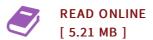




How to Make Your Advertising Make Money

By John Caples

Snowball Publishing. Paperback. Book Condition: New. Paperback. 386 pages. Dimensions: 8.9in. x 6.0in. x 1.0in. 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. Youll 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...



Reviews

This book will be worth purchasing. This is for anyone who statte that there had not been a worthy of looking at. Your daily life span will likely be convert when you total looking over this ebook.

-- Aidan Jerde DVM

It in a of the most popular publication. It really is filled with knowledge and wisdom Its been designed in an exceedingly straightforward way and it is merely soon after i finished reading this pdf by which actually transformed me, affect the way in my opinion.

-- Gerardo Rath

See Also



Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success

Brookes Publishing Co. Paperback. Book Condition: new. BRAND NEW, Six Steps to Inclusive Preschool Curriculum: A UDL-Based Framework for Children's School Success, Eva M. Horn, Susan B. Palmer, Gretchen D. Butera, Joan A. Lieber, How can inclusive early educators plan and deliver...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (2-4 years old) in small classes (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



TJ new concept of the Preschool Quality Education Engineering the daily learning book of: new happy learning young children (3-5 years) Intermediate (3)(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2005-09-01 Publisher: Chinese children before making Reading: All books are the Youth Pre-employment Training software download generated pictures...



Mother Stories (Paperback)

Bluewater Publications, United States, 2010. Paperback. Book Condition: New. Sarah Noblelves (illustrator). 235 x 191 mm. Language: English . Brand New Book ***** Print on Demand ******. I have endeavored to write, for mothers and dear little children, a few simple stories, embodying...



Sarah's New World: The Mayflower Adventure 1620 (Sisters in Time Series 1)

Barbour Publishing, Inc., 2004. Paperback. Book Condition: New. No Jacket. New paperback book copy of Sarah's New World: The Mayflower Adventure 1620 by Colleen L. Reece. Sisters in Time Series book 1. Christian stories for girls. Sisters in Time Series. Age 8-12,...



More Spaghetti, I Say! (Paperback)

Scholastic Inc., United States, 1993. Paperback. Book Condition: New. Mort Gerberg (illustrator). Reissue. 218 x 147 mm. Language: English . Brand New Book. With inspiring and educational stories, Scholastic s Hello Reader series caters to the spectrum of reading abilities among beginning...