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 "Heck no!" Dick exclaimed.
 "He'll need two artists and a monkey
 to pull it off!"

They Laughed When I Sat Down At the Computer But When I Started to Create!

Dick had just finished wooing the crowd with his firm's latest dazzling promotion. The room rang with applause. So I thought this would be the ideal moment to show this advertising group just what I could do. To everyone's amazement, I confidently strode over to the Macintosh and sat down.

"Ed is up to his old tricks," somebody chuckled. "What's he going to do — play PacMan?"

"Can he really do it?" I heard a girl whisper to Dick.

"Heck no!" Dick exclaimed. "He'll need two artists and a monkey to pull it off! But let's just watch him. This is going to be good!"

I decided to make the most of the situation. I imagined the Macintosh was an ordinary manual typewriter and pretended to look for the carriage. "Where's the typing paper?" I said, as seriously as I could.

"Get a horse!" cried a voice from the rear. "And ride on out of here before it all gets any worse."

"Maybe he needs a saddle for that thing!" shouted another.

Then I Started to Create

Instantly, a tense silence fell on the crowd. The laughter was muted on their lips as if by magic. First, a 30-second radio spot.

Then a 60 second version. I heard gasps of amazement. The group sat breathless — spellbound!

I created on and on and forgot about the people around me. Copy for a new six page brochure started flowing from my fingertips. I forgot about the hour, the place, the intense eyes surrounding me. The little world I lived in seemed to fade — and only this new world of creativity seemed real. Paragraphs as beautiful as wind blown clouds and drifting moonlight. It seemed as though I was one with the computer — the conductor of a large creative symphony. I was the master of the medium — not in music, but in words. Not in melodies, but in exquisite sentences!

Success - Without the Monkey!

Then I thought, maybe they'd like to see more. Some type font selections, perhaps. Design. Layout. Even graphic creation.

I switched from copywriting and started to design and layout that six - page brochure. The room resounded with a sudden roar of applause. I found myself surrounded by excited faces. How they carried on! The guys shook my hand — wildly congratulating me — and pounded me on the back in their enthusiasms.

The ridicule that I was greeted with was all but gone. I could smell the fresh air of respect circulating among the crowd. "Dick, let's have a crack at that logo you've been working on for two weeks," I smiled. I knew he couldn't say no in front of all these people!

I began working on the logo for Bohemian Bread. I heard gasps of astonishment throughout the room. Little did Dick know I had secretly prepared something for just this instance. Within moments, I constructed the idea that I had already put a weeks worth of work in.

"Tra di!" I exclaimed. "The new look for Bohemian Bread."

"That's...that's terrific! Ed," Dick stuttered. "You really do know what you're doing when it comes to that Macintosh."

Then I told him and the rest of the crowd the whole story. How I've been studying the advertising aspects of Macintosh for years and how I've successfully incorporated the power of that computer into all the color brochures, flyers, magazine/newspaper ads, annual reports, radio/TV commercials and sales files that my firm, **Creative Consultants**, produces.

"With this system in place, I have been able to give a lot of local firms the expertise and quality they need without also giving them the burden of paying for expensive overhead," I explained. "None of my clients seem to mind. In fact, I think they're a little envious."

"And my regional and national clients couldn't care less," I asserted, "all they see is my work. That's the important thing to judge, isn't it?"

I could see all the heads nodding in agreement, except for Dick's, who had a serious look of concern. Perhaps if you had the expensive storefront overhead that Dick does, you'd be concerned, too.

By the way, I never did tell Dick that I had already put 30 hours in that Bohemian Bread logo. He probably wakes up in cold sweats.

With Apologies to John Caples

John Caples penned the classic, **They Laughed When I Sat Down At the Piano. But When I Started to Play!**, way back in 1925 — and I thought it would be fun to create a parody of the most successful ads of all time.

A good advertising agency is always searching for new creative ways to get their client's message into the customer's minds. We too are always striving to sell a client's product or service in a successful manner. That's where and when creativity is our greatest asset.

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If you are earnest about wanting to improve your advertising — then perhaps it's time to contact **Creative Consultants**. We'll come up with creative that effectively works — without costing you an arm and leg in the process. Only your arm & a big toe. (A little advertising humor).

We specialize in written estimates before any work occurs. And we stick to our agreed-upon costs. If you think that sounds more fair than the way you've done it before, contact **Creative Consultants** today: (509) 326-3604. We're looking forward to talking with you.

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