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ADVERTISING METHODS (JOHN CAPLES, 1932) - RESUMO E COMENTARIOS [PARTE 1/2]

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Introducing 35 Proven Formulas for Writing Headlines by John Caples
Ultimate Copywriting Books And Resources List **John Caples Tested Advertising Methods**

John Caples was a naval engineer turned advertising man, and like all engineers, he thrived on feedback and analysis. The only thing that interested him was advertising that sold and he systematically tested small changes to see if he could find things that worked even better. He was also a creative genius with words.

Tested Advertising Methods (5th Edition) (Prentice Hall ...

2) "Caples' Three-Step Approach to Testing: 1) Accept nothing as true about what works best in advertising until it has been objectively - What Caples called "scientifically" - tested. 2) Build upon everything you learn from testing to create an ever-stronger system that you return to with each new project.

Tested Advertising Methods: Caples, John: Amazon.com: Books

An excellent book packed with hands-on, practical information. Writers of all genres can benefit from John Caples' advice and strategies for writing headlines and finding the right appeal. I plan to re-read Tested Advertising Methods a few times to absorb all of its lessons.

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Tested Advertising Methods by John Caples - Goodreads

Tested Advertising Methods by John Caples is a Prentice-Hall hardcover publication. The book was published in 1974, Fourth Edition - ISBN 0139069097. The book is in good condition with only some minor pencil underlining, and the dust jacket is also good with only some fraying/small tears, and a rubbing.

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Tested Advertising Methods. John Caples, Fred E. Hahn. Prentice Hall, 1997 - Business & Economics - 278 pages. 3 Reviews. Here are all the proven selling techniques to remove the guesswork from...

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4 Copywriting Lessons From John Caples' Tested Advertising Methods. Whether you're a seasoned copywriter, a newbie or even just someone with a passing interest in advertising, John Caples' book Tested Advertising Methods is most definitely a must read. Published for the first time in 1932 - way before anyone ever imagined the Internet, let alone marketing 2.0, would one day be possible - the book remains so relevant it's uncanny.

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John Caples was a naval engineer turned advertising man, and like all engineers, he thrived on feedback and analysis. The only thing that interested him was advertising that sold and he systematically tested small changes to see if he could find things that worked even better. He was also a creative genius with words.

Tested Advertising Methods (Prentice Hall Business ...

The world's most prestigious creative marketing award is named after him: The John Caples International Award. He wrote several books, but Tested Advertising Methods is both his most popular and his most useful. I can't imagine a copywriter (and by that I mean anyone who ever writes copy) working without it.

Tested Advertising Methods (Prentice... book by John Caples

Tested Advertising Methods A legend in advertising for more than 60 years, John Caples's classic work has been updated to retain all of the candid analysis and invaluable award-winning ideas from the original while bringing it up to date on the many changes in the...

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Looking up The Robert Collier Letter Book at Amazon.com (as suggested by Chris Elliott - thanks Chris!), they presented "Tested Advertising Methods" by John Caples as another book I might be interested in, and that happened to be another book recommended by the Internet marketer I mentioned in the Robert Collier Letter Book thread in his 2009 Resource list.

Tested Advertising Methods by John Caples - better to get ...

Tested Advertising Methods. The fifth edition of this work on how to create successful advertising features new coverage on small businesses with limited revenues, non-profit advertising, as well as techniques of headlines, illustrations and layouts. There is also new information useful to smaller businesses.

Tested Advertising Methods : Caples : 9780130957016

The world's best copywriters today regard Tested Advertising Methods as one of the best copywriting "How-To" bibles ever written -- detailing proven advertising methods that sell like crazy. Caples himself revised the book 3 times (in 1947, 1961 and 1974).

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A legend in advertising for more than 60 years, John Caples's classic work has been updated to retain all of the candid analysis and invaluable award-winning ideas from the original while bringing it up to date on the many changes in the field.

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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you can learn to write such powerful advertisements that people actually go out and demand the product advertised and no other. How can you do this? By using the same elements that have made top copywriters like Victor O. Schwab excel at their craft. How to Write a Good Advertisement is a short course in writing powerful, hard-hitting copy that can help you make your products and services irresistible to potential customers. This remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade. Whether you are new to the craft or have been writing copy for years, your knowledge and practice of advertising fundamentals will determine the extent of your success. How to Write a Good Advertisement presents these fundamentals from the perspective of a 44-year veteran in the copywriting business. Following these proven techniques and tips, anyone can write professional advertisements that create a memorable image, pull in mailboxes full of orders, or attract new customers to their service. LEARN HOW TO: Grab reader attention immediately Write compelling copy that holds attention Write a call to action that's difficult to refuse Design winning layouts Increase the number of orders Convert more inquiries to orders GET ANSWERS TO IMPORTANT TECHNICAL QUESTIONS: Effective advertisement length...use of color...smart media placement...and much more.

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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

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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.

First published in 1931, The Robert Collier Letter Book is by far the top book on writing sales letters. But it goes beyond that. As every great copywriter knows, these techniques are directly transferable to the Internet, whether through web copy or email or whatever. This book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

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Distilling the wisdom of the world's greatest advertisers, direct marketing expert Craig Simpson delivers an education on direct marketing and advertising copy that creates brand awareness, sells products, and keeps customers engaged. Walks readers through time-tested methods of creating effective ad copy that increases profits. Dissects the principles of legendary marketers like Robert Collier, Claude Hopkins, John Caples, and David Ogilvy.

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