

# How To Write A Good Advertisement Victor Schwab

RIGHT HERE, WE HAVE COUNTLESS EBOOK **HOW TO WRITE A GOOD ADVERTISEMENT VICTOR SCHWAB** AND COLLECTIONS TO CHECK OUT. WE ADDITIONALLY MANAGE TO PAY FOR VARIANT TYPES AND NEXT TYPE OF THE BOOKS TO BROWSE. THE ADEQUATE BOOK, FICTION, HISTORY, NOVEL, SCIENTIFIC RESEARCH, AS WELL AS VARIOUS ADDITIONAL SORTS OF BOOKS ARE READILY SIMPLE HERE.

AS THIS **HOW TO WRITE A GOOD ADVERTISEMENT VICTOR SCHWAB**, IT ENDS HAPPENING INBORN ONE OF THE FAVORED BOOK **HOW TO WRITE A GOOD ADVERTISEMENT VICTOR SCHWAB** COLLECTIONS THAT WE HAVE. THIS IS WHY YOU REMAIN IN THE BEST WEBSITE TO LOOK THE AMAZING EBOOK TO HAVE.

*VIOLET AND VICTOR WRITE THE BEST-EVER BOOKWORM BOOK* - ALICE KUIPERS 2014-12-02

VIOLET AND VICTOR SMALL ARE TWINS ON A MISSION: TO WRITE THE BEST BOOK IN THE WHOLE, ENTIRE WORLD-- TOGETHER! VICTOR IS RELUCTANT, BUT VIOLET IS DETERMINED, AND SOON THE IDEAS CAN'T COME QUICKLY ENOUGH. THEY BEGIN TO WRITE A STORY ABOUT A HUNGRY BOOKWORM WHO IS EATING ALL THE BOOKS IN THE LIBRARY. THANKS TO VICTOR'S BRILLIANT IDEAS, VIOLET IS ABLE TO SAVE THE DAY (AND THE LIBRARY). THIS DELIGHTFUL STORY-- WITHIN-A-STORY IS FILLED WITH GOOD-NATURED SIBLING RIVALRY, AND FOCUSES ON THE SPIRIT OF COOPERATION, THE SATISFACTION OF A JOB WELL-DONE, AND THE MAGIC OF STORYTELLING.

*HOW TO WRITE A GOOD ADVERTISEMENT; A SHORT COURSE IN COPYWRITING* - VICTOR O SCHWAB 2021-09-10

THIS WORK HAS BEEN SELECTED BY SCHOLARS AS BEING CULTURALLY IMPORTANT AND IS PART OF THE KNOWLEDGE BASE OF CIVILIZATION AS WE KNOW IT. THIS WORK IS IN THE PUBLIC DOMAIN IN THE UNITED STATES OF AMERICA, AND POSSIBLY OTHER NATIONS. WITHIN THE UNITED STATES, YOU MAY FREELY COPY AND DISTRIBUTE THIS WORK, AS NO ENTITY (INDIVIDUAL OR CORPORATE) HAS A COPYRIGHT ON THE BODY OF THE WORK. SCHOLARS BELIEVE, AND WE CONCUR, THAT THIS WORK IS IMPORTANT ENOUGH TO BE PRESERVED, REPRODUCED, AND MADE GENERALLY AVAILABLE TO THE PUBLIC. TO ENSURE A QUALITY READING EXPERIENCE, THIS WORK HAS BEEN PROOFREAD AND REPUBLISHED USING A FORMAT THAT SEAMLESSLY BLENDS THE ORIGINAL GRAPHICAL ELEMENTS WITH TEXT IN AN EASY-TO-READ TYPEFACE. WE APPRECIATE YOUR SUPPORT OF THE PRESERVATION PROCESS, AND THANK YOU FOR BEING AN IMPORTANT PART OF KEEPING THIS KNOWLEDGE ALIVE AND RELEVANT.

**A MILLION DROPS** - VICTOR DEL REBOL 2018-05-15 NAMED A BEST BOOK OF THE YEAR BY THE WASHINGTON POST, THE SEATTLE TIMES, AND CRIME READS AN INTENSE LITERARY THRILLER THAT TEARS THROUGH THE INTERLOCKED HISTORIES OF FASCISM AND COMMUNISM IN EUROPE WITHOUT PAUSING FOR BREATH. GONZALO GIL IS A DISAFFECTED LAWYER STUCK IN A FAILED CAREER AND A STRAINED MARRIAGE, DODGING THE NEVER-ENDING MANIPULATION OF HIS POWERFUL FATHER-IN-LAW. THE FRAGILE BALANCE OF GONZALO'S LIFE AS A FATHER AND HUSBAND IS PUSHED TO

THE LIMIT WHEN HE LEARNS, AFTER YEARS WITHOUT NEWS OF HIS ESTRANGED SISTER, LAURA, THAT SHE HAS COMMITTED SUICIDE UNDER SUSPICIOUS CIRCUMSTANCES. RESOLUTELY INVESTIGATING THE STEPS THAT LED TO HER DEATH, GONZALO DISCOVERS THAT LAURA IS BELIEVED TO HAVE MURDERED A RUSSIAN GANGSTER WHO KIDNAPPED AND KILLED HER YOUNG SON. WHAT SEEMS TO BE REVENGE IS JUST THE BEGINNING OF A TORTUOUS PATH THAT WILL TAKE GONZALO THROUGH THE UNTOLD ANNALS OF HIS FAMILY'S PAST. HE WILL EXAMINE THE FASCINATING STORY OF HIS FATHER, EL GIL, THE GREAT HERO OF THE ANTI-FASCIST RESISTANCE. AS A YOUNG ENGINEER EL GIL AS TRAVELED TO THE USSR COMMITTED TO THE IDEALS OF THE REVOLUTION, BUT WAS BETRAYED, ARRESTED, AND CONFINED ON THE INFAMOUS NAZINO ISLAND, ULTIMATELY BECOMING A KEY FIGURE, ADMIRER AND FEARED, DURING SPAIN'S DARKEST YEARS. SUSPENSEFUL AND UTTERLY ABSORBING, A MILLION DROPS IS A VISCERAL STORY OF ENDURING LOVE AND REVENGE POSTPONED THAT INTRODUCES A MASTER OF INTERNATIONAL CRIME FICTION TO AMERICAN READERS.

