

Ted(dy) Talks

(an entry by our copywriting intern)

I've learned a lot in the past six weeks. Like how JoAnn makes the best banana pudding. Or that there's never a bad time for a group Costco trip (unless it's Wednesday or next Thursday. Okay and maybe not the next Friday either).

On the real though, I actually am learning. Especially from the wise (and often silly) words of my creative director, Teddy Shipley.

Here are a few things he's taught me in the past month or so.

1. Stop Circling Back.

Nobody ever reads an email and wishes it had more business jargon.

As Teddy said, emails are much less painful when we say what we mean. Even though I do hope this post finds you doing well and would love to touch base soon.

2. Get to the Point.

There's a reason tweets have a 280-character limit. Or why your boyfriend still hasn't replied to your three-page text about *The Bachelor* last night.

Maybe he just doesn't like *The Bachelor*? Nahh... that can't be it.

Anyway, if you only have three good ideas, don't send thirty. The less your CD spends sifting through wacky headlines, the better.

3. Stay Inspired.

Imagine you're a pitcher.

You do everything right- hit the cage every day, stretch out at night. There's just one thing. When you go to practice, you always do the same noodle-arm pitch.

So now it's game day. It's your turn to pitch and you pull out the only thing you know. The infamous spaghetti-arm.

"Creativity works the same way," Teddy said. "and you can't pull ideas from thin air. You've got to stimulate your mind with other brilliant work before you can think of your own. How can you think outside the box if you're not even sure what the box contains?"

Well, that's all for this Ted(dy) talk. Shoot more topics you'd love hearing about to marym@hmhagency.com. Oh, and thanks for the advice, Teddy.