

Butch the Plumber

A True Story



Todd Lerner Advertising

Drip. Drip. Plop.

That's the sound the water made as it leaked into the basement of Todd's newly renovated brownstone in New York City.

"Your problem," said the plumber, "is that some of these pipes down here are dead ends, leading nowhere."

"You mean," Todd asked, "they don't go anywhere at all?"

"Exactly, and this may get kind of technical, but I believe they are causing an imbalance of pressure, which is creating the condensation that is dripping into your basement."

"Really? What can we do about it?"

The plumber thoughtfully rubbed his chin before issuing his solution: "Putty."

"Putty?"

"That's right, we can fill up all these pipe ends with putty," he said with confidence.

(Dear patient reader, please stay with this and you'll see how it relates to you and your marketing needs.)

Butch Enters the Story

That afternoon, Todd mentioned the problem to his next-door neighbor.

She told him about another plumber she has used, Butch the plumber...



*Water leaked into
Todd's basement.*

“Give Butch a call, he’s really good,” she said.

So Todd called Butch, figuring a second opinion couldn’t hurt.

Butch Arrives

Todd greeted Butch at the front door.

Butch was a short little man in a dirty white T-shirt. He was scruffy and unshaven.

And he mumbled when he talked, making it difficult to understand what he was saying.

Todd explained his predicament to Butch, told him about the putty.



Were dead-end pipes the cause?

Butch screwed up his face; he appeared preoccupied and mumbled something about having a look around.

Todd tried to show him the dead-end, pressure-filled pipes in the basement. Butch just grunted every now and then:

“Mmhm. Hrrmm. Ohhm. Ehhr.”

Todd gave up and let him wander upstairs, where he seemed to want to go.

Butch Takes Action

A few minutes later Butch went out to his beat-up truck. He returned with a small sledgehammer.

Needless to say, Todd stayed right by his side.

Butch went directly over to a section of the wall in Todd's upstairs hallway. He pointed to it with the sledgehammer, mumbling something about what he thought the problem might be.

"Do you really think..." Todd began, as Butch raised the hammer to the smooth, white wall.

"Butch! Stop!"

Butch looked up.

"I mean, are you sure you need to break open the wall? I don't see water stains or anything."

Butch mumbled that he wasn't 100 percent positive, but he was pretty sure he knew what the problem was.

Todd didn't quite know what to do, and was a little surprised when he heard himself say out loud:

"Okay, Butch, if you think so..."

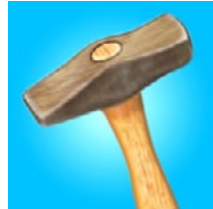
He turned away, unable to look as the sledgehammer smashed into his virgin white wall.

When it was over, Todd saw Butch pointing to a rusty old pipe behind the small hole he had made.

A Happy Ending

Believe it or not, at that exact spot the pipe was corroded and had a visible little crack in it.

Todd watched as a drop of water trickled out of the crack and made its way down the pipe. It disappeared from view as it headed toward the basement.



Butch reaches his own conclusion.

Butch easily replaced the damaged section of pipe.

“Thanks, Butch. Great job! How much do I owe you?”

Butch named a fair price. Todd happily paid him, while suppressing a crazy urge to reach out and give him a big hug.

As Butch rode off, Todd found himself grinning by the door, pondering, “It sure was nice to see someone in action who knows what the heck he’s doing. And think how much trouble he has saved me.”

Butch’s Marketing Creative

You’ve probably already figured out where we are heading with this.



Some prescribe the use of putty.

We can imagine your need for good, responsible creative partners to help you successfully market your products or services.

And there are definitely a few competent people out there. But they are not always so easy to find among the great many hacks, the fancy talkers with buckets and buckets of the best putty your money can buy.

In certain ways, we believe we’re a lot like Butch. Unpretentious. Honest. Dependable. Problem solvers.

We let our work do the talking for us.

We don’t have dedicated sales people spewing out all the latest marketing buzzwords, whose primary mission is to snare more and more billings.

We're simply good at conceiving and delivering hardworking copy-plus-design. We know how to do it.

The Proof

If you are still reading this, it's no accident. First, we figured out a way to slice through the clutter of messages fighting for your attention. (We can most likely get the attention of your prospects as well.)

We then worked up this compelling story and copy to drive home our point. It clearly positions us in your mind, while earning your trust because we make claims in a way that's not overly sensational. (We can likewise win over your audience and position what you need to sell.)

Next, we carefully crafted this piece into an inviting visual format. Notice how there aren't any gratuitous design ditties. With an original and well-executed concept, there's no need.



Nothing beats a well-executed idea.

The Moral

For a capable plumber, look for someone like Butch (or even Butch himself, somewhere in New York City).

For good marketing creative, Todd Lerner is easy to find. Give him a call at 248-417-1939, or drop an email:

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