*REASON WHY ADVERTISING - WITH INTENSIVE ADVERTISING* - JOHN E. KENNEDY 2017-08-18

""ADVERTISING SHOULD BE JUDGED ONLY BY THE GOODS IT IS CONCLUSIVELY KNOWN TO SELL, AT A GIVEN COST. MERE OPINIONS ON ADVERTISING COPY SHOULD BE EXCLUDED FROM CONSIDERATION, BECAUSE OPINIONS ON ADVERTISING ARE CONFLICTING AS OPINIONS ON RELIGION. ""BUT, IT IS DIFFERENT WITH ADVERTISING, AS IT IS WITH MECHANICS OR WITH MEDICINE, ALL THREE OF WHICH CAN BE CONCLUSIVELY TESTED. ""MANY ADVERTISERS, HOWEVER, SEEM SATISFIED TO SPEND THEIR MONEY ON MERE OPINIONS ABOUT ADVERTISING WHEN THEY MIGHT HAVE INVESTED IT ON EVIDENCE ABOUT ADVERTISING. ""WHEN IT IS ANYTHING LESS THAN SALESMANSHIP IT IS NOT REAL ADVERTISING, BUT ONLY 'GENERAL PUBLICITY.' AND, 'GENERAL PUBLICITY' ADMITTEDLY CLAIMS ONLY TO 'KEEP THE NAME BEFORE THE PEOPLE,' - TO PRODUCE A 'GENERAL IMPRESSION ON THE TRADE,' AND TO 'INFLUENCE SALES' FOR THE SALESMEN. ""THE ONLY WAY TO JUDGE ADVERTISING IS TO JUDGE IT BY THE AMOUNT OF GOODS IT IS CONCLUSIVELY KNOWN TO SELL, AT A GIVEN COST. ""GET YOUR COPY TODAY. *HOW TO MAKE YOUR ADVERTISING MAKE MONEY* - JOHN CAPLES 2012-06

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.

*OPENING THE ROAD* - KEILA V. DAWSON 2021-01-26  
 "HUNGRY? CHECK THE GREEN BOOK. TIRED? CHECK THE GREEN BOOK. SICK? CHECK THE GREEN BOOK." IN THE LATE 1930S WHEN SEGREGATION WAS LEGAL AND BLACK AMERICANS COULDN'T VISIT EVERY ESTABLISHMENT OR TRAVEL EVERYWHERE THEY WANTED TO SAFELY, A NEW YORKER NAMED VICTOR HUGO GREEN DECIDED TO DO SOMETHING ABOUT IT. GREEN WROTE AND PUBLISHED A GUIDE THAT LISTED PLACES WHERE HIS FELLOW BLACK AMERICANS COULD BE SAFE IN NEW YORK CITY. THE GUIDE SOLD LIKE HOT CAKES! SOON CUSTOMERS STARTED ASKING GREEN TO MAKE A GUIDE TO HELP THEM TRAVEL AND VACATION SAFELY ACROSS THE NATION TOO. WITH THE HELP OF HIS MAIL CARRIER CO-WORKERS AND THE AFRICAN AMERICAN BUSINESS COMMUNITY, GREEN'S GUIDE ALLOWED MILLIONS OF AFRICAN AMERICANS TO TRAVEL SAFELY AND ENJOY TRAVELING ACROSS THE NATION. IN THE FIRST PICTURE BOOK ABOUT THE CREATION AND DISTRIBUTION OF THE GREEN BOOK, AUTHOR KEILA DAWSON AND ILLUSTRATOR ALLEANNA HARRIS TELL THE STORY OF THE MAN BEHIND IT AND HOW THIS TRAVEL GUIDE

OPENED THE ROAD FOR A SAFER, MORE EQUITABLE AMERICA.  
*THE CHANGELING* - VICTOR LAVALLE 2017  
 THE ... STORY OF ONE MAN'S ... ODYSSEY THROUGH AN ENCHANTED WORLD TO FIND HIS WIFE, WHO HAS DISAPPEARED AFTER HAVING SEEMINGLY COMMITTED AN UNFORGIVABLE ACT OF VIOLENCE"--

