

CONTENTS

FOREWORD BY ALEX BOGUSKY

xi

PREFACE

xiii

CHAPTER 1

Salesmen Don't Have to Wear Plaid

Selling without selling out

1

CHAPTER 2

A Sharp Pencil Works Best

Some thoughts on getting started

16

CHAPTER 3

A Clean Sheet of Paper

Making an ad—the broad strokes

36

CHAPTER 4

Write When You Get Work

Making an ad—some finer touches

80

CHAPTER 5

In the Future, Everyone Will Be Famous for 30 Seconds

Some advice on making television commercials

116

CHAPTER 6

But Wait, There's More!

Does direct-response TV have to suck?

130

CHAPTER 7

Radio Is Hell. But It's a Dry Heat.

Some advice on working in a tough medium

148

CHAPTER 8

Big Honkin' Ideas

Hitting on every cylinder

174

CHAPTER 9

"Toto, I Have a Feeling

We're Not in McCann-Erickson Anymore."

Working out past the edge

198

CHAPTER 10

Only the Good Die Young

The enemies of advertising

206

CHAPTER 11

Pecked to Death by Ducks

Presenting and protecting your work

236

CHAPTER 12

A Good Book or a Crowbar

Some thoughts on getting into the business

270

CHAPTER 13

Making Shoes versus Making Shoe Commercials

Is this a great business or what?

296

SUGGESTED READING

307

BIBLIOGRAPHY
311

ONLINE RESOURCES
315

NOTES
317

ACKNOWLEDGMENTS
323

INDEX
325

<http://www.pbookshop.com>

<http://www.pbookshop.com>