a la Paul Harvey where you get the "rest of the story." Chapter topics run the gamut from ancient history (Alexander the Great) to personal history (how he met his wife).

The various illustrations and accompanying quotes are wonderfully used and add enjoyment to the reading. At the conclusion of the aforementioned chapter about John Riley, Williams offers this very simple and often repeated advice: "Love what you do; the money will follow." He should know. Roy H. Williams Marketing, Inc. has customers in 38 states and yearly revenues of more than \$20 million, and it's obvious from his writings, Roy Williams loves what he's doing.

ROBIN FARRELL EDMUNDS (September / October 1998)

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