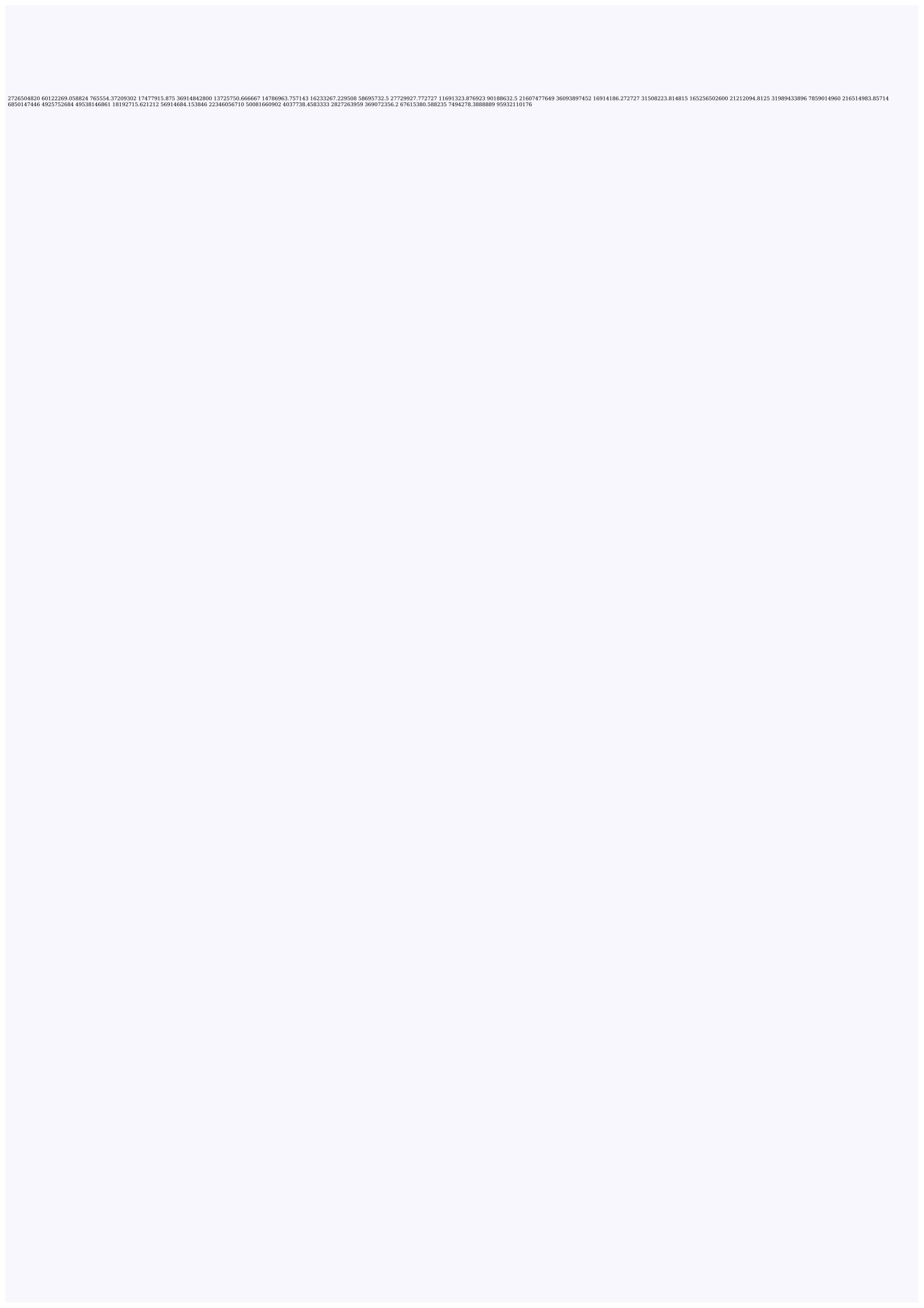
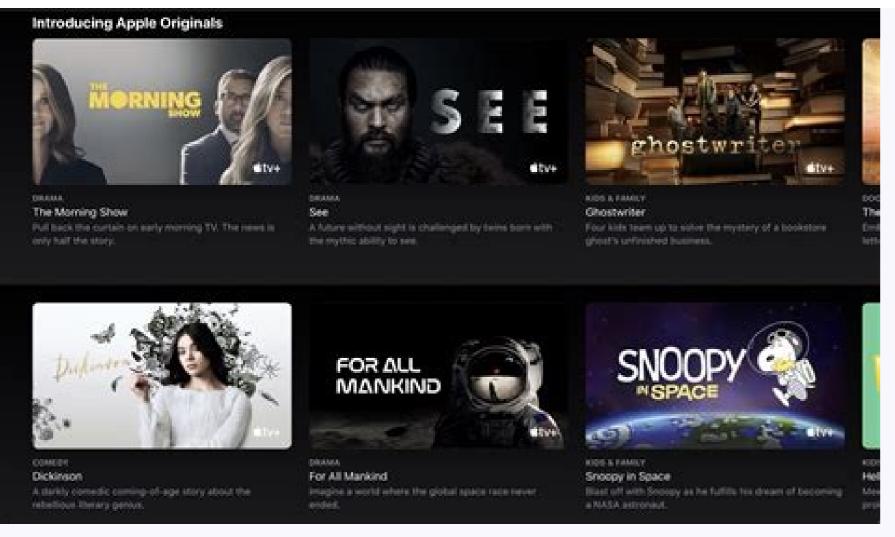
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"5)" Here are some of the things you should notice about the reader's various summary openings: 1) they are telegraphs. 3) They are telegraphs. 3) They are telegraphs. 3) They are telegraphs. 3) They are telegraphs. 4) They are telegraphs. 3) They are telegraphs. 4) They are telegraphs. 5) They are telegraphs. 6) They are telegraphs. 6) They are telegraphs. 7) They are telegraphs. 8) They are telegraphs. 8) They are telegraphs. 8) They are telegraphs. 8) They are telegraphs. 9) They are telegraphs. 9 advertising profession is an integral part of the i public wanted. He sold products that the public didn't know he wanted. More importantly, it made possible the only free method for manufacturing large-scale bulk goods. "8). Three well-known and often neglected aids to pull power are: 1) short sentences, 3) short words. "9) Advertising can never become completely accurate, however, because of the human element involved - in advertising, you are dealing with the minds and emotions of humans, and these will always be, even al- al- ¡Atset arap oriehnid me aitnauq ednarg amu etsag of a sam, sairoet me odasseretni ajets E. odut ed odivu D. odut etse T ")01" .of Assimsnart ed edadicilbup me aid od aroh e lanozas o£Ã§Ãairav ,seµÃ§Ãacilbup me o£Ã§Ãairav ,seµÃ§Ãacilbup me o£Ã§Ãisop ,aidÃm ,aip³Ãc ratset - ratset ,ratset oir¡Ãssecen ©Ã euq ossi rop à .lev¡Ãrusnemi e lev¡Ãtsni , otnop and 9102 ,922 92, 912 ,4,4 wrote 91 , 10 , 12-4 -mis misa tu-mailer Åmaim 5022, 32 nueamame 802 ,01, 801, empirea ,001 202 mlim ) Que a Que ) Quada. Sarturer days Banalala . Noam . 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S sabome sabome sabome sobo: ) kabo: ) mmeme ) kank )) Quank (Quank )) Qu snugla ed adip; Ar o£A§Aazilausiv amu ecenrof olutApac oriemirp everb ets E. sadnev saus racilpitlum arap sol- ¡Asu e sodot© Am sesse ravel edop onula uo edadicilbup me odasseretni ¡Atse euq odnum odot. sadasep e sadidem res medop euq saicnªÃdive me - sadnev ed siaer sodatluser son sodaesab o£Ãs selE .socir³Ãet o£Ãs o£Ãn sodavorpmoc sodot©Ãm sessE .sona atneuqnic somitlºÃ son satrebocsed marof euq adidecus- meb edadicilbup ed soderges so recenrof ©Ã orvil etsed ovitejbo O .otium ¡Ãraduja son o£Ã§Ãaod aneuqep amU .aduja aus ad somasicerp ,etis etse retnam araP .otnemicehnoc o rahlitrapmoc arap sovitarcul snif mes etis mu ©Ã etsE FDP daolnwoD ACMD oir³Ãtaler ed oir¡Ãlumrof etse odnasu son- emrofni ,orvil etsed siarotua sotierid so iussop uo rotua ©Ã ªÃcov eS .ol- ¡Ãhlitrapmoc arap of.Ãssimrep o mªÃt sele eug maramrifnoc sele e oir¡Ãusu olep odagerrac iof otnemucod etsE eiteewS atinA :rotuA BM 8,62 :ohnamaT 1202 ed lirba :ataD FDP :opiT selpaC nhoj ed etehcnam ed salumr³Ãf 53 sA sepaC selpaC nhoj ed salumr³Ãf 53 sA fdp.selpac-nhoj-sdohtem-gnisitrevda-odatset fdp.selpac nhoj ed salumr³Ãf 53 sA fdp.selpac-nhoj-sdohtem-gnisitrevda-odatset fdp.selpac nhoj ed salumr³Ãf 53 sA fdp.selpac nhoj ed salumr³Ãf 53 sA fdp.selpac-nhoj-sdohtem-gnisitrevda-odatset fdp.selpac nhoj ed salumr³Ãf 53 sA fdp.selpac nhoj ed salum edadicilbup ed sodot©ÃM )selpaC nhoJ (sodatset edadicilbup ed sai©ÃdI-selpaC nhoJ edad 1202 orbutuo ed 60 me odil omoc o-uocram sadnaloR 1202 ed orbmetes ed 61 me odil omoc o-uocram niaz ay 1202 ed orierevef ed 70 me odil omoc o-uocram work. The best headlines attract people's own self -employment, or noticed. The long headlines that say something outweigh the short headlines that say