

# MEDIA KIT – Fact Sheet and Quote Sheet

**Gil-Ad Schwartz**  
Advertising consulting and training

<http://gil-adschwartz.com>

Fact Sheet

**Gil-Ad Schwartz:**

- Specializes in direct response marketing and advertising for businesses that sell directly to the consumer.
- Clients include:
  - Business and management consultants - some of whom have marketing MBAs from top-league universities,
  - Recruitment firms,
  - Online lead-generation companies,
  - Webmasters - including the webmaster of one of the largest marketing forums on the internet,
  - Media consultants and radio show producers,
  - Fitness trainers,
  - Nutritionists,
  - Golf and self-defense instructors,
  - Hunting guides,
  - Hypnotherapists,
  - Life coaches,
  - Dating coaches – including a coach featured in Neil Strauss’ bestselling book “The Game.”
- Has past clients from:
  - United States, Canada, the United Kingdom, Australia, New Zealand, India, Israel, Germany and Denmark.
- Has never had a dissatisfied client.
- Is a member of a small invitation-only society of international direct response experts.
- Is the author of *Madvertising: How to Avoid the Hidden Dangers of General and Brand Advertising And Put Your Ads to Work in a Way That Attracts High-Quality Prospects* (ISBN 9781460918067).
- Has an IQ of approximately 151 – 161.
- Born November 1988.
- Studies Law at Magdalen College, University of Oxford.
- Started his first business when he was 12 – organizing children’s birthday parties.

Quote Sheet

- “The difference between what I do and what you see on *Mad Men* is like the difference between a craftsman and an artist. The artist’s job is expressive and creative. Mine is functional – it serves a practical purpose. The artist is fueled by flashes of inspiration. My work is painstaking, often slow, and I don’t get to decide at my whim when it’s ready. Just like a carpenter can’t decide that the table he’s making is finished before the legs are built, my ads have to meet a set of criteria before I’m happy with them. I know that mine is – by far – the less glamorous profession, but maybe that’s why I love it so much.”
- “My advertising gets results because it’s based on proven salesmanship.”
- “Small businesses have lost sight of the bigger picture. They know they’re happy to spend \$10,000 on an ad campaign – but they can’t remember why.”
- “Most of the time, it’s so bad that I just want to scribble all over it in red ink and send it back in the pre-paid envelope, together with my suggestion that whoever wrote it be taken out to the potato patch and shot.”
- “When you tell people you’re a ‘copywriter’, they think you work at the Patents Office. ‘Consultant’ is even worse. My job is simple: I’m an expert at getting any business lots of new business.”

**For more quotes, see the full Media Kit.**

## **MEDIA KIT PREVIEW**

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### Quotes about Gil-Ad

- **“His insights on salesmanship, customer (not company) focused ads and measurable results are refreshingly simple.”**

*Chris Williams, MBA, Harvard Business School  
Director, N. American Operations, RBH USA  
Minneapolis, Minnesota*

- **“[Has] that rare ability to make key points so clear and easy to understand - they seem obvious... [presents] deep concepts with a practical, easy-to-grasp approach.”**

*Alan Carr, Author of  
“Carr’s Copywriting Checklist  
for Professional Copywriters”*

- **“You are amazing in your copy, I love the [headline idea - censored for privacy], that is light years ahead of what I had and that was just off the top of your head. Wow.”**

*Edward W. Smith, MBA  
New York*

- **“[15-minute consultation was]...Like a college course in sales copy...”**

*Will Atkinson,  
Texas*

- **“Gil-Ad could very easily become the next Gitomer for the Advertising world. His style brings to the forefront common sense that relates direct to profits.”**

*Kim Kalan, VP Marketing and Sales,  
Route 29 Caramels & Sweets  
Golden Valley, Minnesota*

- **“It’s very obvious that Gil-Ad knows his stuff.”**

*Dorothy Pecson,  
Freelance Advertising Consultant  
Chesapeake Bay, Maryland*

- **“A great teacher.”**

*Kimberly Best,  
Transcriptionist,  
Connecticut*

Quotes about *Madvertising*

- **“Gil-Ad’s book is direct and actionable. His insights on salesmanship, customer (not company) focused ads and measurable results are refreshingly simple. After many years in corporate America, *Madvertising* is proving to be a great marketing sanity check in my new role with a small, international consumer products company.”**

