

Was reading an excerpt from Luke Sullivan's book, "Hey Whipple, Squeeze This." Killer book, by the way, if anybody wants to borrow it.

Anyway, these snippets sounded cool and I thought I'd pass them along.

"Every element you add to an ad reduces the importance of the other elements. And conversely, every item you subtract raises the visibility and importance of what's left."

"When baiting a trap with cheese, always leave room for the mouse."

"Inside every fat ad there's a thinner and better one trying to get out."