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Science Of Persuasion

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5 Recommended Advertising Books from Joe Soto David Ogilvy - Big Ideas #1 Marketing Idea From Breakthrough Advertising By Eugene Schwartz [Most Marketers Get This Wrong!] How Marketers Manipulate Us: Psychological Manipulation in Advertising **SCIENTIFIC ADVERTISING** presented by *THE VIP TEAM* - by Claude Hopkins *Scientific Advertising Book Review 00 Intro - My Life in Advertising - Claude C Hopkins - Introduction - THE-VIP-TEAM Scientific Advertising - Claude C. Hopkins - Chapter 21 01 - Scientific Advertising - Claude C. Hopkins - Chapter 01 - THE-VIP-TEAM Scientific Advertising- Claude C. Hopkins- Chapter 1 21 - Scientific Advertising - Claude C. Hopkins - Chapter 21 - THE-VIP-TEAM*

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Scientific Advertising: 21 advertising, headline and copywriting techniques. View on Amazon About; American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers.

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Scientific Advertising 21 Advertising Headline And Copywriting Techniques Scientific Advertising 21 Advertising Headline Claude Hopkins Scientific Advertising Scientific Advertising, published by Crown Publishing, New York In part, he said: "Nobody, at any level,

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David Ogilvy wrote an introduction to the 1960 edition of Scientific Advertising, published by Crown Publishing, New York. In part, he said: "Nobody, at any level, should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life."

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Claude Hopkins Scientific Advertising

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Understand and use the concepts of successful advertising Whether you are considering a career in advertising or trying to find the best way to market your product, start with Hopkins and then move onto the rest. In this powerful book he explains the process to get (and measure) results from your advertising. Claude Hopkins wrote 'Scientific Advertising' in 1923, but his insight into consumer behaviour still holds. The aim was to explain the rules of advertising and what makes consumers buy, so that advertising returns would become a certainty and not a guess. Learn how to use his techniques to write adverts which sell with certainty. Hopkins clearly shows how to write copy, provides methods for testing it and shows how evidence based advertising gets results in a measurable and cost effective way. A must read if you are in business, sales or advertising. Hopkins shows what makes us buy and how you can make it happen. This edition also includes examples of adverts produced by Claude Hopkins through his career. Nobody should be allowed to have anything to do with advertising



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until he has read this book seven times. It changed the course of my life. David Ogilvy Within this book Hopkins shows a variety of tested techniques which he had used through his successful career in advertising, including: How advertising laws are established - What the professionals in advertising already know and how we can use this knowledge to develop better ads. Just salesmanship - What is advertising and how is it best used? Offer service - The best ways to offer service to increase sales. Mail order advertising - What it teaches us and how we can apply it to our own adverts. Headlines -A lot of headlines get a poor response in email marketing, websites and adverts. Learn how to increase your response rate. Psychology - Use Hopkins experience to direct people to buy and use your product. Being specific - Are you being specific enough in your advertising? Hopkins shows that by using specific facts you can increase sales and out perform your competitors. Tell your full story - How telling your story is important and why some advertisers make the mistake of missing out on this. Art in advertising - Should we use bespoke artwork or tried and tested visuals? Things too costly - What strategies are too costly to attempt in advertising. Information - How to give the consumer the best information to help them buy. Strategy - Rules for directing a campaign. Use of samples - How getting samples into peoples hands can increase sales. Getting distribution - Hopkins lays out how to get national distribution by starting small. Test campaigns - How to test different campaigns on the same audience. Leaning on dealers - Ways to get dealers to help your campaign Individuality - Set yourself apart from competitors and what your tone should be. Negative advertising - Will it help your sales? Letter writing - Hopkins shows how to write a sales letter. A name that helps - How does a product name impact sales? Good business - See how good business impacts on consumer behaviour. Excerpts from the book

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The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales. I never ask people to buy. The ads all offer service, perhaps a free sample. They sound altruistic. But they get a reading and action. No selfish appeal can do that. I set down these findings solely for the purpose of aiding others to start far up the heights I scaled.

"Nobody should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life." — Advertising legend David Ogilvy Scientific Advertising begins with a simple declarative statement: "The time has come when advertising has in some hands reached the status of a science. It is based on fixed principles and is reasonably exact. The causes and effects have been analyzed until they are well understood." And in 21 concise chapters, Claude C. Hopkins covers the essence of good advertising. Beyond the points to be made about telling a story using headlines and art, being specific and providing vital information, and using samples and testing campaigns, this book clearly demonstrates why Hopkins was an expert on the best marketing policies. Almost a century after its initial publication, this little volume remains useful to those entering any area of the business world. More than an account of Hopkins's thoughts about good salesmanship, it is a window into a bygone era and the early decades of the American business of advertising.

