



By Alan L Tarr

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WIN The Marketing Game And STOP Wasting Money

Most marketing people cannot write, says ad legend David Ogilvy. Do you want these folks in charge of your marketing message?

David Ogilvy, one of the legendary “*Madmen*” figures in advertising and copywriting said this, “Advertising agencies are infested with men and women who cannot write. They cannot write advertisements and they cannot write plans. They are as helpless as deaf mutes on the stage of the Metropolitan Opera.”

OK Dave, tell us how you really feel.

Copywriting is both a science and an art. It takes talent, training and experience. Sadly, too many small businesses – and some sizable ones – place their unique messaging (a crucial aspect of marketing) in the hands of relatively inexperienced juniors who, like a bland meal, need a lot more seasoning.

I am a long-term professional copywriter who’s worked with international agencies and small businesses alike. My tip for today is to find a very good marketing copywriter, pay them by the project and get far better work for far fewer dollars. They’ll even spend time training and mentoring your “juniors”.

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