*HOW TO WRITE A GOOD ADVERTISEMENT* - VICTOR O. SCHWAB 1985-08

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

*THE BALLAD OF SONGBIRDS AND SNAKES (A HUNGER GAMES NOVEL)* - SUZANNE COLLINS 2020-05-19

AMBITION WILL FUEL HIM. COMPETITION WILL DRIVE HIM. BUT POWER HAS ITS PRICE. IT IS THE MORNING OF THE REAPING THAT WILL KICK OFF THE TENTH ANNUAL HUNGER GAMES. IN THE CAPITOL, EIGHTEEN-YEAR-OLD CORIOLANUS SNOW IS PREPARING FOR HIS ONE SHOT AT GLORY AS A MENTOR IN THE GAMES. THE ONCE-MIGHTY HOUSE OF SNOW HAS FALLEN ON HARD TIMES, ITS FATE HANGING ON THE SLENDER CHANCE THAT CORIOLANUS WILL BE ABLE TO OUTCHARM, OUTWIT, AND OUTMANEUVER HIS FELLOW STUDENTS TO MENTOR THE WINNING TRIBUTE. THE ODDS ARE AGAINST HIM. HE'S BEEN GIVEN THE HUMILIATING ASSIGNMENT OF MENTORING THE FEMALE TRIBUTE FROM DISTRICT 12, THE LOWEST OF THE LOW. THEIR FATES ARE NOW COMPLETELY INTERTWINED - EVERY CHOICE CORIOLANUS MAKES COULD LEAD TO FAVOR OR FAILURE, TRIUMPH OR RUIN. INSIDE THE ARENA, IT WILL BE A FIGHT TO THE DEATH. OUTSIDE THE ARENA, CORIOLANUS STARTS TO FEEL FOR HIS DOOMED TRIBUTE . . . AND MUST WEIGH HIS NEED TO FOLLOW THE RULES AGAINST HIS DESIRE TO SURVIVE NO MATTER WHAT IT TAKES.

*CONFESSIONS OF AN ADVERTISING MAN* - DAVID OGILVY 2011

CONFESSIONS OF AN ADVERTISING MAN IS THE DISTILLATION OF ALL THE SUCCESSFUL OGILVY CONCEPTS, TACTICS AND TECHNIQUES THAT MADE THIS BOOK AN INTERNATIONAL BESTSELLER. REGARDED AS THE FATHER OF MODERN ADVERTISING, DAVID OGILVY CREATED SOME OF THE MOST MEMORABLE ADVERTISING CAMPAIGNS THAT SET THE STANDARD FOR OTHERS TO FOLLOW. ANYONE ASPIRING TO BE A GOOD MANAGER IN ANY KIND OF BUSINESS SHOULD READ THIS.

*A PRIVATE FAMILY MATTER* - VICTOR RIVAS RIVERS 2006-04-29

"THIS IS A STORY ABOUT HOW I WAS SAVED BY LOVE AT A TIME WHEN MOST PEOPLE CONSIDERED ME BEYOND RESCUE," BEGINS VICTOR RIVAS RIVERS IN THIS POWERFUL CHRONICLE OF HOW HE ESCAPED THE WAR ZONE OF DOMESTIC VIOLENCE - TOO OFTEN REGARDED AS A "PRIVATE FAMILY MATTER" -- AND WENT ON TO BECOME A GOOD MAN, A FILM STAR, AND A PROMINENT ACTIVIST. THE CUBAN-BORN AUTHOR BEGINS BY RECALLING WHEN HE WAS KIDNAPPED, ALONG WITH THREE OF HIS SIBLINGS, BY HIS OWN FATHER, WHO ABANDONED VICTOR'S PREGNANT MOTHER AND TOOK THE CHILDREN ON A

CROSS-COUNTRY HELL-RIDE THAT NEARLY ENDED IN A FATAL COLLISION. THIS JOURNEY OF SURVIVAL PORTRAYS WITH RIVETING DETAIL HOW, INSTEAD OF BECOMING A MADMAN LIKE HIS FATHER, VICTOR WAS SAVED BY A BAND OF MORTAL ANGELS. MIRACULOUSLY, SEVEN FAMILIES STEPPED FORWARD, ALONG WITH TEACHERS AND COACHES, TO EMPOWER HIM ON HIS ROAD FROM GANG MEMBER TO CLASS PRESIDENT, THROUGH HARROWING AND HILARIOUS FOOTBALL ADVENTURES AT FLORIDA STATE AND WITH THE MIAMI DOLPHINS, TO OVERCOMING THE HOLLYWOOD ODDS AND BECOMING A CHAMPION FOR ALL THOSE IMPACTED BY DOMESTIC VIOLENCE. THOUGH AT TIMES VICTOR'S ODYSSEY IS HEARTBREAKING AND DISTURBING, A PRIVATE FAMILY MATTER IS ULTIMATELY A TRIUMPHANT TESTAMENT TO HUMANITY, COURAGE, AND LOVE. PROFOUND AND POIGNANT, IT IS A COMPELLING MEMOIR WITH A CAUSE. VICTOR RIVERS'S WAY OF THANKING ALL THE ANGELS AND ADVOCATES WHO MADE A DIFFERENCE IN HIS LIFE IS BY TRYING TO MAKE A DIFFERENCE IN ALL OF OURS.

How to Write a Good Advertisement - VICTOR O. SCHWAB 1962

#### **MAKING ADS PAY** - JOHN CAPLES 2013-02

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.

#### **THE EVERYTHING GUIDE TO WRITING COPY** - STEVE SLAUNWHITE 2007-06-14

THE EVERYTHING GUIDE TO WRITING COPY IS A STEP-BY-STEP GUIDE TO WRITING EFFECTIVE COPY FOR A VARIETY OF MEDIA INCLUDING PRINT, WEB, RADIO, TRADE JOURNALS, AND MUCH MORE. PACKED WITH TIPS AND TRICKS USED BY THE PROS, THIS VALUABLE RESOURCE TEACHES YOU TO PROMOTE PRODUCTS AND SERVICES, BUILD BRANDS, AND WRITE COPY THAT BOOSTS YOUR COMPANY'S BOTTOM LINE. FEATURES EXPERT STRATEGIES FOR YOU TO: -WRITE COMPELLING HEADLINES, TAG LINES, AND LEADS -AVOID COMMON COPYWRITING MISTAKES -STRENGTHEN BRAND DEVELOPMENT - START A FREELANCE COPYWRITING BUSINESS -WRITE COPY FOR ALL MEDIA-PRINT, RADIO, TV, AND WEBSITES WHETHER YOU'RE A PROFESSIONAL COPYWRITER OR JUST STARTING OUT, THE EVERYTHING GUIDE TO WRITING COPY WILL INSPIRE YOU TO CREATE INNOVATIVE, SALES-GENERATING ADVERTISING AND MARKETING PIECES.

