



Cashvertising: How to Use More Than 100 Secrets of Ad-Agency Psychology to Make BIG MONEY Selling Anything to Anyone

By Drew Eric Whitman

Career Press. Paperback. Book Condition: New. Paperback. 209 pages. Barely one in a hundred businesspeople knows these facts about creating powerful advertising. Do YouFACT! Sixty percent of people read only headlines. Your headline must stop them or your advertising will likely fail. FACT! Captions under photos get 200 percent greater readership than non-headline copy. FACT! Ads with sale prices draw 20 percent more attention. FACT! Half-page ads pull about 70 percent of full-page ads; quarter-page ads pull about 50 percent of full-page ads. FACT! Four-color ads are up to 45 percent more effective than black and white. FACT! New York's biggest ad agencies use dozens of these little-known secrets every day to influence people to buy. And now--thanks to Cashvertising--you can, too. Cashvertising teaches you the tips, tricks, and strategies that New York's top gun copywriters and designers use to persuade people to buy like crazy. No matter what you sell--or how you sell it, this practical, fast-paced book will teach you: How to create powerful ads, brochures, sales letters, Websites, and more How to make people believe what you say Sneaky ways to persuade people to respond Effective tricks for writing magnetic headlines What mistakes to avoid.



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-- **Dr. Catherine Wehner**

Absolutely among the best book I have possibly go through. I have go through and that i am certain that i am going to gonna read through once again again in the future. I am just delighted to tell you that this is basically the finest book i have got go through within my personal existence and could be he finest book for ever.

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