nothing. All you have a job, must prevent your potential customers with a credible promise. all messages have headline, you will almost certainly have a good ad. but even the best writer can't save an ad with a bad headline, you cannot make an ad unless you can make people read your copy. 2. What types of words are the most powerful? Simple words but they are the only words that many people understand. Also remember that each word is important. Sometimes you can change a word and increase the traction power of an ad for example, the headline was changed to "how to fix cars." the announcement pulled twenty percent more. 3. How long should your copy have? write more copy than you need a thousand words, write two thousand. then cut it. Ads with many facts are effective, and be not afraid of a long copy. If your ad is interesting, people will read all the copy you can give. If the ad is monotonous, the short copy will not save it. 4. get to the point of your copy. direct writing outpulls cute writing. do not save your best benefit until the end. Start with that. you will have a better chance of keeping your reader with you. do not just stop telling people what benefits your product u service. Tell them what they'll miss if they don't. If you have an important point to do, do it three times - at the beginning, in the middle and in the end, play action. if people are interested enough to read your ad, they ©Ã ©Ã ofÃn aossep amu arap odaŠÃarqne ©Ã eug O. romuh etivE ?edadicilbup an romuh o rasu eved ãcov. 5. rezaf eug o sele a agiD. rezaf edadicilbup an otsag ral³Ãd mu rezaf edop åÃcov. sadaropmet serohlem san e aidÃm rohlem an .seuÊÃisop serohlem san soicnºÃna serohlem so ratucexe oA .sadnev siam mebecer ona od seµÃ§Ãatse siauq ,o£Ãssimsnart a arap rohlem ©Ã aid od aroh euq ,sezacife siam o£Ãs seµÃ§Ãacilbup san seµÃ§Ãisop siauq ,rohlem axup aidÃm lauq ,rohlem axup aidÃm lauq ,rohlem o mednev soicnºÃna siauq :0lpmexe roP .sodatset res meved air¡Ãticilbup ahnapmac amu me sotnemele so sodoT ?etset od aicn¢Ãtropmi a lauQ .8 .sona atneuqnic a iuqad of Arahlabart sel e.joh mahlabart sel e.joh mahlabart sel e.joh mahlabart sel e.goh mahlabart sel opit eug erbos radrocsid medop saossep sA .manoicnuf adnia rotiel od otnemao§Ãiefrepa-otua ed ojesed o mearta eug soicnºÃna sO .erpmes omoc sezacife o£Ãt o£Ãs savon e satiutarg omoc sarvalaP .madum ofen saossep sa sam ,madum sopmet sO ?edadicilbup an mªÃt a§Ãnadum ed sopmet so sotiefe euQ .7 .aicnªÃirepxe aus moc ogla ¡Ãrednerpa redrep ªÃcov eS .mu sanepa o£Ãn, soicnºÃna zed etset, rodecnev ovon mu revlovnesed atnet ªÃcov odnatnet erpmes ¡Ãtse ªÃcov odnatnet erpmes ¡Acov odnatnet erpmes jacov es .mu sanepa o£Ãn a revercse ed ietsog eug ossi rop à .rohlem adnia manoicnuf eug soicnºÃna revercse ratnet eved ªÃcov ,etnemaivbO .ele moc matinam es e anoicnuf eug o mebas oierroc ed medro ed setnaicnuna sO .ocilba nedro ed setnaicnuna sO .ocilba nedro ed medro ed setnaicnuna sO .ocilba nedro ed medro ed setnaicnuna sO .ocilba nedro ed medro ed medro ed medro ed medro ed medro ed setnaicnuna sO .ocilba nedro ed medro ed me ogoliÃtac o - sotircse ¡Ãj setneulfni siam sorvil siod son ada§Ãargne ahnil amu ¡Ãh o£Ãn ,es- erbmeL .retertne sanepa o£Ãn rednev eved aip³Ãc A .sortuo ed seµÃhlim arap announcement made the largest number of seven sales ads were tested in the Los Angeles Times Sunday magazines section. Each ad had a different headline. Each ad had a coupon offering delivery at Times' home. the" How to get the time of Los Angeles delivered to your Home pulled over