**THE NEGRO MOTORIST GREEN BOOK** - VICTOR H. GREEN  
THE IDEA OF "THE GREEN BOOK" IS TO GIVE THE MOTORIST AND TOURIST A GUIDE NOT ONLY OF THE HOTELS AND TOURIST HOMES IN ALL OF THE LARGE CITIES, BUT OTHER CLASSIFICATIONS THAT WILL BE FOUND USEFUL WHEREVER HE MAY BE. ALSO FACTS AND INFORMATION THAT THE NEGRO MOTORIST CAN USE AND DEPEND UPON. THERE ARE THOUSANDS OF PLACES THAT THE PUBLIC DOESN'T KNOW ABOUT AND AREN'T LISTED. PERHAPS YOU KNOW OF SOME? IF SO SEND IN THEIR NAMES AND ADDRESSES AND THE KIND OF BUSINESS, SO THAT WE MIGHT PASS IT ALONG TO THE REST OF YOUR FELLOW MOTORISTS. YOU WILL FIND IT HANDY ON

YOUR TRAVELS, WHETHER AT HOME OR IN SOME OTHER STATE, AND IS UP TO DATE. EACH YEAR WE ARE COMPILING NEW LISTS AS SOME OF THESE PLACES MOVE, OR GO OUT OF BUSINESS AND NEW BUSINESS PLACES ARE STARTED GIVING ADDED EMPLOYMENT TO MEMBERS OF OUR RACE.

**THE BEST OF THE VICTOR** - MORRIS HEGGIE 2010-10-01  
2011 IS THE FIFTIETH ANNIVERSARY YEAR OF "THE VICTOR" COMIC, BRITAIN'S "TOP BOYS' PAPER FOR WAR, SPORT AND ADVENTURE." FOLLOWING 2010'S SUCCESSFUL PUBLICATION OF "THE BEST OF THE VICTOR," PRION'S SEQUEL IS THIS RIP-ROARING ANTHOLOGY OF THE BEST STORIES FROM "THE VICTOR BOOK FOR BOYS," WHICH WAS THE BESTSELLING DC THOMSON ANNUAL PUBLISHED FROM 1964 TO 1994. IN ITS HEYDAY IN THE 1960S" THE VICTOR" COMIC SOLD OVER HALF A MILLION COPIES A WEEK, WITH "THE VICTOR BOOK FOR BOYS" SELLING OVER A QUARTER OF A MILLION COPIES A YEAR.

**OGILVY ON ADVERTISING** - DAVID OGILVY 2013-09-11  
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.

#### **How to Write a Good Advertisement** - VICTOR O. SCHWAB 2015-10-05

2015 REPRINT OF 1962 EDITION. EXACT FACSIMILE OF THE ORIGINAL EDITION, NOT REPRODUCED WITH OPTICAL RECOGNITION SOFTWARE. THIS IS IN EFFECT A SHORT COURSE IN COPYWRITING, WHEREIN SCHWAB OFFERS CONCISE, SPECIFIC AND TESTED INFORMATION ON EVERY PHASE OF COPYWRITING, INCLUDING: 100 GOOD HEADLINES AND WHY THEY WORK; WHAT THE ILLUSTRATION SHOULD AND SHOULD NOT DO; 22 WAYS TO HOLD THE READER LONGER; 14 INSTRUCTIVE SPLIT-RUN TESTS AND MORE. SCHWAB WAS THE HEAD OF HIS OWN AD AGENCY AS WELL AS A STUDENT OF ADVERTISING.

#### **100 GREAT COPYWRITING IDEAS** - ANDY MASLEN 2009-11-28

ARE YOU LOOKING FOR A GREAT IDEA OR SOME INSPIRATION TO MAKE YOUR MARKETING AND SALES LITERATURE MORE EFFECTIVE AND CUTTING EDGE? DO YOU NEED WORDS TO MOVE AND INSPIRE YOUR EMPLOYEES, SHAREHOLDERS OR CUSTOMERS? WORDS ARE POWERFUL IN ANY BUSINESS, BUT ONLY IF YOU USE AND IMPLEMENT THEM IN THE RIGHT WAY. THIS BOOK CONTAINS 100 GREAT COPYWRITING IDEAS, EXTRACTED FROM THE WORLD'S BEST COMPANIES EACH COPYWRITING IDEA IS SUCCINCTLY DESCRIBED AND IS FOLLOWED BY ADVICE ON HOW IT CAN BE APPLIED TO THE READER'S OWN BUSINESS SITUATION. A SIMPLE BUT POTENTIALLY POWERFUL BOOK FOR ANYONE SEEKING NEW INSPIRATION AND THAT KILLER APPLICATION.

