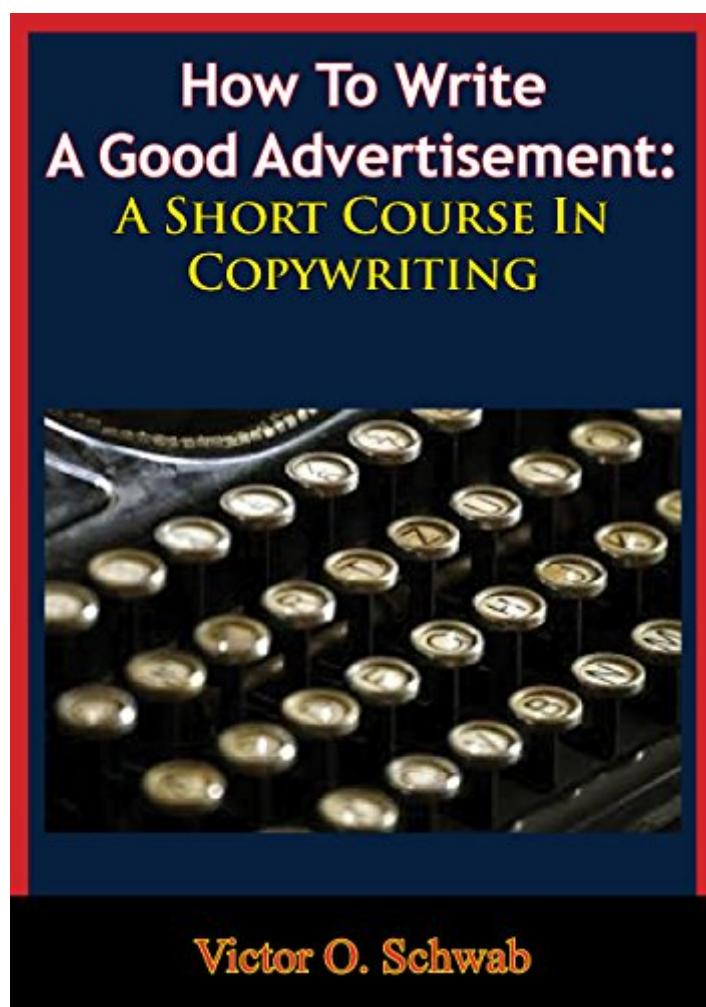


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# How To Write A Good Advertisement: A Short Course In Copywriting



## **Synopsis**

GET 44 YEARS OF ADVERTISING WRITING EXPERIENCE IN THE TIME IT TAKES TO READ THIS BOOK! You can learn to write compelling advertisements that will make people notice them, read them, and act upon them. In fact, you can learn to write such powerful advertisements that people actually go out and demand the product advertised and no other. How can you do this? By using the same elements that have made top copywriters like Victor O. Schwab excel at their craft. *How to Write a Good Advertisement* is a short course in writing powerful, hard-hitting copy that can help you make your products and services irresistible to potential customers. This remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade. Whether you are new to the craft or have been writing copy for years, your knowledge and practice of advertising fundamentals will determine the extent of your success. *How to Write a Good Advertisement* presents these fundamentals from the perspective of a 44-year veteran in the copywriting business. Following these proven techniques and tips, anyone can write professional advertisements that create a memorable image, pull in mailboxes full of orders, or attract new customers to their service. **LEARN HOW TO:** Grab reader attention immediately. Write compelling copy that holds attention. Write a call to action that's difficult to refuse. Design winning layouts. Increase the number of orders. Convert more inquiries to orders. **GET ANSWERS TO IMPORTANT TECHNICAL QUESTIONS:** Effective advertisement length...use of color...smart media placement...and much more.

## **Book Information**

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## **Customer Reviews**

Victor Schwab is famous in the mail order industry and his approach here works across a wide range of advertising media from display ads to web sites. Anyone involved in advertising, or even sales, would benefit from this book. The only better book on this topic is "Breakthrough Advertising" by Eugene Schwartz. This book is concise, but complete, and well-written. A practical and useful classic. Buy it.

