

Some words about me.

Words have helped me create, then sell, huge advertising campaigns that moved products, created jobs, clothed my family, and pay for most of a sweet, smallish brick house in the Chicago suburbs.

Words once helped me land an unbelievable apartment because of a letter I wrote to the building manager. "You're the kind of person we need more of in this building," she wrote in reply. A week earlier, I was told there was a two-year waiting list.

A 50-word poem sent to a Chicago radio station won me an all-expense paid trip to Arizona to see my beloved Cubs in Spring Training. I found out I'd won the contest when they read my poem on the air.

Words have helped me craft songs that reasonably sober people in bars clapped for after I sang them. Different words even convinced an otherwise bright young woman to become my wife. If that's not power, what is?

Words work. That's my belief.

Here are many of my words and concepts that did, written for a wide variety of advertising clients and their audiences. Thanks for looking, reading and hearing. -JS