#### **You Have a Book In You** - MARK VICTOR HANSEN 2020-05-22

THE BEST BOOK OF ALL TIME HASN'T YET BEEN WRITTEN, SO YOU HAVE TO WRITE IT! MARK

VICTOR HANSEN, CO-CREATOR OF THE "CHICKEN SOUP FOR THE SOUL" SERIES AND THE ONE MINUTE MILLIONAIRE, TEACHES WOULD-BE AUTHORS THE BOOK BUSINESS. WHEN YOU START TO WRITE A BOOK, YOU'RE DOING MORE THAN JUST TYPING WORDS ON A KEYBOARD. YOU'RE ENTERING THE BOOK BUSINESS—AND LIKE EVERY OTHER BUSINESS, THE BOOK BUSINESS HAS MANY DIFFERENT ELEMENTS. THE AUTHOR WANTS YOU TO BE 100 PERCENT SUCCESSFUL IN DEALING WITH ALL THOSE ELEMENTS SO HE HAS WRITTEN THIS BOOK TO SHARE WITH YOU HIS INSIDER'S STORY. MARK COVERS MARKETING, FINANCES, AND ALL ELEMENTS OF THE BUSINESS WHILE ENCOURAGING WOULD-BE AUTHORS TO ACHIEVE WHAT FREUD SAID WERE THE THREE REASONS PEOPLE SET OUT TO WRITE BOOKS: "FAME, LOVE, AND MONEY." AS YOU MOVE THROUGH THE WRITING JOURNEY AND YOUR BOOK BEGINS TO GET READ, YOU'LL REALIZE THAT YOU HAVE THE POWER TO INFLUENCE OTHERS THROUGH YOUR WRITING. YOUR BOOK WILL BE A PLATFORM TO GET YOUR MESSAGE TO OTHERS AND A PRINTED LEGACY THAT WILL LAST FOR ALL TIME. YOUR DESCENDANTS INTO MANY GENERATIONS WILL REVEL IN READING THEIR ANCESTOR'S WORK. LET MARK INSPIRE YOU TO RELEASE YOUR POTENTIAL FOR WRITING GREATNESS. THE WRITER'S CHALLENGES AND OPPORTUNITIES HAVE NEVER BEEN GREATER, SO ROLL UP YOUR SLEEVES AND GET READY TO ENTER THE EXCITING WORLD OF AUTHORSHIP...IT IS A LEGACY WORTH LEAVING. \*INCLUDES A BONUS BOOK BY MARK VICTOR HANSEN

**SCIENTIFIC ADVERTISING** - CLAUDE C. HOPKINS  
2002-01-01

"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." SAID OGILVY OF THAT BOOK. IT IS A MUST READ FOR ANY MARKETER, ADVERTISER, BUSINESS PERSON. ESPECIALLY NOW THAT TEXT BASED ADVERTISING HAS BECOME ONCE AGAIN SO IMPORTANT. THINK ADWORDS, TWEETS, FACEBOOK UPDATES... ADVERTISING 101...

**WHY WE FAIL** - VICTOR LOMBARDI 2013-07-15  
JUST AS PILOTS AND DOCTORS IMPROVE BY STUDYING CRASH REPORTS AND POSTMORTEMS, EXPERIENCE DESIGNERS CAN IMPROVE BY LEARNING HOW CUSTOMER EXPERIENCE FAILURES CAUSE PRODUCTS TO FAIL IN THE MARKETPLACE. RATHER THAN PROSELYTIZING A PARTICULAR APPROACH TO DESIGN, WHY WE FAIL HOLISTICALLY EXPLORES WHAT TEAMS ACTUALLY BUILT, WHY THE PRODUCTS FAILED, AND HOW WE CAN LEARN FROM THE PAST TO AVOID FAILURE OURSELVES.

**THE ULTIMATE SALES LETTER** - DAN S. KENNEDY  
2011-02-14

AN UPDATED GUIDE TO CREATING AN EFFECTIVE SALES LETTER EXPLAINS HOW TO TAKE FULL ADVANTAGE OF THIS POWERFUL MARKETING TOOL BY WRITING A LETTER THAT WILL ACTUALLY GET READ, GENERATE LEADS, AND MAKE MONEY, PROVIDING A STEP-BY-STEP TUTORIAL IN DEVELOPING THE RIGHT SALES LETTER FOR ANY BUSINESS. ORIGINAL. 35,000 FIRST PRINTING.

**THE BRAIN AUDIT** - SEAN D'SOUZA 2009-08  
HOW THE BRAIN GOES THROUGH DECISION-MAKING: DO YOU OFTEN WONDER WHAT YOUR CUSTOMER IS THINKING? DON'T LEAVE THE THOUGHT PROCESS TO CHANCE AND LET THAT

CUSTOMER WALK AWAY. YOUR CUSTOMERS DON'T WANT TO WALK AWAY. THEY WANT TO BUY FROM YOU. SO HOW DOES THE BRAIN MAKE DECISIONS? AND WHAT CAUSES IT TO GET CONFUSED? THE BRAIN AUDIT SHOWS YOU HOW THE CUSTOMER TAKES DECISIONS. AND WHAT YOU NEED TO PUT IN PLACE, SO THAT THE CUSTOMER FEELS HAPPY TO BUY PRODUCTS OR SERVICES FROM YOU. THE BRAIN AUDIT ISN'T ABOUT PERSUASION OR ANY MIND TRICKS. INSTEAD IT SHOWS YOU THE INFORMATION THAT YOUR CUSTOMERS NEED IN ORDER TO MAKE A DECISION. IT SHOWS YOU HOW TO PRESENT THAT INFORMATION, AND THEREBY ENABLE THE CUSTOMER TO INTELLIGENTLY GO THROUGH A PURCHASE SEQUENCE. THE BRAIN AUDIT IS DESIGNED TO DO THE FOLLOWING:  
BRAIN\_AUDIT\_BENEFITS 1) ENABLE YOU TO SPOT EVERY ONE OF THE 'SEVEN BAGS' THAT ARE REQUIRED TO MAKE A DECISION 2) PRESENT THOSE BAGS TO THE CUSTOMER IN THE RIGHT SEQUENCE. 3) ENABLE YOU TO GET THE CUSTOMER TO BUY WITHOUT NEEDING TO USE PRESSURE TACTICS.

