



AN  
UNAUTHORIZED  
READER'S GUIDE FOR  
*"SECRET FORMULAS  
OF THE  
WIZARD OF ADS"*

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## Author Introduction

Roy H. Williams' *Secret Formulas of the Wizard of Ads* snaps the reader into an entirely different mindset. There are two main reasons why people fail to implement the principles of *Secret Formulas of the Wizard of Ads*. Either they feel that the information only pertains to the writing of ads or, the idea of putting so much effort into even short essays is too exhausting.

As you follow the guide with a group of like-minded readers, you will more rapidly assimilate and apply Mr. Williams' principles. Each question provided in the *Reader's Journal* is designed to spark group discussion around specific topics from each part of *Secret Formulas of the Wizard of Ads*. When study group members personalize their reading experience using the journal and share their ideas with others, they are more likely to take action on Mr. Williams' ideas.

There is more than one way to study this book. Here are some of my favorites:

- Select one essay and read it every day for a month with an accountability partner. Meet in a group at least once a month and discuss the amazing changes that are a result of focused study on one key message.
- Keep the book open on your desk or nightstand to one page and read just that page each morning and each night for a week. Meet with your group and discuss your action steps.

If you need assistance with getting your study group started or with any of the principles described in either *Secret Formulas of the Wizard of Ads* or the *Reader's Journal*, contact us at [mindtamers.com](http://mindtamers.com). MindTamers are individuals who escape from their self-imposed prisons and passionately work to improve our world. You are already a mindtamer. This *Reader's Journal*. Our products are the match and kindling that will fuel your passion.

Caution, your mother was right when she told you not to play with matches. When you grasp the power of your imagination, you will set the world on fire. Look over your shoulder if you want to see my smile.

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## ***Secret Formulas of the Wizard of Ads: Front Matter***

**Mastermind Concept:** Motivated people have gathered for centuries to learn how to improve their communication through materials like Roy H. Williams' *Secret Formulas of the Wizard of Ads*. This publication guides you through the highlights of one of the most stimulating books ever written.

### **Publisher's Letter:**

- What question does the publisher ask the reader to answer?
  
- Do you already have an answer?

### **Cover and Flaps:**

- What surprised you?

### **Title Page and Front Illustrations:**

- Why did he choose maps?
  
- What tone is set for the reader?

## ***Secret Formulas of the Wizard of Ads Part 1: Philosophy of Advertising***

**What is the most powerful force ever?**

**Give an example of a phrase that caused you to take action in a direction you didn't foresee.**

**How could you make your communications more specific?**

**Who are three "inside champions" who could help you reach one of your goals?**

**What is associative memory and what is its power?**

**What have you done to uncover your story?**

**How can you apply Jim's 6 Rules (Chapter 16) to your life?**

**What is the price of clarity?**

## ***Secret Formulas of the Wizard of Ads Part 2: Room With A View***

**What is the Wizard's Seventh Law of the Advertising Universe?**

**Where was the American Dream born and what two forces are at work in decision-making?**

**What must the listener do in response to a well crafted message?**

**What is the difference between Wernicke and Broca?**

**How does the speed of sound affect speed reading?**

**When does your perceptual reality matter most?**

**What is the "sure-fire" cure for the blues??**

**How are you using the "bridge of magical fire" currently?**

## ***Secret Formulas of the Wizard of Ads Part 3: Side Door into the Mind***

**Which of the three theories presented in Chapter 29 predominated within your sphere of influence?**

**How does the composition of human thought presented here differ from your definition?**

**Who is the theater critic you must impress to impact your listener?**

**Why saturate your mind with poetry?**

**How can you use the tips in Chapter 33 so your messages to yourself are heard?**

**Since “people are magnetic” what can you do to personalize your message?**

**What do emotional ads build upon?**

**What happens when you send or receive mixed signals?**

## ***Secret Formulas of the Wizard of Ads Part 4: Turning Lead into Gold***

**Why is calculating your APE important even if you are not writing ads?**

**What is the power of present tense?**

**What four things of power should be used with care and why?**

**What two things must an ad writer do that distinguishes him from other writers? In what other communication situations must these same needs be met?**

**Where do the images come from that form memories?**

**In Chapter 54 there is insight into the different images an ad conjures for women and for men. How can you use this tip to penetrate with your message?**

**What does wisdom live in?**



## ***Secret Formulas of the Wizard of Ads Part 5: Doing the Hard Thing***

**What two characteristics are found in successful entrepreneurs?**

**How will you measure your success in the three worlds of business?**

**What are the magic words of retail?**

**How can you change to synchronize with the Law of Harvest?**

**Is time your enemy or your friend?**

**Do you have the two characteristics of the amazingly successful? How does it show?**

**How can you use the strategy in Chapter 77 in other areas of life?**

## ***Secret Formulas of the Wizard of Ads Part 6: How Then Should We Live***

**Which face on Mount Rushmore is closest to your own?**

**Who would you like to hold you accountable when you act fearful?  
How can you make that happen?**

**What situation in your life is most like George's?**

**When was the last time you used the Poky Little Puppy Theory? What happened?**

**What is your North Star?**

**What wall is keeping you in a prison like Jeff?**

**Who needs "a genuine word of concern from a friend" in your life?  
What is keeping you from sharing it?**

**What did you learn about yourself from the exercise at the end of Chapter 98?**

## ***Secret Formulas of the Wizard of Ads: Illustrations and Commentary***

**Note: If you are not reading a printed version of this book, check one out to appreciate these discussion points.**

**When you read the book, did you use the cross referenced chapters?  
If not, why not?**

**Considering the idea of first mental image and last mental image,  
which illustration enhanced your mental image of a concept?**

**How can you use images and cross referencing to enhance your  
communications?**

## ***Secret Formulas of the Wizard of Ads: Back Matter***

**What is the common thread between the nine chapters highlighted on the back cover?**

**How do you highlight and tie together the major points and wow factors of your message?**

# Notes