



Hardworking Writing & Graphic Design

Businesses of all sizes must effectively communicate to their audiences with messages that hold intellectual and emotional appeals. High quality writing and design is the key to successful outcomes.

The extraordinary power of words and pictures has long been proven to move people to action.

Here's an example:

The following two pages demonstrate how quickly the tangible value of an object can be decreased or increased by the application of imagery and words.

This is a painting of some crows flying over a wheat field.

How much do you think you can get for it?



This is the last painting Vincent Van Gogh did before he died.

How much do you think you can get for it now?



Wheat Field with Crows by Vincent Van Gogh 1890

In every seminar on marketing I do, I've used the above as a powerful example of value creation. It's of course an oversimplification but the point is strong.

Words and images can also work quite powerfully separated from each other.

I recall meeting with a potential client some years ago who insisted that "words" were not powerful tools but merely expressions of communication.

I said, *then tell me just how powerful the following words are:*

"I do."
"Stop or I'll shoot."
"I love you."
"I hate you."
SALE!

The debate was over!

Oh, I almost forgot. You're wondering what the answer is to the question posed on the first page photo of the cowboy boots:

Know why cowboys always want to die with their boots on?

That's something I'll answer when we get together. It's an important answer.