**HOW TO WRITE COPY THAT SELLS** - RAY EDWARDS  
2016-02-16

THIS BOOK IS FOR EVERYONE WHO NEEDS TO WRITE COPY THAT SELLS - INCLUDING COPYWRITERS, FREELANCERS, AND ENTREPRENEURS. WRITING COPY THAT SELLS WITHOUT SEEMING "SALESY" CAN BE TOUGH, BUT IS AN ESSENTIAL SKILL. HOW TO WRITE COPY THAT SELLS SUPPLIES SPECIFIC COPYWRITING TECHNIQUES FOR EVERYTHING FROM EMAIL MARKETING, WEB SITES, AND SOCIAL MEDIA, TO TRADITIONAL MEDIA ADS AND DIRECT MAIL.

**ADVERTISING FOR IMMEDIATE SALES** - JOHN CAPLES 1936

**FRANKENSTEIN** - MARY SHELLEY 2019-07-09

A MONSTER ASSEMBLED BY A SCIENTIST FROM PARTS OF DEAD BODIES DEVELOPS A MIND OF HIS OWN AS HE LEARNS TO LOATHE HIMSELF AND HATE HIS CREATOR. SHELLEY'S SUSPENSEFUL AND INTELLECTUALLY RICH GOTHIC TALE CONFRONTS SOME OF THE MOST IMPORTANT AND ENDURING THEMES IN ALL OF LITERATURE-THE POWER OF HUMAN IMAGINATION, THE POTENTIAL HUBRIS OF SCIENCE, THE GULF BETWEEN APPEARANCE AND ESSENCE, THE EFFECTS OF HUMAN CRUELTY, THE DESIRE FOR REVENGE AND THE NEED FOR FORGIVENESS, AND MUCH MORE.

**HOW TO WRITE A GOOD AD - MASTERS OF MARKETING SECRETS: A SHORT COURSE IN COPYWRITING** - DR. ROBERT C. WORSTELL 2014-05-30

"MOST ADVERTISING COPYWRITERS KNOW THEIR FUNDAMENTALS. MANY OF US PRACTICE THEM. SOME OF US SHOULD GET BACK TO THEM." "WHETHER ONE IS NOW STUDYING TO GO INTO THE FIELD OF COPYWRITING, WHETHER HE IS NEW IN THE CRAFT, OR WHETHER HE HAS BEEN A PRACTITIONER IN IT FOR YEARS, HIS KNOWLEDGE-AND PRACTICE-OF THESE FUNDAMENTALS WILL DETERMINE THE EXTENT OF HIS SUCCESS." "AS DANIEL DEFOE SAID, 'AN OLD AND EXPERIENCED PILOT LOSES A SHIP BY HIS ASSURANCE AND OVER-CONFIDENCE OF HIS KNOWLEDGE AS EFFECTIVELY AS THE YOUNG PILOT DOES BY HIS IGNORANCE AND WANT OF EXPERIENCE.' "SO THIS BOOK WILL STRIP DOWN TO FUNDAMENTALS, TRY TO FORGET THE FURBELOWS. FOR, AS TIME GOES ON, EVERY LINE OF CREATIVE WORK GETS CLUTTERED UP WITH IMPRESSIVE JARGON AND OFF-THE-BEAM

TECHNICALITIES, WITH PROFESSIONAL PALAVER THAT STRAYS FAR AWAY FROM THE MAIN OBJECTIVE.”” GET YOUR COPY TODAY - AND LEARN THE SECRETS OF WRITING ADS FROM THE MASTERS...

*THE DRONE PURSUIT* - VICTOR APPLETON 2019-07-02  
OTTO AND HIS FRIENDS ARE BACK IN THIS PRE-LEVEL 1 READY-TO-READ BY NEW YORK TIMES BESTSELLING AUTHOR/ILLUSTRATOR, DAVID MILGRIM. LOOK OUT! A STORM! IS PART OF THE AWARD-WINNING, STAR-REVIEWED THE ADVENTURES OF OTTO SERIES. LOOK OUT, OTTO AND OLLY! LOOK OUT, FLIP AND FLOP! WITH A STORM HEADING THEIR WAY OTTO AND HIS FRIENDS MUST GO, GO, GO. THIS PRE-LEVEL 1 READY-TO-READ WITH BRIGHT ILLUSTRATIONS AND MINIMAL TEXT IS PERFECT FOR THE TRUE EMERGENT READER.

**WRITE TO SELL : THE ULTIMATE GUIDE TO COPYWRITING** - ANDY MASLEN 2019-07-15

HOW DO YOU PERSUADE SOMEONE TO BUY FROM YOU JUST BY WRITING TO THEM? WHAT DOES EFFECTIVE COPYWRITING LOOK LIKE - AND SOUND LIKE? WRITE TO SELL HAS THE ANSWERS! READ THIS BOOK AND YOU'LL LEARN: THE CONFIDENCE AND SKILLS TO WRITE BETTER COPY NEW WAYS TO GAIN READERS' ATTENTION, RESPECT AND TRUST HINTS AND TIPS ON TURNING SELLING SKILLS INTO COPYWRITING SKILLS SIMPLE TECHNIQUES TO IMPROVE THE READABILITY OF YOUR COPY THE IMPACT OF DESIGN AND LAYOUT ON COPYWRITING THE MEANING OF GOOD WRITTEN ENGLISH - THE RULES YOU MUST FOLLOW, THE RULES YOU CAN SAFELY IGNORE

How To Write A Good Advertisement: A Short Course In Copywriting - VICTOR O. SCHWAB 2016-01-18

GET 44 YEARS OF ADVERTISING WRITING EXPERIENCE IN THE TIME IT TAKES TO READ THIS BOOK! YOU CAN LEARN TO WRITE COMPELLING ADVERTISEMENTS THAT WILL MAKE PEOPLE NOTICE THEM, READ THEM, AND ACT UPON THEM. IN FACT, 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.