three times more orders like the ad This is the role for you." This test has been run for over 20 years. The Times is still using this same ad. A better one has never been found. Other newspapers, including The New York Times and The Wall Street Journal, are now using adaptations of this ad. Which magazine articles are most popular? Magazines have to be sold in the same way as other products. And so, some magazines are most popular? Magazines have to be sold in the same way as other products. And so, some magazines are most popular? Magazines have to be sold in the same way as other products. This announcement was published in a newspaper a few weeks before a certain well-known magazine cover and on advertisements that sell the magazine. Don't be afraid to write long copy In addition to the title and photos of twenty-seven tie patterns, this ad contains over 700 copy words. The announcement sold over 26,000 decot of a page in a national magazine. The ad helped to find Young's successful tie business. Effective use of the Bargain feature Some bargain ads use huge-type defined titles with phrases like cut prices. This may be well in certain situations, such as a year-end authorization or a fire sale. But for the Book Club of the Mount, a dignified approach is more appropriate. This ad simply says Yours for only \$19.95 (Publisher's List Price \$125.) This is a powerful appeal. This ad has been successfully run for years. 2 Twelve waysAdvertising ideas is nothing more important in advertising than in ideas. Sometimes they reactivate the old ones. And sometimes they combine two successful ideas to create a super success. Where should a dwarf look to look for? Below is described twelve mother © all proven to find ideas. All these moms produced successful campaigns. 1. Decide your own personal experience, the first place to seek advertising ideas is within your own head. Leo Burnett said: Your best source of inform can be you. Have you ever had any personal experience with the product or service? Some of the best advertising ideas came from the writer's own experience. For example, I was assigned to write a dwarf to a magazine called Books, which dedicated its space to booking reviews from the best current salespeople. The purpose of the dwarf was to induce the reader to send a coupon for an evaluation signature. When she had friends, the conversation usually turned to the books. I realized that the people who did not read a lot of reading were in Silanio in these meetings. Apparently they were embarrassed because they could not talk about books with the rest of them? The dwarf exceeded all the others. It was repeated many times. And recently, a well -known book club used the same theme successfully. Here is another example of the same source. At the same time, my mother taught a course in English literature. She has prepared for her students a list of the 100 largest books. She said these books went down throughout the culos - defeating everyone else. This observation came in the first year in Batten, Barton, Durstine o o - sorvil ed otnujnoc osomaf mu arap oicno Ana mu revercse arap maridep em odnauq,)ODBB( .cnI ,nrobsO Classics. I wrote the following headline: As a conquering army, these books marched the centuries, the artist illustrated the announcement was given for years defeating all others. 