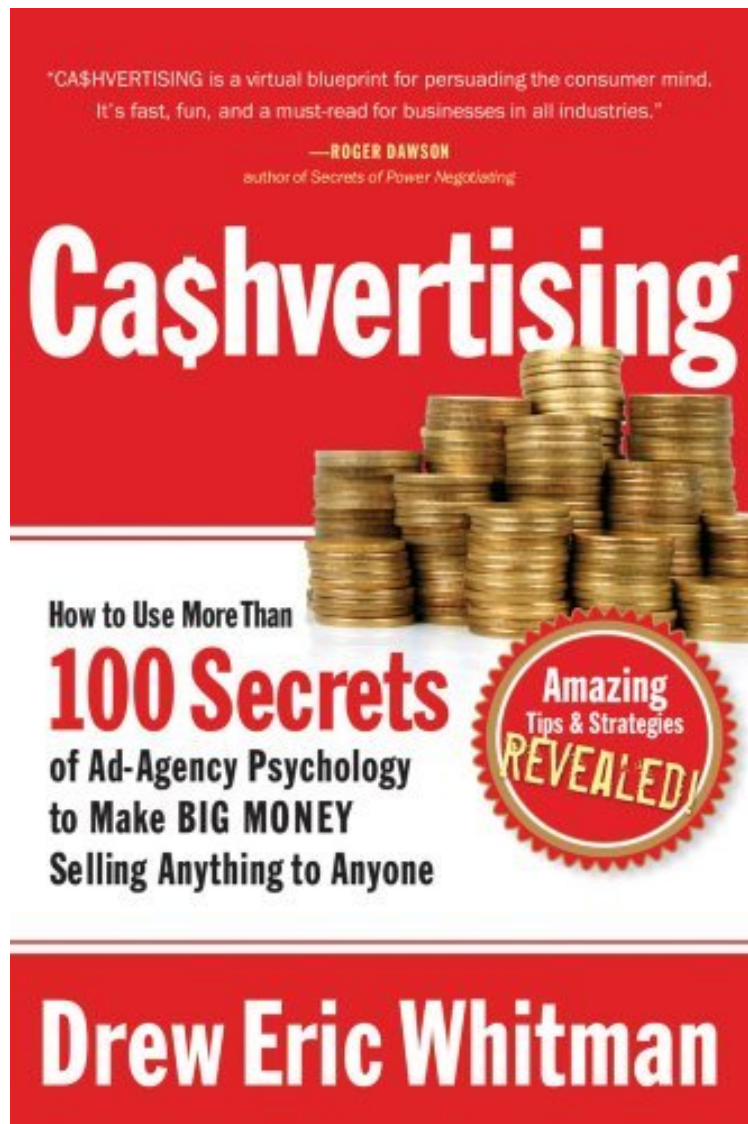


[Mobile ebook] CA\$HVERTISING: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone

CA\$HVERTISING: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone

Drew Eric Whitman

**Download PDF | ePub | DOC | audiobook | ebooks*



DOWNLOAD



+

READ ONLINE

#70266 in eBooks 2008-11-03 2008-11-03File Name: B002AP9GRG | File size: 29.Mb

Drew Eric Whitman : CA\$HVERTISING: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone before purchasing it in order to gage whether or not it would be worth my time, and all praised CA\$HVERTISING: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone:

6 of 6 people found the following review helpful. Practical Ad Agency Examples YOU Can EmulateBy Richard

M. This book is a gold mine of examples! On page 184 the author says... "Advertising is not supposed to be entertainment! You may be entertained by it, but that's not its purpose. It's not a creativity contest. It's not meant to grace the walls of the Louvre in Paris. It's also not poetry, comedy, or a riddle to be figured out. Advertising is not about winning awards for being tricky, off-the-wall, or ingenious. Advertising - plain and simple - is about selling products and services. It's business communication with the goal to increase sales by interesting people enough in a product or service that they ultimately trade their money for it." Booyah! Mind blown! Here's the deal. The author makes complete sense with all the agency examples and he reveals the truth behind the true intention of advertising. It's about selling but in an ethical way. The book covers a lot of ad agency examples and case studies that you can incorporate into your own campaigns BUT with your target market in mind. Pick and choose elements from the campaigns to include in your very own marketing materials. You may or may not agree with all of his methods but the book is a worthy read.