MY PAL, VICTOR - DIANE GONZALES BERTRAND 2010

TWO LATINO BOYS EXPERIENCE CAREFREE CAMARADERIE DESPITE ONE BOY'S DISABILITY, AS FUN AND FRIENDSHIP OVERPOWER PHYSICAL LIMITATIONS.

*THE ART OF MAKING MAGAZINES* - VICTOR S. NAVASKY 2012

PROVIDES ANECDOTES AND ANALYSIS COVERING A VARIETY OF ISSUES IN MAGAZINE PUBLISHING, INCLUDING WRITING AND EDITING ARTICLES, INCORPORATING ART AND DESIGN, COPYEDITING, AND ADVERTISING.

*THE BOOK THIEF* - MARKUS ZUSAK 2007-12-18

#1 NEW YORK TIMES BESTSELLER • ONE OF TIME MAGAZINE'S 100 BEST YA BOOKS OF ALL TIME THE EXTRAORDINARY, BELOVED NOVEL ABOUT THE ABILITY OF BOOKS TO FEED THE SOUL EVEN IN THE DARKEST OF TIMES. WHEN DEATH HAS A STORY TO TELL, YOU LISTEN. IT IS 1939. NAZI GERMANY. THE COUNTRY IS HOLDING ITS BREATH. DEATH HAS NEVER BEEN BUSIER, AND WILL BECOME BUSIER STILL. LIESEL MEMINGER IS A FOSTER GIRL LIVING OUTSIDE OF MUNICH, WHO SCRATCHES OUT A MEAGER EXISTENCE FOR HERSELF BY STEALING WHEN SHE ENCOUNTERS SOMETHING SHE CAN'T RESIST-BOOKS. WITH THE HELP OF HER ACCORDION-PLAYING FOSTER FATHER, SHE LEARNS TO READ AND SHARES HER STOLEN BOOKS WITH HER NEIGHBORS DURING BOMBING RAIDS AS WELL AS WITH THE JEWISH MAN HIDDEN IN HER BASEMENT. IN SUPERBLY CRAFTED WRITING THAT BURNS WITH INTENSITY, AWARD-WINNING AUTHOR MARKUS ZUSAK, AUTHOR OF I AM THE MESSENGER, HAS GIVEN US ONE OF THE MOST ENDURING STORIES OF OUR TIME. "THE KIND OF BOOK THAT CAN BE LIFE-CHANGING." —THE NEW YORK TIMES "DESERVES A PLACE ON THE SAME SHELF WITH THE DIARY OF A YOUNG GIRL BY ANNE FRANK." —USA TODAY DON'T MISS BRIDGE OF CLAY, MARKUS ZUSAK'S FIRST NOVEL SINCE THE BOOK THIEF.

**THE ROBERT COLLIER LETTER BOOK** - ROBERT COLLIER 2021-03-04

ROBERT COLLIER WAS DECADES AHEAD OF HIS TIME IN WRITING DOWN WAYS FOR MAN TO IMPROVE HIS LOT IN LIFE. HE WROTE "SECRET OF THE AGES" DURING AN ACTIVE AND SUCCESSFUL LIFE DEVELOPED UPON BASIC IDEAS WHICH OPENED UP NEW VISTAS OF LIVING FOR COUNTLESS MULTITUDES OF PEOPLE. BROUGHT UP TO BE A PRIEST, HE WORKED AS A MINING ENGINEER, AN ADVERTISING EXECUTIVE AND A PROLIFIC WRITER AND PUBLISHER. THE ROBERT COLLIER LETTER 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.

**How to Write a Good Advertisement** - Victor O. Schwab 2015-10-28

THIS BOOK MIGHT WELL HAVE CARRIED THE SUBTITLE OR 44 YEARS IN THE COPY DEPARTMENT INSTEAD OF ITS PRESENT ONE. EVEN A COPYWRITER, WHOSE BREED IS NOT NOTEWORTHY FOR ARITHMETICAL PROWESS, COULD NOT ESCAPE ARRIVING AT THE CONCLUSION THAT THE NUMBER OF YEARS FROM 1917 TO 1961 TOTALS FORTY-FOUR. AND, HEAVEN HELP ME!, FOR THAT SEEMING AEON OF TIME THE MAJOR INTEREST OF THE AUTHOR HAS BEEN ADVERTISING COPY—GOOD, BAD, AND INDIFFERENT. THAT A LARGE MEASURE OF THIS PAST EXPERIENCE HAS BEEN ASSOCIATED WITH A PARTICULARLY DEMANDING KIND OF ADVERTISING COPY MAY, AS WILL BE EXPLAINED, BE AN ADVANTAGEOUS CIRCUMSTANCE FOR THE READER OF THIS BOOK, REGARDLESS OF WHAT TYPE OF COPYWRITING JOB CONFRONTS HIM. FOR THE SUBJECT OF THE BOOK IS NOT THE WRITING OF MAIL-ORDER COPY. ITS SOLE PURPOSE IS TO LEND A HAND TO ANY COPYWRITER (OR STUDENT OF COPY-WRITING) WHOSE AMBITION IS TO CREATE ADVERTISEMENTS WHICH ARE MORE RESULTFUL, NO MATTER WHAT THE PRODUCT IS OR HOW AND WHERE IT IS SOLD. AS TO WHY THE AUTHOR'S BACKGROUND OF EXPERIENCE MAY REPRESENT AN ADVANTAGEOUS CIRCUMSTANCE FOR SUCH COPYWRITERS, I WILL LEAVE TO AN INFINITELY MORE CAPABLE PEN THAN MINE—THAT OF NO LESS AN AUTHORITY THAN CLAUDE G. HOPKINS, ONE OF THE GREATEST COPYWRITERS OF "GENERAL" ADVERTISING WHO EVER LIVED: "MAIL-ORDER ADVERTISING IS DIFFICULT. BUT IT IS EDUCATIONAL. IT KEEPS ONE ON HIS METTLE. IT FIXES ONE'S VIEWPOINT ON COST AND RESULT. THE ADVERTISING-WRITER LEARNS MORE FROM MAIL-ORDER ADVERTISING THAN FROM ANY OTHER." THEREFORE, IF YOU ARE LOOKING FOR GUIDANCE SPECIFICALLY CONCERNED WITH THE WRITING OF MAIL-ORDER ADVERTISING, THIS IS NOT YOUR BOOK. ON THE OTHER HAND, IF IN THE WRITING OF ANY TYPE OF ADVERTISING YOU WANT MORE OF YOUR COPY TO ACHIEVE THE SELLING EFFECTIVENESS IMPERATIVE FOR ANY MAIL-ORDER MAN WHO WANTS TO CONTINUE EATING HEARTILY, THIS BOOK MAY PROVE HELPFUL TO YOU. AT ANY RATE, YOU ARE THE PERSON FOR WHOM IT WAS WRITTEN. MUCH OF ITS INFORMATION WILL PROBABLY RECALL TO YOUR MIND THE APHORISM, "WE NEED NOT SO MUCH TO BE INSTRUCTED AS TO BE REMINDED." AND THAT'S ALL TO THE GOOD. FINALLY, AND APPERTAINING TO THE PASSAGES WHICH ARE REMINISCENT IN NATURE, THE AUTHOR HAS TRIED TO AVOID ANY NECESSITY FOR LATER HAVING TO ADMIT, LIKE MARK TWAIN, THAT "WHEN I WAS VERY YOUNG I COULD REMEMBER ANYTHING, WHETHER IT HAPPENED OR NOT. BUT NOW I AM OLDER AND I CAN ONLY REMEMBER THE LATTER." VICTOR O. SCHWAB

