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How To Make Your Advertising Make Money



Synopsis

How to Make Your Advertising Make Money by John Caples In this remarkable reference, John Caples, a man who has won countless awards and made millions of dollars for some of the largest companies in the United States, draws upon more than 50 years of experience to show you how to write advertising copy that sells anything and everything... write headlines that command instant attention...save thousands of dollars in expenses each year...and much more. Containing hundreds of true stories, checklists, and guidelines, this sourcebook is for every copywriter, creative director, and business executive who wants to learn how to write copy that sells-from the master who most say did it better than anyone. You'll get: 1. Secrets of Successful Advertising 2. Twelve Ways to Find Advertising Ideas 3. Three Famous Case Histories 4. How to Get Ideas from Brainstorming 5. 303 Words and Phrases that Sell 6. How to Write Sentences that Sell 7. Sales Appeals that Last Forever 8. How to Write Headlines that Make Money 9. How to Use Stories to Sell Products 10. Tips on Copywriting 11. How Editorial Style Ads Can Bring Increased Sales 12. How to Write Sales Letters that Make Money 13. How Direct Response Can Help Advertisers Make Money 14. Ways to Improve Your Copy 15. How to Write Radio Commercials that Get Action 16. How to Apply Mail Order Know-How in Writing TV Commercials 17. Summing Up My Success Secrets I Have Learned in 50 Years Meet the Author John Caples was Vice President of BBDO, Inc. when he retired after 40 years of service with the nation's third largest advertising agency. The creator of such classic ads as "They Laughed When I Sat Down at the Piano" and "They Grinned When the Waiter Spoke to Me in French," and a member of the Copywriters's Halls of Fame, Mr. Caples built a nationwide reputation for his research and scientific methods of testing advertising effectiveness.

Book Information

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Customer Reviews

This book is full of proven methods of making cost-effective advertising. A bit outdated but still very valid and central to advertising thinking. Simple to read and well-organized. Examples of chapter names include; "303 words and phrases that sell", "12 ways to find advertising ideas" et cetera. An important reference book to anyone involved with selling in general and copywriting in particular. Other related books include; Ogilvy on Advertising and Tested Advertising Methods.

This book and Tested Advertising Methods were my first contacts with direct marketing and copywriting and what you have to consider. I consider them both classics. A must at least for every copywriter and also everyone who has to work in this area. In my job I often get suggestion for ads which are funny and creative. But funny doesn't necessarily sell. This book - based on so-called scientific advertising - shows you what works and what to look for in an ads or a copy.

The secrets of profitable advertising are all here. This book has sample ads that show which ones pull the best. A real treasure of advertising results. Written back in the day when your advertising had to make money right away or you didn't eat. I'm so glad the reprinted this 2012 edition without taking out all the proven strategies...by "updating" the content. One of the top five books ever written on advertising to sell. Buy it, you can't have my original copy.

Do YOU Possess the Ability to Craft a Compelling Message for a 30 second spot on the radio or TV? Can you create an ad for the classifieds that draws responses? Are Billboards and their brief messages, just like bumper stickers, in your repertoire of abilities? You see, these mediums are what SEPERATE the Men from the blowhard, long copy boys. The Ability to craft a compelling message in a short amount of space is something that frauds that go around proclaiming long copy outdraws short copy just don't have. I could go on, but the intrigue of being above the rest of the field should be enough for you to buy and study and learn from this classic. Once you Learn these Skills, then you Must Apply them. Knowledge is Only POTENTIAL Power. You Must Apply it to Achieve Actual Power.

Excellent book on the subject. John Caples knows his stuff and he has the experience to back it up. I am a newbie to this subject and this book was referred by a friend. It is written in an easy to follow

format that anybody can understand. I have placed many ads in the past week using his techniques and I have gotten almost instant results. It's amazing what small changes does to an ad. Whether you are a beginner, have some experience or a veteran in advertising, this book will help you and get you new ideas for your ads. Definitely worth it!

If you write advertising copy, you need this book. I've actually been using it for about 30 years and recently bought my second copy. Once you own one, you'll never want to lose it, it's that packed with a treasure trove of powerful writing tips. A classic, to be sure.

I first read this book in the early 1980's.....it is one of three business books that I choose to reread from time to time. It is far better than any other advertising information published. Yes it is now somewhat dated, but the information is still golden. Advertising is about informing and influencing people. The wealth of ideas and practical experience in this work can be effectively implemented with any communication medium. It helped my company stand out from others in our product category and take a prominent and profitable position in the crowded local market. If you read this book, learn from the author, and consistently implement the concepts in your advertising it will set you apart in the minds of your target market. This information has made many prospects into loyal customers.

This is the most important book in copywriting history. It's more of a step-by-step textbook to marketing mastery. From copywriting to small lead generation ads to large lead generation ads, media choices, everything. Truly epic, one of my prized possessions. I pray they make this book in the kindle version at some point so it can never be lost.

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