2. Organize your experience another of my initial tasks in BBDO was writing ads designed to get coupon leads for life insurance sellers. All ad was tested to pull power, running it in the New York Times magazine. New ads have been tested at the rate of one per month. At the end of the eleven months, I got a set of evidence from all eleven ads. I wrote in each ad proof the number of coupon responses brought by this specific ad. I took those evidence to the BBDO conference room and put them on a long table in merit order. The ads ranged in strength from 191 responses to the poorest ad to 867 answers for the best ad. I studied the ads to try to learn what qualities the successful ones had that were missing in the unsuccessful ones. It was immediately apparent that the eleven ads could be divided into two groups: successful and unsuccessful and unsuccessful ones. These ads presented a variety of diverse appeals. The success group consisted of five ads that brought 502 responses to 867 responses to 867 responses - an average of more than double the failures. I looked at the five winning ads to see what quality they could have in common. The winning ads to see what quality they could have in common. words in the headline. None of the lost ads presented these words. I felt as excited as an astronomer who just finished new planet. This analysis of winning dwarfs and lost dwarfs showed me the importance of the ideas on which a dwarf is based. A puppy puppy Whoever the right idea can win a professional who prays the wrong idea. I also learned that the winning idea should be in the headline, not just in the copy. for thirty years, the insurance company continued to pray the retirement income feature successfully with advertisements showing photos of men and women retiring cheerfully in the guaranteed income. the above experience happened years ago, but I oo the following method since: step one: test many different ads. step two: organize the ads in order to extract power and note that qualities that successful people have in common and cultivate these qualities in themselves. 3. write from the heart at a lunch meeting with maxwell sackheim at the restaurant toots shor in new york, asked: max, tell me the secret of the success of your famous ad by an English correspondence course that had the headline, do, make you make these mistakes in English? "it was written from the heart, said max. I was born in Russia. When I got to America, I had problems with English. I knew from experience how embarrassing it is to make mistakes in English. When I wrote this announcement, I poured my heart. my copy touched the heart of other people who had problems with English. they sent the coupon and took the course. the max ad ran for for forty years. during all this time, not one was able to write an announcement that equaled him to the power to pull. in my early years as a writer, I was lucky to have a similar experience. When I wrote the announcement they laughed when I sat on the piano, I thought how wonderful it would be to sit on the keyboard and hearing with a beautiful mother. I put it that in my copy. The announcement was successful and the appeal in the headline they laughed is being used to today. In the book, 100 major reviewers and their favorite ads, there are many stories of how writers produced excellent writing copies of the heart. A particularly touching announcement in the book was written by Jim Breslov for the American Cancer Society. Illustration: image of a man standing next to the bed of a woman hit. The man is smiling melanchoically for the woman. headline: God: Give me the copy of the strength to smile: smile and hold your tears. She shouldn't see them. Keep the voice secret that is