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In late 1926, married re©m Daisy Dalrymple and Detective Chief Inspector Alec Fletcher of Scotland Yard make an ocean trip to © For their honeymoon. Daisy and Alec are accompanied by Daisy's infitting friend Phillip Petrie; by his wife, Gloria; and Gloria's father, American industrial millionaire Caleb P. Arbuckle, and all look forward to a pleasant and incident-safe journey. But at the last hour they are joined by Arbuckle's new friend, Yorkshire millionaire Jethro Gotobed, and his new wife, Wanda. 4 out of 5 stars By Katharine Urbans on 16-10-21 Rating: Read-aAvailable in: Your local bookstore (or better yet, your local library)Similar material: Top 5 Best Writing Books SummaryThe Adweek Copywriting Handbook deals with the writing of a copy that gets perspectives from the headline up to © to purchase. Joseph Sugarman built an immission© for correspondence on the back of his distinctive copy, the kind of imposition© that allows him to meet celebrities (it was© a different era). The book is © a little dated, since it comes from an â©time when print advertising had the rem©it of the advertising market. That said, the writing advice of this book still works today, especially if treating your target pages a bit like a printed ad. If I needed to summarize what this book can do for you in the space of an elevator trip, it would do so: your copy needs to be a slippery slope that takes the reader to purchase decisions, every part of your ad exists just so that your potential customer reads the first sentence of the copy. The first sentence exists to make them read the second. Nothing beats a good story. Their perspectives are human, and humans are full of psychological peculiarities that they can use to their advantage. Highly recommended to writers who use their words to sell something.Book NotesIntroductionThe purpose of an effective copy: Someone © to change their I earn hard by a product or service. Helps find concepts that reflect the sale points because No interactivity. Great writers need a thirst for knowledge and curiosity. The more experience and knowledge you have, the more matter © ris-prima your dog © Brains have to match in their ideas © Yeah. Think tank: a sphere with a lot of words. Balance, write the first three words that com e, and try to relate them to your doggy problem. Chapter 2How do you sell a very expensive digital relay? Focus on the laser used to build it. It is necessary to be an expert to effectively communicate a product to the consumer. Find out who you're selling to. What is the nature of the product? Only the customer knows when © That it takes time to buy. Plant many memorable seeds before the end of your anus. Chapter 3The best place to start © Start. The goal of the first draft © There's something to be achieved at the table. Chapter 410 elements of an article: Headline, Subhead, Art, Caption, Copy, Paragraph Headings, Logtype, Price, Hand © All of Response, and Overall Layout. Axiom: Each element of an article © Designed to do one thing: make you read the first sentence from the bottom. Chapter 5The best way for someone © I read the first sentence © Keep it short. Axiom: The purpose of the first sentence © Make him read the second one. Each sentence is there to make you read the next. Chapter 6First parameters must create a buying environment. Example: Take the painting off the wall of a gallery and place it and buy a nice and relaxing room. The writer controls the buying environment. Exa Surprise © rcito vs. Tiffanyento.- Axiom: Ad layout and first parameters create the buying environment. Chapter 7. Define a sales environment so that citizens receive attention and come forward and keep an eye on sales of this type. Get them to say yes to the beginning of the anus: read the canopy being produced, create a sales environment and make them agree with Axiom: make the reader say yes and harmonise with their Statutes. Chapter 8Copy should flow like a greased slide, from headline to buying decision. Axiom: Readers must be so compelled t o read the canopy that they can stop a t nothing © Bye. © Read everything, like going down a slippery slide. Try using a story of news as a basis for the concept of canine. Chapter 9Concept of self-restraint: elephant/peg cliché © You never really know what will work and what won't. Axiom: When trying to solve problems, do not assume constraints that are not really there. Chapter 10 Curiosity seeds: short sentences at the end of a paragraph (for example. Let me explain, but I didn't stop there. Don't use them too much. The whole canopy should be read to a working anointing. Axiom: Keep interesting music and reader interested in curiosity. Chapter 11Emotion in advertising: 1. Each word has an emotion associated with it and tells one story. History.2. Every good anecdote © an emotional outpouring.3. Sell on emotion, but a purchase is © logical. Understanding the inherent nature of a product © How do you sell it. Chapter 12Never sell a