

Creating Creative Ideas by Jerry Bullard

"Anyone can make the simple complicated. Creativity is making the complicated simple." - Charles Mingus

One of the questions that I am most asked is, "how do you come up with ideas?" Coming up with ideas for copywriting is definitely challenging, but like everything else, there are some tried and tested methods for getting the creative juices flowing.

Questions are probably the most creative approach to coming up with a framework for your copywriting project. Ask the questions, "why?" or "why not?" Why would the consumer want to use your product? Why not use your product? Consider the slogan... "It's because I'm worth it" — used for L'Oreal Hair Products and Makeup. The slogan is in response to the question, "Why L'Oreal Hair Products? Why use Michelin tires? And the answer is, "Because so much is riding on your tires.' Why choose a Timex watch?" "Because it takes a lickin' and keeps on tickin'."

Another question to ask is "how?" How will the consumer use this product or service? How will they benefit? How can you showcase your product for them to use? Think of the ad, "How does the wireless industry make you feel?" used by Sprint. The question, "How many bars do you have?" was successfully used by AT&T Wireless in 2004.

(Helpful hint Number One –

Check out <http://www.textart.ru/database/slogan/list-advertising-slogans.html> for a comprehensive listing of advertising slogans.)

Also, just sit down and brainstorm ideas with yourself. Don't limit yourself or toss an idea away as ridiculous. In time that idea may just be the one you need to jumpstart your copywriting project. For a Rolls Royce advertisement, advertising great David Ogilvy ended up using his 64th idea from his list. The idea he wrote down for the expensive car was, "At 60 Miles an hour the loudest noise in this new Rolls-Royce comes from the electric clock" (The rest of the story is that Ogilvy's line so affected the car engineers that they went back and adjusted the ticking of the clock!) Think what would have happened had Ogilvy given up after fifty ideas!

(Helpful Hint Number Two: Pick up a set of Roger von Oech's Creative Whack Pack. The Creative Whack Pack is a deck of 64 cards for "creative strategies to provoke and inspire your thinking." The idea basically is to select one card and completely focus on the instructions given on the card. For instance, one of the reads, "Think Like A Kid," and then at the bottom of the text, the card asks, "What would a six year old see if he were looking at your project?").

Begin using some of these methods and you'll soon be thinking outside of the box and become a regular idea generating machine. Good luck.

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