



How to Make Your Advertising Make Money

By John Caples

Snowball Publishing. Paperback. Condition: New. 386 pages. Dimensions: 8.9in. x 6.0in. x 1.0in. 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....



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