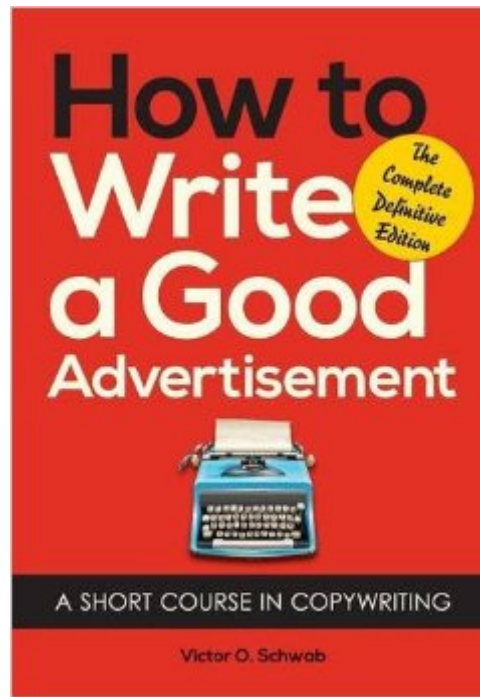


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# How To Write A Good Advertisement



## Synopsis

UPDATE>This is the Recommended definitive and complete edition: Paperback (ISBN: 9781626549623) and Hardcover (ISBN: 9781626549630) Call it advertising, call it promotion, call it marketing, but whatever you call it, every business and organization depends on words with impact. You need to grab the attention of potential customers, clients, or supporters and call them to action. Few among us are born talented copywriters, that rare combination of both facile wordsmiths and natural salespeople. Most of us need some help, and even naturals can improve by studying the best. Victor O. Schwab was one of the greats. Considered a marketing master during his 44-year career, he was the copywriter who propelled Dale Carnegie's How to Win Friends and Influence People into a mega-seller. How to Write a Good Advertisement, Schwab's classic guide, has stood the test of time. In just over 200 pages, this book clearly explains the core elements of an effective advertisement. Schwab shows us how to Get attention Build credibility Create winning layouts and choose the best ad size Test ad effectiveness Convert inquiries to sales Make special offers that dramatically increase response and sales How to Write a Good Advertisement gets you quickly up to speed with examples of powerful profitable headlines (with explanations of why those headlines work so well), and quick lesson reviews that help you turn what you've read into skills you own. Schwab provides us shortcuts without sacrificing long-term understanding. Fifty years after publication this book is still the standard bearer, sought after by a new generation of copy-writers and businesspeople. Read it, apply it, and watch your sales soar.

## Book Information

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Best Sellers Rank: #63,634 in Books (See Top 100 in Books) #68 in Books > Business & Money > Skills > Business Writing #124 in Books > Business & Money > Marketing & Sales >

Advertising #372 in Books > Business & Money > Accounting

## Customer Reviews

I took copywriting coaching from the legendary David Garfinkel and this is the first book he made me read as part of the coaching. What you will find is the right way to set up the copy to be written by you. Victor Schwab knew what he was doing as a writer and he details the ways to research, what to write and how to write it. If you are looking for the best books on copy this is one of them.

This book covers the basic psychologies of shoppers that hasn't changed over the many years of shopping. If you can get them to look for a quick minute, you will increase your chances of leading to a sale. This book shows you how to achieve that goal: Get a sale...

The book that will help you with your goal of financial independence as an entrepreneurial copywriter.

One of the best books I have ever read on advertising. A+++++

Usefull and PowerFull - Great!

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