This book is not written as a personal history, but as a business story. I have tried to avoid trivialities and to confine myself to matters of instructive interest. The chief object behind every

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episode is to offer helpful suggestions to those who will follow me. And to save them some of the midnight groping which I did. One night in Los Angeles I told this story to Ben Hampton, writer, publisher, and advertising man. He listened for hours without interruption, because he saw in this career so much of value to beginners. He never rested until he had my promise to set down the story for publication. He was right. Any man who by a lifetime of excessive application learns more about anything than others owes a statement to successors. The results of research should be recorded. Every pioneer should blaze his trail. That is all I have tried to do. When this autobiography was announced as a serial many letters of protest came to me. Some of them came from the heads of big businesses which I had served. Behind them appeared the fear that I would claim excessive credit to the hurt of others' pride. I rewrote some of the chapters to eliminate every possible cause for such apprehensions.

This volume contains his two landmark books. Scientific Advertising--the classic primer still read by today's top copywriters--was originally written in 1923. Four years later, he finished his autobiography, My Life in Advertising.

A veteran copywriter offers advice on how to spark ideas and then capture them in copy, how to write headlines that attract attention, how to make ads believable and motivate readers to act, and how to learn from failure as well as success. Readers will discover principles, procedures, and practical suggestions for every medium and style of advertising.

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trivialities and to confine myself to matters of instructive interest. The chief object behind every episode is to offer helpful suggestions to those who will follow me. And to save them some of the midnight groping which I did. My only claim for credit is that I have probably worked twice as long as anybody else in this field. I have lived for many years in a vortex of advertising. Naturally I learned more from experience than those who had a lesser chance. Now I want that experience, so far as possible, to help others avoid the same difficult climb. Every pioneer should blaze his trail. That is all I have tried to do. I set down these findings solely for the purpose of aiding others to start far up the heights I scaled. Then, with the efforts I here describe, I hope you can now attain some peaks in advertising beyond any of us to date. - Claude C. Hopkins

A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals:

- How to get a job in advertising
- How to choose an agency for your product
- The secrets behind advertising that works
- How to write successful copy—and get people to read it
- Eighteen miracles of research
- What advertising can do for charities

And much, much more.

Get to know the methods and principles of successful advertising! Original 1923 text as preserved in the Library of Congress This classic advertising book will teach you how to make

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the most of your advertising budget while measuring your success! Scientific Advertising has been the secret weapon of successful advertisers for decades. When one of the most influential advertising men of all time, David Ogilvy, gives a book as a gift "379 times to friends and colleagues" - you can be sure it's a very special book. Why this version and not the free PDF files from the Internet? You can find free PDFs of Scientific Advertising on the Internet, but we've often seen many serious errors: Words and sentences are missing, sometimes the meaning is twisted. Even most print editions from the last few years available at Amazon contain these errors. For example, Hopkins recounts a story of an expensive hat. In the original it costs \$1,000 (about \$20,000 today). In the faulty editions, the price is only \$100. Or Hopkins writes: "There is no fixed rule on the subject of brevity". The faulty editions tell the opposite. So in many cases. Therefore we decided to produce a version that is faithful to the 1923 original as preserved in the US Library of Congress. So you have the same text as from Hopkin's own pen - even to the original paragraph breaks! What you will get from this book Over 21 chapters, Hopkins presents his decades of experience in marketing, advertising and strategy: How advertising laws are established: what experts do differently and how they develop their techniques Just salesmanship: how to make your advertising effective Offer service: how to differentiate yourself from your competitors Mail-order advertising: what it teaches you and how it can help you advertise successfully in all media Headlines: how to activate your target group and get them to buy Psychology: the better you understand the forces driving human behaviour, the more powerful your advertising becomes Being specific: convince with precise details Tell your whole story: why you should present all relevant arguments to an interested person Art in advertising: what you should consider when creating and designing

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advertisements Things too costly: don't go near them Information: extensive research provides you with the key to success Strategy: how to defeat your competitors Use of samples: why the product is its best advertisement Getting distribution: how to achieve a lot with a smart strategy Test campaigns: how to avoid unprofitable investments through tests Leaning on dealers: Principles for efficient distribution Individuality: stand out professionally from the crowd Negative advertising: why you are almost always more successful with the bright, happy and attractive approach Letter writing: how to reach your customers A name that helps: how a good name increases your sales and at the same time protects you from competing products Good business: how to make the most of your potential Proven knowledge! Hopkins wrote his book as early as 1923 and yet to this day many of his methods and principles are highly relevant. "Every time I see a bad commercial, I say to myself, 'The man who wrote that commercial never read Claude Hopkins.'...If you read this book from him, you will never again make bad advertising - and never release one," writes David Ogilvy, "nobody should be allowed to have anything to do with advertising unless they have read this book seven times before".

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