Deeper insight with Paleo-Hebrew?

The following idea attracted many people:
> The Hebrew alphabet still maintains a pictographic meaning and if you understand the original pictrographic meaning of the letters you can get more insight into the Scripures.

How does it work?
One attempt to derive a deeper meaning of biblical words or texts is to use the following method:
• The Hebrew letters of a word are replaced by Paleo-Hebrew letters.
• The pictograph of a Paleo-Hebrew letter can have 2 or 3 meanings (search for 'paleo hebrew alphabet chart').
• Combining those meanings of the letters results in a sentence or a word with a deeper meaning.

Check the method
To find out if this is a proper method you can ask yourself these questions:
• can you use the method for all words or only for certain words
• can you use the method for only biblical texts or also for non-biblical texts
• is selecting a meaning of a letter a matter of personal taste
• there is an abundance of writings by Jewish authors. Did they use this method?
• when did people start to use this method?
• can you use this method also for the Latin based alphabets?

Why the method doesn't work
In this 24 min. youtube video Dr Michael L. Brown gives the background of the development of the alphabet and argues why one cannot derive a deeper or hidden meaning of the Scriptures with this method. A little warning: Dr. Brown has a direct style of presenting his view.

From picture to alphabet
• Writing in the past started with using pictures. Soon a few thousand pictures were needed to communicate every word. In current daily life e.g. Chinese people use some 3,500 characters.
• Over time the set of pictures was reduced to some 600 by using a picture for every syllable.
• A further development was the usage of pictures symbolizing not the depicted word but only its initial sound. This reduced the set of pictures to 20 – 30.

Another (less direct) source
Rob Vanhoff, from Torah Resource) wrote a less direct short note "On Decoding the 'Paleo Script Pictures". In this note he attemps to offer some perspective to those confused by "Hebrew word picture" proponents.