product or service. Sell a concept. Each good product has a unique sales proposition that makes it stand out. Chapter 13O General knowledge: what do you get from living. Specific knowledge: what do you get from living. © m to study the product. Before you start writing, stop. Go do something else (for example, take a walk). Equilibrium of time pressure with time away from the project. Axiom: The incubation process © your subconscious using your knowledge and experience to solve a problem. © determined by time, creativity, environment and ego. © very long, since they buy. The bigger the price point, the more money you need, the less the high price © The more unusual the product, the more you need to explain it. Copy should be enough time to make the reader do what you want. Chapter 15A camera should be personal. Axioma: Each communication should be personal, from the writer to the reader, no matter the medium. Circuit flow: Creaté / enthusiasm à Drama à Why is © different? à How does it work àÀ Justify the purchase à Game value of last generation à à£ Service if you break the requirements required by orderLogic: feel the prospectus with questions and answer them. Axiom: Ideas in the bottom must flow logically. anticipating questions from prospectuses by enquiring and answering them as if they were asked face to face. Tell me which one © your problem (for example, this is ©, what I want people to sign up for Unito-Adventure) and repeat it to the © Let him come alive. Chapter 17Axiom: In the edition, you refine the canopy to express exactly what you want to express with fewer words. Editing the principles:- Look for the sake of what comes before: For example, the "apron and delete what comes before" (for example, Ahab) Edit for the rhythm: Variable penalty length to avoid sounding monsoon.- Consider the combination of sentences- eliminate unnecessary words (e. g. for nothing and see positive results a priori) Reassemble thoughts so that they flow better. Look for logic and emotion. Take as much time as you need. Sometimes you need ten drafts, sometimes it comes out. Chapter 1423Elements to be reviewed in each ad1. Type: legibility © More importantly, personality in second place. 2. First sentence: short, convincing, easy to read. 3. Second sentence: mantan © am the result. 4. Items of the paragraphs: mainly to break the canopy. Donao~::~Emma it is necessary to have something to do with canine. 5. Product explanation: make a complex product sound simple and a simple complex sound product. Ask yourself if you have explained the product enough. 6. New features: What distinguishes the product from competition? 7. Explanation so © technique: use a highly technical explanation © Product technology 152by adding even under the terms that a reader won't understand 152a priori makes you a confidence expert. © To impart market knowledge and thought process in choosing one product over another. 8. Predict objections: think of the objections that the reader may have and address. 9. Solve objections: honest. Provide alternative solution or dissipate completely. 10. Sex: Even in 2020, there are some things to think about. 11. Clarity: The copy should be clear, simple and direct. Donao~::~~and don't use big words that can make you look like aunless you want to appeal to other snobs.12. ©, if you feel inclined to use one, don't.13. Rhythm. vary the duration of the sentence. Use threes (e.g., "I went to buy a hammer, a screwdriver and pliers.Àe)14. Service: If the product is expensive or is not easily returned, it© is necessary to address the service issue in the copy.15. Physical facts: number physical ities (e.g., weight, size, speed) where you think it's © important.16. Experimental period: the articles ordered by mail apparently required an experimental period. Longer © 17. Price compared: If your product is © expensive, push the value. If less, push the price difference.18. Testimonials: Contrary testimonials - use a competitor as a negative testimony (e.g., Competitor has celebrity testimonials. ItÀ©m also \$100 more expensive.Àe)19. Price: high à£ underplay (do not hide). Low À£ use it.20. Summary of the offer: summarize the offer near the end of the anancio (for example, "here is my offer". Order X and you'll get YZ, all for \$50.Àe21. Avoid saying too much: Is there a simple way of saying this?