*Chris Williams, MBA, Harvard Business School  
Director, N. American Operations, RBH USA  
Minneapolis, Minnesota*

- **“This book reads like the classics in advertising -- Hopkins and Collier would be proud! I gleaned new insights and the historical anecdotes were fascinating. Honestly, anyone who reads this book and doesn’t find a way to profit from it probably should NOT be in business.”**

*David Babineau,  
Professional Copywriter,  
DavidBabineau.com  
Boulder, Colorado*

- **“*Madvertising* is one of those books you wish you’d written yourself...**

**“I’ve long said that the best copywriters also make great teachers, with that rare ability to make key points so clear and easy to understand - they seem obvious. This masterpiece by Gil-Ad proves that point, presenting deep concepts with a practical, easy-to-grasp approach.**

**“Destined to become a deserving classic.”**

*Alan Carr, Author of  
“Carr’s Copywriting Checklist  
for Professional Copywriters”*

- **“Gil-Ad could very easily become the next Gitomer for the Advertising world. His style brings to the forefront common sense that relates direct to profits.”**

*Kim Kalan, VP Marketing and Sales,  
Route 29 Caramels & Sweets  
Golden Valley, Minnesota*

- **“It’s very obvious that Gil-Ad knows his stuff. A successful copywriter and advertiser in his own right, this expertise comes through loud and clear in this book. In fact, readers**

**who are both novices as well as experienced advertisers will come away with new insights. Gil-Ad writes in a relaxed and friendly style and his tips and techniques are great. An excellent read, this book will be around for years to come. Its message is timeless as the famous copywriters it draws from.”**

*Dorothy Pecson,  
Freelance Advertising Consultant  
Chesapeake Bay, Maryland*

- **“A compelling clear-headed wake up call to all of us out there in the business world, the message is plain and simple, ‘do not follow the conventional wisdom, it is waste of time, but more importantly waste of your precious money!!’**

**“Gil-Ad demonstrates step by step, from conceptual abstract idea through to practical advice, how to focus on the important aspects of making your advertising and business promotion investment return tenfold of results. I love the historical anecdotes, giving us broader perspectives and enlightening us with wisdoms of some very smart people in the advertising world.**

**“*Madvertising* – A great business tool!”**

*Eran Yaron,  
CEO, Box Tray and Giraffe Ltd.,  
Qingdao, China*

- **“An easy and fascinating read into the often misunderstood world of advertising. A must for all businesses to compare and question just how effective their advertising is and more importantly how they could get more “bangs for their bucks” in their advertising budgets.**

**“The fascinating historical anecdotes and the practical examples make for most entertaining reading. The down to earth good basic advertising principles will surely provide most readers with a multitude of ways to improve their advertising and further develop their business.”**

*Bill Frankland  
CEO, Gourmet Specialized Gifts,  
Melbourne, Australia*

- **“Simple, Concise and Credible... *Madvertising* takes much of the confusion and clutter out of what good advertising is all about and provides the reader with a clear call to action to help improve your brand, your business and your profits.**

**“By stripping back advertising to its barest components and bringing ‘ad copy’ back to its original purpose (i.e. Selling), *Madvertising* will help all small business owners, regardless of their previous marketing skills, to improve the effectiveness of their marketing campaigns.”**

*Tim York,  
CEO, Unistraw International Limited,  
Sydney, Australia*

- **“*Madvertising* takes the science of writing persuasive advertising that SELLS for any product or service, and makes it simple. It doesn’t matter what business you’re in, the strategies and ideas laid out in the book will show you how to create compelling ads that demand your prospects attention and persuade them to buy.**

**“It doesn’t matter what business you’re in... If you want to make REAL money, you’re in the advertising business. *Madvertising* teaches you how to create incredibly effective (and profitable) advertising. It’s a fast and fun read, and it makes the process of creating powerful advertising simple.**

**Highly recommended to any business owner who needs a systematic way to drive more leads and sales.”**

*Scott Murdaugh,  
Marketing Strategist,  
MakeStuffSell.com  
Springfield, Missouri*

**For the full Media Kit, please use the contact form:**

**<http://gil-adschwartz.com/contact.htm>**