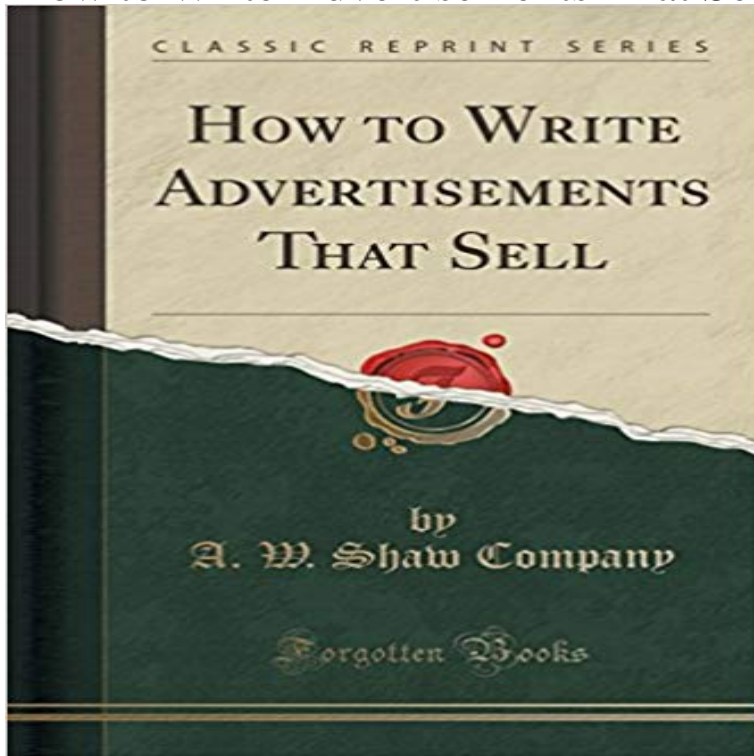


## How to Write Advertisements That Sell (Classic Reprint)



Excerpt from How to Write Advertisements That Sell Advertising is one of three great selling forces: The salesman speaking, the sales letter written, the advertisement printed, all aim to arouse demand for goods - all, through their various mediums, carry the one vital message that makes sales Advertising is more than proper type or strong layout, stylish dress for page or circular; more than honest statement or attention-getting use of colors, size and position; more even than judgment in the choice of efficient, economical mediums; more than business ability in eliminating dead names from mailing lists and getting big space value for the seasons appropriation. A flaw in the mechanical chain of advertising often lets the entire campaign fall. But you may get perfection in all these details, and your advertising still will fail, until you find the appeal that makes men buy. This message that runs through sales talk, sales letter and sales copy is the central strand of advertising that pulls. Does it grip your prospects? Does it tell them of the inmost advantages offered in your product and sales plan? Does it talk your wants or my profits? The skillful copywriter makes his message rich with buying reasons and buying attractions - with the products flavor and the prospects deepest desires. He knows his goods and his trade so well that to every foreseen recoil or turn of inattention in the reader he matches the logical buying impulse, until his advertisement neutralizes and counteracts every prospects inclination to save, to put off, to reconsider and to hesitate. About the Publisher Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at [www.forgottenbooks.com](http://www.forgottenbooks.com) This book is a reproduction of an important historical work. Forgotten Books uses state-of-the-art technology to digitally reconstruct the work, preserving the original format whilst

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