7 of 7 people found the following review helpful. How to Write Killer Ads in Minutes By Mark C. Upshaw Do you desperately want to destroy your competition in the local marketplace? Yes!!! Creating dynamite ad copy is quick and easy after reading Drew Whitman's Cashvertising. Drew's million dollar playbook is jam packed with ad agency secrets. Drew delivers super easy techniques to transform your advertising today. Yes today! Apply these secrets and your competition won't know what hit them. Drew tackles the:

- 8 Biologically Programmed Desires
- 9 Secondary Human Wants
- 17 Foundational Principles of Consumer Psychology
- 41 Proven Techniques to Selling Anything to Anyone
- 4 Step Recipe for Using Fear in Your Copy
- 6 Weapons of Influence
- 22 Potent Headline Starters
- 6 Copy Lures
- 7 Best Types of Photos to Use
- 4 Ad Positions that Matter
- 7 Online Response Boosters
- 10 Most Effective Multi-ad Formations
- 22 Response Superchargers
- 9 Ways to Convey Value
- 13 Ways to Make Buying Easy
- 11 Ways to Boost Coupon Returns
- 46-Point "Killer Ad" Checklist

Drew also answers our questions about the best type face, ad size, color, page and sectioning, long copy vs. short copy, surveys, unique selling propositions, and the list goes on. Yes. You can learn enough from Drew's Cashvertising to fill your pockets with crisp new \$100 bills. And watch your competition jealously anoint you "King of the Hill" after you have squashed their weak ads. Invest in your future today, pick up your own copy. For an inexpensive seed investment of a few bucks and a couple of hours, you can profit many thousands of dollars.

4 of 4 people found the following review helpful. Exhaustive Resource That ROCKS!!! By Randy KHats off to Drew! I've read a ton of books on marketing - both digital and hard copy. This one is an exceptional resource that took exhaustive levels of experience and research to author. This is one of the best marketing books I've read I think I need to re-read it several times (although I will probably need to buy a new copy since I've underlined so much in the first copy I've bought). It's truly a 'gem' in my treasure collection of books. There are so many topics that Drew condenses into simple, concise, fluff free, to the point nuggets of wisdom on a ton of topics relevant to marketers advertisers. Drew simply blew me away with his level of experience. I bought the book based on the reviews I read here, and now that I've read it myself I wanted to expand this book's popularity since it over-delivered. Happy advertising! Randall

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?

"Wow! Simply the most powerful advertising toolkit I've ever seen. Gives you instant access to hundreds of proven techniques and priceless psychological insights, presented with verve and humor. Whitman knows his craft inside out, and he's clearly done his homework. I only wish his book had been around when I was starting out! Buy it and save yourself years of trial and error." Richard Bayan, author of Words That Sell "Cashvertising is a virtual blueprint for persuading the consumer mind. It's fast, fun, and a must-read for businesses in all industries." Roger Dawson, author of Secrets of Power Negotiating "From the Author: I want Better Results from Your Advertising? Ad Expert Drew Eric Whitman Says... "I'll Teach You More About How to Create Powerfully Effective Money-Making Advertising than Your Competitors Will Know in Their Entire Careers... Guaranteed!" Dear Friend: Did you ever see a magician "saw a lady in half?" A sword swallower gobble down a 28" blade? A swami walk barefooted over a bed of fiery-hot coals? These tricks are amazing. Mind-boggling. And seemingly impossible. But the truth is... if you knew the secrets behind them, you could do them too.

Creating Effective Advertising
Is No Different! Because just like those uncanny magicians, today's advertising experts have special "tricks" of their own. They use consumer psychology. Powerful methods that influence people to read their ads... and buy like crazy. In fact, New York's biggest ad agencies use these tactics every day. And it doesn't matter what their clients sell... these tricks work for every business. Plus, they're 100% legal, ethical, and very powerful.
Ready to Learn the Secrets? I'm Ready to Teach You! Invest a few tax-deductible* dollars in this fun, fast, and easy-to-read book. In these fast-reading pages, I arm you with techniques that can help make your competition virtually "disappear." I teach you how to turn weak, ineffective ads, brochures, sales letters, flyers, emails and websites into psychologically potent money-makers that help boost your business fast. No special skills are required. And most tricks cost nothing to use. Once you know the secrets, it's easy! Meet you inside the book! [HANDSHAKE] Drew Eric Whitman P.S. I knew you'd read this P.S. How? Because the P.S. is one of the most important parts of any sales letter... and it's often read first... before the body copy. Always use the P.S. to restate your offer here... repeat your contact information... and push your prospect to take action! Now, turn the page and start reading! * Consult your tax advisor

About the Author
Drew Eric Whitman (a.k.a. "Dr. Direct") is known internationally as a dynamic consultant and trainer who smashes old advertising myths like a china-shop bull. Teaching the psychology behind the response for more than 23 years, he worked for the direct-marketing division of the largest ad agency in Philadelphia, was senior copywriter for the country's leading direct-to-the-consumer insurance company, and associate copy chief for catalog giant Day-Timers. His work has been used by companies ranging from small retail shops to giant, multi-million dollar corporations, including: the Advertising Specialty Institute, American Legion, Amoco, and Texaco. His intensive AdPOWER! Clinic teaches business people how to use consumer psychology to boost the effectiveness of their ads, brochures, sales letters, Websites, and more. Whitman lives in Palm Desert, California. Visit the author's site for more info at cashvertising.com.