I gained a lot of insight about branding by reading "Why Johnny Can't Brand" by Bill Schley and Carl Nichols. Victor Schwab is one of the key figures from mass advertising's heyday that Schley and Nichols deem the "Brand Titans." I wasn't disappointed by this introduction to writing advertising and marketing copy. It has guided me very helpfully in writing many effective web pages on websites. Since Internet marketing today often shares similarities to the direct-response advertising of the mid-twentieth century, there is a lot to be learned and applied still today.

Excellent book on copywriting. Yes, it may seem old school, but reading Victor O. Schwab's text is worth reminding yourself about the basics and picking up pointers. While you are at it, you can see how language shifts - over the span of just 60 years. The advice is good for beginners and for people who think they know something about writing. Writing to convince people to buy something is a whole different game. If your sales are lacking, you might take a look at the underlying cause in the writing that is selling for you.

No one interested in writing DM or doing copywriting should think that one book tells it all, but instead should collect a library of must-read books. This is one of them. The advice is as true as the day it was written, in 1962. It constitutes one of the small handful of true classics on writing DM and advertising. Victor Schwab is right up there with the likes of Ogilvy, Bob Bly and Dan Kennedy. Buy this Book!But...this book hasn't been revised since 1962, and many of the examples date from the

1920s and 1930s . Language has changed and moved on since then. Arm twisting , formulaic headlines and catch copy have also lost some (but maybe not all) of their ability to sell. When this book was written, there was no Internet, email, iPod, , Google or Facebook. The basic assumption behind this book is the power of the printed word, which means it has to be treated with caution at times. But this book is as fundamental a part of any copywriters toolkit as a hammer is to a carpenter. Be aware of its failings. It won't explicitly teach you to write for the Internet, and you may be puzzled by some of the quaint examples. But, if you read it and make sure to pass the tests at the end of each chapter, you're going to take giant steps towards becoming a better copywriter. The reason for four stars is the dated examples. Otherwise a five star Must Buy Book

This book was first published in 1962. But the lessons are still as valuable and as valid today as when first published. This is a great manual on how to write advertisement. Schwab is considered one on the legends in print advertising. His writing is easy to read, well organized and simple to understand. This is a how to manual. Mr. Schwab starts with the importance of the headline - if you can't get people to read your ad it has no chance of getting people to buy the product. He gives you step by step instruction for writing good headlines. From headlines, he goes on to teach about attention getting layout, showing people the advantages of your product, proving your claims, social proof and asking for action. Schwab talks about the copy length, subheads and AIDA (Attention, Interest, Desire and Action). At the end of each chapter is a quiz on the material presented. If you want an excellent book on advertising and marketing, this is certainly one. If you have absolutely no experience, you will learn all the basics and concepts from this one book. If you consider yourself knowledgeable, this is a great refresher course. Well worth reading if your job involves advertising and marketing.

Beneath the humble text of this book is deep insight into human nature and what causes people to buy. This is not the only book of which I would say: "If you can only have one copywriting book, get this one," but it is on the short list of such books. Superbly educational. It makes you think. It seems like a simple course on the surface - perhaps that was Schwab's gift. At the end of each chapter he features an essay on a topic pertaining to the life of a copywriter. The book is 8.5" x 11". It has enormous margins in which you could take notes. It would be a good textbook for a beginning copywriting class and I think that is why it was written. Clyde Bedell's "How To Write Advertising That Sells" was an inspiration for this text and worth reading as well - though more obscure these days due to being out of print for many years.

One of the best books on copywriting you'll find anywhere. It's one of those books that I read, and re-read, and re-read, over and over again!

This is a classic marketing/advertising book, from a classic copywriter. The only thing that might have added even more value, would have been to include actual examples of ad/marketing pieces, as Herschell Gordon Lewis did in his 'On the Art of Writing Copy,' both must-have books for anyone serious about becoming a top copywriter, or if you already are a top copywriter - polishing any of the rough spots everyone has. Dave Harrington Ottawa, Canada

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