*BIG MACHINE*

**DESIGN FOR THE REAL WORLD** - VICTOR J. PAPANEK 1985

- VICTOR LAVALLE 2009-08-11

RICKY RICE IS A MIDLING HUSTLER WITH A LINGERING JUNK HABIT, A BUM KNEE, AND A HAUNTED MIND. A SURVIVOR OF A SUICIDE CULT, HE SCRAPES BY AS A PORTER AT A BUS DEPOT IN UTICA, NEW YORK, UNTIL ONE DAY A MYSTERIOUS LETTER ARRIVES, SUMMONING HIM TO ENLIST IN A BAND OF PARANORMAL INVESTIGATORS COMPRISED OF FORMER ADDICTS AND PETTY CRIMINALS, ALL OF WHOM HAD AT SOME POINT IN THEIR WASTED LIVES HEARD WHAT MAY HAVE BEEN THE VOICE OF GOD. INFUSED WITH THE WONDER OF A DISQUIETING DREAM AND LACED WITH VICTOR LAVALLE'S FIENDISH COMIC SENSIBILITY, *BIG MACHINE* IS A MIND-RATTLING MYSTERY ABOUT DOUBT, FAITH, AND THE MONSTERS WE CARRY WITHIN US.

BREAKTHROUGH COPYWRITER: A FIELD GUIDE TO EUGENE M. SCHWARTZ ADVERTISING GENIUS - DR. ROBERT C. WORSTELL 2017-06-09

THERE WAS ONE COPYWRITER WHO MADE MILLIONAIRES FROM PEOPLE WHO READ HIS BOOK, ALTHOUGH THEY NEVER WROTE AN AD. EUGENE SCHWARTZ WROTE A CLASSIC ON COPYWRITING THAT IS PROBABLY ONE OF THE MOST POWERFUL, AND PROFITABLE, BOOKS ON COPYWRITING AND MARKETING EVER WRITTEN. THAT BOOK HAS BEEN KEPT AVAILABLE ONLY AS A RARE HARDBACK GIFT EDITION. GENERATIONS OF COPYWRITERS HAVEN'T HAD ACCESS TO THIS MATERIAL. AND THE WORLD WOULD BE A POORER PLACE, EXCEPT... FORTUNATELY SCHWARTZ WAS ALSO PROLIFIC AS A SPEAKER. SO WE ARE ABLE TO BRING NOTES OF HIS LECTURES AND A REVIEW OF HIS CLASSIC TEXT TO LIFE AGAIN. YOU CAN LEARN: - HOW TO CREATE ADS WHICH SELL YOUR PRODUCTS AT THE EXPENSE OF YOUR COMPETITION - FIND WHICH ROLES YOUR CUSTOMER REALLY WANTS TO PLAY AND ALIGN THESE TO YOUR PRODUCT - DISCOVER HOW TO GET A PRODUCT TO SELL NO MATTER HOW PEOPLE HAVE ALREADY HEARD ABOUT IT OR HOW MANY PRODUCTS LIKE IT ARE ALREADY OUT THERE. - LEARN HOW TO CONTROL YOUR AUDIENCE BY BEING THEIR FRIEND. GET YOUR COPY NOW.

THE ADWEEK COPYWRITING HANDBOOK - JOSEPH SUGARMAN 2012-06-19

GREAT COPY IS THE HEART AND SOUL OF THE ADVERTISING BUSINESS. IN THIS PRACTICAL GUIDE, LEGENDARY COPYWRITER JOE SUGARMAN PROVIDES PROVEN GUIDELINES AND EXPERT ADVICE ON WHAT IT TAKES TO WRITE COPY THAT WILL ENTICE, MOTIVATE, AND MOVE CUSTOMERS TO BUY. FOR ANYONE WHO WANTS TO BREAK INTO THE BUSINESS, THIS IS THE ULTIMATE COMPANION RESOURCE FOR UNLIMITED SUCCESS.