

Roy H. Williams

Quotes

Economy, People, Want, Matter, Mind, Risk, Commitment, Artist, Insightful, Heart, Truth, Two, Today, Items, Trade, Filters, Half, Mistake, Writing, Light

Contrary to popular belief, Americans don't hate advertising.

~Roy H. Williams

A smart man makes a mistake, learns from it, and never makes that mistake again. But a wise man finds a smart man and learns from him how to avoid the mistake altogether.

~Roy H. Williams

The first step in exceeding your customer's expectations is to know those expectations.

~Roy H. Williams

String Theory describes energy and matter as being composed of tiny, wiggling strands of energy that look like strings. And the pitch of a string's vibration determines the nature of its effect.

~Roy H. Williams

Numerals are images of amounts. But the amounts they represent are real.

~Roy H. Williams

It is a lack of commitment, not a lack of talent, that damns you to mediocrity.

~Roy H. Williams

In essence, String Theory describes space and time, matter and energy, gravity and light, indeed all of God's creation as music.

~Roy H. Williams

In marketing you must choose between boredom, shouting and seduction. Which do you want?

~Roy H. Williams

Preparation, mastery, can help you overcome your fear, but mastery

alone is not enough. There has to be something you want that's worth more to you than your fear.

~Roy H. Williams

You see a person when you look in the mirror that no one sees but you. Other people see a person when they look at you, but you're not that person, either.

~Roy H. Williams

Everyone is broken a little, I think, and the most broken of all are those who pretend they are not.

~Roy H. Williams

Our actions are all that separate our daydreams from our goals.

~Roy H. Williams

Turning the other cheek isn't submissive. It's defiant.

~Roy H. Williams

Strings of gravity vibrate at a different frequency than strings of light.

~Roy H. Williams

Five minutes in an old book quickly reveals that most of what is being sold today as new insights into human behavior is merely the rediscovery of knowledge we have had for centuries.

~Roy H. Williams

Human beings are creators, flinging powerful images into the minds of their fellow men. And all of these images are built of tiny particles of thought.

~Roy H. Williams

If you're not worried that you're pricing it too cheap, you're not pricing it cheap enough.

~Roy H. Williams

Opportunity never knocks. It hangs thick in the air all around you. You breathe it unthinking, and dissipate it with your sighs.

~Roy H. Williams

Writing good ads is easy when you have something to say.

~Roy H. Williams

It appears that the media filters we carry in our heads are like computers: they've been forced to get faster in order to keep up with the demands our high-speed society puts on them.

~Roy H. Williams

The value of an itemâ€™ in the mind of a consumerâ€™ is simply the difference between the anticipated price and the price on the tag.

~Roy H. Williams

Small thoughts fit easily into a closed mind, but big thoughts require an open one.

~Roy H. Williams

A meaningless statement remains meaningless no matter how often it's heard.

~Roy H. Williams

Einstein was searching for String Theory. It not only reconciles General Relativity to Quantum Mechanics, but it reconciles Science and the Bible as well.

~Roy H. Williams

What this means is that the first week of every new series of ads will continue to yield softer results than you can expect to see in weeks two and three.

~Roy H. Williams

Use half as many words and they'll hit twice as hard.

~Roy H. Williams

The risk of insult is the price of clarity.

~Roy H. Williams

A polarizing mission statement forces the reader to choose between two sides of a line drawn in the sand. Rare is the business owner who has the courage to craft such a statement.

~Roy H. Williams

Consequently, a young business often grows by large percentages. Mature businesses rarely do.

~Roy H. Williams

Lives, like money, are spent. What are you buying with yours?

~Roy H. Williams

Take your inspiration from wherever you find it, no matter how ridiculous.

~Roy H. Williams

Follow a trail of bold mistakes and at the end of them you will find a genius.

~Roy H. Williams

No trade will be made unless they want the thing more than they want their money.

~Roy H. Williams

Passion doesn't create commitment; commitment creates passion. To what are you committed?

~Roy H. Williams

Guard the secret theater of your heart. See nothing there that you do not want to see happen in reality.

~Roy H. Williams

Embarrassment, or the risk of it, accompanies all your important choices.

~Roy H. Williams

Most ads are ignored because every customer has a mental filter that evaluates and dismisses both of these languages of Ad-Speak with a single question: What are they not telling me?

~Roy H. Williams

A visual image is a simple thing, a picture that enters the eyes.

~Roy H. Williams

A good story often increases the salability of an item without increasing its actual value.

~Roy H. Williams

The first step in persuasion is to entice your target to imagine doing the thing you want them to do.

~Roy H. Williams

Most ads are about the product or the company that makes it...the best ads are about the customer and how the product will change his life.

~Roy H. Williams

Having the right message is what matters. It's not who you reach, it's what you say.

~Roy H. Williams

Rich Christiansen is one of the most insightful, practical and cost-conscious entrepreneurs in the world today. Listen to Rich. He won't steer you wrong.

~Roy H. Williams

A visual image in the hand of an artist is merely a tool to trigger a mental image.

~Roy H. Williams

People don't trade money for things when they value their money more highly than they value the things.

~Roy H. Williams

Impact in advertising today is 80 percent strategy, 20 percent copy. This makes it nearly impossible for good copy to compensate for weak strategy.

~Roy H. Williams

Live and love to be fascinated.

~Roy H. Williams

The risk of insult is the price of clarity. To be clearly understood one must speak the simple, essential truth as plainly as he is able.

~Roy H. Williams

The salability of an item can often be improved while the value itself remains unchanged.

~Roy H. Williams

If you want the truth to prevail, you must cause people to realize the truth. This requires much more skill than is required to simply tell it.

~Roy H. Williams

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