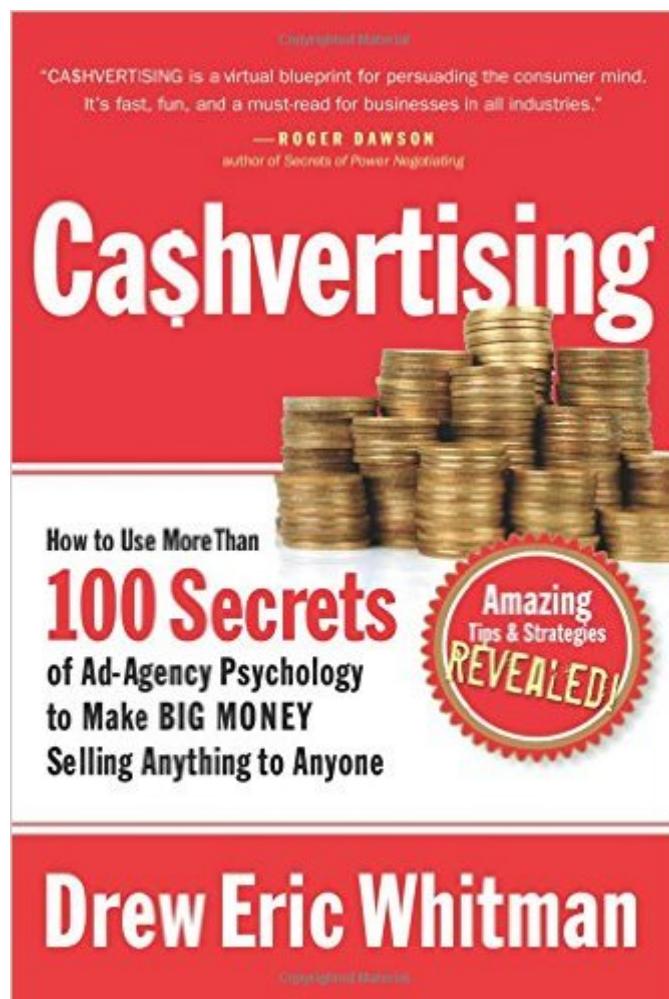


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CA\$HVERTISING: How To Use More Than 100 Secrets Of Ad-Agency Psychology To Make Big Money Selling Anything To Anyone



Synopsis

FACT: Your brain is being controlled--and you don't even know it. Because if you think the ads you're seeing today are just pretty pictures with nice, creative copy, you're mistaken. Truth is, you are being powerfully influenced by dozens of proven scientific principles of advertising psychology... little-known techniques of consumer persuasion that go completely unnoticed by the buying public. And they're causing you--and millions like you--to spend enormous amounts of money every day on countless products and services. But what are these principles? How do they work? And how can you use them in your own advertising? Prepare yourself for a unique learning experience as author Drew Eric Whitman takes you on a wild, roller-coaster ride through the streets of New York's famed Madison Avenue and teaches you the specific psychological techniques that today's top copywriters and designers use to influence the masses... and how you can use them to rapidly increase your sales, no matter what you sell. In 207 fast-moving pages, Whitman teaches you dozens of well-guarded secrets that he learned during his 30+ years in the ad business, including:^{*} How to Push Your Prospects' Hot Buttons in Every Ad, Sales Letter, or Email--It's not hard to do once you know the secret.^{*} Why Developing Your "USP" Â Can Leave Your Competition in Â the Dust--It's the quickest way to instantly begin out-marketing your competitors. (And they'll never know what hit them.)Â * Why You Don't Need a Degree in Business to Create Great Ads--But there is one thing you MUST know or your ads will likely fail miserably.^{*} How to Develop a Powerful Ad-Agency Mindset--What the pros know about consumer buying behavior and how you can use it to your advantage.^{*} How to Save \$600 for Every \$1,000 You Spend on Ads--This idea alone is worth infinitely more than the price of this book...and you can start using it immediately. Â Â Â * The Amazing 5-Second, No-Fail Headline Test--Chances are your ads, emails, websites and other promotional materials fail this test every time. One small change boosts your response.^{*} What a Good Ad Should "Feel" Like--How to connect to readers on a deep, emotional level.^{*} How to Install Persuasive Images in People's Brains--Learn how to direct how people think about your products and services.^{*} Why People Really Buy Your Product or Service--Sorry, but it's not what you think. (But you better know the reason... or else.)^{*} Where to Always Put Your Biggest Benefit--Miss this and you're flushing your ad dollars down the toilet.^{*} How to Write "Dragon-Slayer" Headlines that Get Read and Get Response--Tons of examples you can "steal" for your own ads.^{*} Long vs. Short Copy: Which Is Really Best for Response? Don't believe the lies! We'll set the record straight and you'll learn to cash-in.^{*} How to Use the Devilishly Effective Pyramid Â Principal--Lure readers into your ads by understanding human eyeball behavior.^{*} 22 Tested and Proven Headline Prescriptions you can start using RIGHT NOW.^{*} How to Turn Ordinary Words in "Money-Magnet" Copy that

motivates, influences, persuades. (Yes, you can really do it.)* Put Your Copy Here and Boost Readership by 10-200%--Why doesn't everyone do this?* 10 Sure-Fire Ways to Start Writing Your Ads--So easy, it's almost automatic.* How to Cause People to Mentally Demonstrate Your Products... Before They Buy.* How Emotional Words Melt Sales Resistance a Red-Hot Knife Through Butter.* "Sneaky" Ad-Design Psychology Tricks that Work Like Magic--Start using them tonight.* Typestyles that Actually REDUCE Readership--Are you using them?* This "Evil" Design Sin Depresses Your Readership Up to 50%--Do you do it?* Widely Used Typeface LOWERS Comprehension Â Up to 67%--Are you using it?* The Eye-Grabbing "Advertising Guillotine"--The one image humans can't resist.* And Much More

Book Information

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Customer Reviews

Don't be turned off by the book's cheesy title or cover. Whitman's advice is top-notch. I run a small startup, and I frequently browse marketing books and websites, hoping to give it an edge. It's easy to come across marketing advice, but it's surprisingly hard to find good advice. Authors frequently hop on trends, tout new advertising mediums, or simply apply techniques from their favorite companies. Whitman's approach favors the fundamentals. Ca\$hvertising synthesizes a large body of marketing research, and it provides a framework for applying these findings. The framework is focused on the customer, and what he or she is thinking. The book is a best-practices manual for how to win people's attention and get them to act. The writing is accessible, and as Whitman's voice comes through, you find yourself thinking about advertising differently. Where other books might have you come up with marketing plans or play around on, say, Adwords, Ca\$hvertising gets you to focus on the right aspects of your message. The book consists of many advertising tips and

trick-of-the-trade. It covers practical questions that you might (or should) find yourself asking, such as what colors to use and how to anchor your message. The bulk of the book goes over these in a list-like fashion. But Ca\$hvertising is much more than a random collage of tips, research, and examples/anecdotes. As I got accustomed to Whitman's point of view, I began to see how his advice stems from a coherent and useful framework, and in a very short time I began to think more critically about marketing. Whitman further excels at summarizing a large body of research in a concise, accessible, and even entertaining manner.

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