

10 Ways To Write More Effective Ads



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What is advertising? Is it something to be regarded as a work of beauty or art? Is it clever slogans or amusing prose? Is it workmanship to be judged for an award or recognition? Its none of the above. Advertising is salesmanship multiplied. Nothing more. And advertising copy, or copywriting, is salesmanship in print. The purpose of a copywriters job is to sell. Period. The selling is accomplished by persuasion with the written word, much like a television commercial sells (if done properly) by persuading with visuals and audio. As Claude Hopkins wrote in his timeless classic, Scientific Advertising: To properly understand advertising or to learn even its rudiments one must start with the right conception. Advertising is salesmanship. Its principles are the principles of salesmanship. Successes and failures in both lines are due to like causes. Thus every advertising question should be answered by the salesman's standards. Let us emphasize that point. The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales.

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