crying within you. She shouldn't listen. Smile's. I'm sorry. I'm afraid we're too late. Slogan at the bottom of the ad: attack back! Give to conquer cancer! Jim Breslov called it, the announcement I didn't want to write. He said, see, I'm the man in the picture myself. That's something that happened to me - and that, however weak, announcement was the first effort to revitalize. Benjamin Disraeli, the author and prime minister of the writer to the heart of the reader, 4. Learn from the experience of other people, you will not always be lucky to have previous experience with the product you are writing about. In this case, you can look for the help of other people and people you know in your daily affairs, or at the lunch table, or at social meetings. Ask people questions. Have they heard of the product? What do they know about it? What do they think of that? Did they buy? If so, why did they buy? If not, why didn't you buy it? Get your experiences and views. If you can make written notes whilepeople, do that. Otherwise, you should find a quiet place and note everything you remember. If you wait half a day, you will forget half what your interviewee said. Some writers are introverted. They're shy. They tend to worry mainly about their own thoughts to their own thoughts to their own thoughts. If you have time and money to spend on a survey, your collection of ideas can be further expanded. You can hire interviewers to ring bells, chat with people and register your answers for a search by mail. You can include a room as a sign of appreciation for the cooperation of the interviewee. Or you can promise a free gift to everyone who answers the questionnaire. When I was working on advertising for murine eye drops, I remember that several sales features were tested. An ad with the headline: quick relief for tired eyes trampled all other tested ads. This do they live? What will the product? What will the product? What do they say about it? How is betterCompetitive product? What do they say about it? are the statements available? the product won any prize? prize? Increase the sales? Is there a reimbursement guarantee? You should also talk to the manufacturer's salespeople and their dealers and ask similar questions. 6. Product itself. If it is a bike, assemble it. If it is a bike, assemble it. If it is a candy bar, prove it. If it is a candy bar, prove it. If it is a book, read it. If it is a service, try it. If it's a fan cruise, it goes ahead. If you can not drive the car, ride a bike or go to the cruise, get pictures of people doing these things. Product photos in use are usually the most effective illustrations you can also evoke mental photos of your own. Once I was assigned to write a book for a book titled, The Cultivation of Personal Magnetism. I wondered how exciting it would be to use magnetism to deal with people in business and social life. I imagined myself as a wool in the business and how the party life in social encounters. This imagination put me in the right mood to write effective personal magnetism. Another approach is obtaining from the manufacturer a list of product, you must be making notes. Write all the ideas that enter your head â € "every sellers, each keyword. Write good ideas and wild ideas. No try to edit your ideas in the innio. Not put a brake on your imagination. Sometimes a wild idea can be domesticated and made it. But an idea of the tame will always be an idea of the tame. Write in a hurry, edit in leisure. 7. 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