Àe22. Ease of order: facilitate.23. Order order: Make sure you explicitly ask them to buy at the end of ad.Chapter 19 (Psychological Triggers)Feeling of involvement/property: use words to help the reader imagine owning the product, such as sensory cues. Anactivity for an orthographical computer where readers can find typographical errors © example of interactivity.Honesty: tell the truth, try to point out your flaws.Integrity: The message must be true to the company.Credibility: anticipate and respond to objections. Consider the credibility of your platform.Value and proof of value: justify an emotional purchasing decision with logical.Justify the purchase.Ghana: hunger for bargains.Establish authority: it can be size, position, or intent. Even something like "workers the sector's railways. The conviction of the right satisfaction raises a and solve it. Product nature: common sense usually enough to understand it, but need to say. Nature of perspective: the brotherhood's brothers want two things: to know the girls and to approach their brothers. Current modalities: use them before you go up and get out right away. Timing: sometimes out of control. Connection: To relate something to the perspective already knows the offer. Car starting with mob. Consistency: upsell, basically. To harmonize: to find out what the market wants, then to reach them in need. Get notoriety, then use this to do whatever you want. Desire to belong: identify with a certain group (e.g. buy a Mercedes). I wish to collect. Curiosity: the most motivating factor in book sales is curiosity. Sense of urgency Instant Satisfaction Exclusiveness, rarity or uniqueness? Make the perspective feel special to buy the product. Simplicity of human relations: make human copy. Stories: a good story draws attention. Mental involvement: obvious copy is boring. Make the reader feel that it came to a conclusion by itself using intuition, thought, feeling and emotion. Guilt: donation envelope with a return seal, for example. Specification: Bluker's tones block the blue rays, which focus on the front of the retina vs. BlueBlocker helps you see better. Looks like another expert. Family: old family friend within a foreign environment. Hope: avoid traps of making measurable/guaranteed claims. Chapter 20Axiom: Selling a cure is much easier than selling a prevention unless prevention is seen as a cure or the curative aspects of prevention are emphasized. Example: Selling a robber alarm is much easier after someone steals the neighbor. Chapter 21 Simply write for mass appeal, high level for the most educated audience. Chapter 227 steps to write a great copy:1. Become awhat you want to sell. 2. Know your perspective. 3. Write your headline and sub-head. Keep the headline short, the deputy chief about 16 words. 4. Write the copy. Just write how it comes to you. 5. Edit the copy. Correct Correct Eliminate extra words, squeeze. 6. Incubate. Leave him alone and do something you like. Take a last look at this. You will be surprised how much you find and how refined the camera will get. Chapter 23Joe Karbo, selling a foam © enriching book: many people are busy trying to earn a living to make money. If it's simple, make it complicated. If it's complicated, make it simple. Even in the age of the internet, writing a printing anus can help you to preach your history product.25You can write a great article but miss an opportunity in the end. Chapter 26. Dives do not ignore even the hardest objections (e.g. DC-10 accident and subsequent announcement). Use them and approach them positively. You have to give them a name. Capsule 27-Boring canopy passes through professionals sometimes. Chapter 28. To Magic Stat (a thermostat), the announcement started by destroying the product, slowly showing how good it was. Raising objections and dealing with them by telling a story. Chapter 29Humor and a true story will always catch them. Chapter 30th N o matter how good you are ©. Sometimes the song you write © a failure. Chapter 31XL-25: exceed the limit (e.g. conspiracy). Chapter 32. Chapter 33. FP, sir. Sometimes things line up and you sell very well. A good editor can write to fit in any market. Capsule 35Nautilus an unwritten statement: If you find an interactive concept that works, you can get people engaged with your anointing for hours. For a catalogue, a letter from the President at the front makes things human and builds confidence. Even a small fact missing (eg. dimensions) may be enough to delay the purchasing decision. Instead © Sitting and sitting and sitting and sitting sitting, you build confidence and make things personal. Better tell stories. The need to capture imagination with few words. For press releases, write just as a news editor would. TV commercials only work for products that are directed to the mass market. The e-mails must feel personal. Marketing email should read as a letter from a Step To get an open email is to make them read the subject line. Be brief. Please make the good of yourself and your knowledge to help people and you will take the rewards in the end. (Joe Vitale, TherethereTherethereTherethereTherethereTherethereTherethereTherethereTherethereZ is a Customer Born Every Minute). Promotion of the book: - Plug the book on the site a week before the date of publication. Make an offer to opt-in list. Encourage purchase. When the book is purchased, they offer a graphic gift. Co-sale with other authors. Personal Blog: - Write every day. EpilogogueEdwin Land, Inventor of the Polaroid Camera: to " seller an error is a future benefit, whose total value is still to be done. Your children realized. À € à € œ

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