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CASHVERTISING: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone My Rating: 4.5 out of 5 stars Short Summary of Book: A great book for advertisers. The author shares simply how to use ads to create a response, and showed me that advertising is more than just words, it is art.

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~~(PDF) CASHVERTISING: How to Use More than 100 Secrets of ...~~

Key Lessons from "Cashvertising" 1. Driving People To Buy 2. How You Say It Matters 3. Going Online. Driving People to Buy. To create effective advertisements, you first have to get to know their customers, their needs, and feelings. Once you get that insight, you can use it to gain a strategical advantage.

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~~Cashvertising: How to Use More than 100 Secrets of Ad ...~~

It's even been called a "virtual blueprint" for persuading the consumer mind (the full title is CaShvertising: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone). It covers all kinds of proven, psychology-based techniques for marketing, selling, and really getting into the hearts and ...

~~How to Apply the "Life Force 8" for Better Selling ...~~

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Cashvertising: How to Use More Than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone Drew Eric Whitman. Barely one in a hundred businesspeople know these FACTS about creating powerful advertising: Sixty percent of people read only headlines, Captions under photos get 200 percent greater readership than non ...

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This is what Drew Eric Whitman dives into with his book Cashvertising: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone. In no time this book will help you know how to use the power of psychology to make appealing advertisements that get people buying.

~~Cashvertising Summary and Review - Four Minute Books~~

Challenge yourself to make your copy a lot longer and more descriptive, with tons of adjectives. The eight desires should always be considered in your copy. Try several of the techniques from the

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~~Anyone Drew Eric Whitman~~

book used in compelling ads, such as giving the audience a choice by showing pros and cons, or comparing the item being described against the competition to show differentiators.

~~Cashvertising (Book Summary)~~

There are several techniques in "Cashvertising" will help you understand how to compel your audience and create effective ads. Try using at least one of them in each advertisement that you create, experimenting as you go and running A/B tests to see which works best for your market. Remember, it's not just what you say, but you say it.

~~"Cashvertising" by Drew Eric Whitman~~

Cashvertising (2009) shows how you don't need a million dollar ad campaign to bring in the customers. All you need to know is how and why we make buying decisions. Full of instantly actionable tips, this book tells you everything you need to know about how to turn your ads into profits.

~~Cashvertising by Drew Eric Whitman — Blinkist~~

"Cashvertising: How to Use More Than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone" is a look into the psychology of advertising and the statistics behind it. There are certain factors, however slight, can mean the difference between a good, effective ad that moves product and a bad ad which proves to be a ...

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