



Scientific Marketing

Based on the Claude C. Hopkins book

Scientific Advertising

and

Annotated for today's Internet Marketer

by

Douglas Hanna

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Introduction

In 1923, a copywriter named Claude C. Hopkins wrote a slim volume titled *Scientific Advertising*. In this amazing book, Claude set down the lessons he had learned over the course of his advertising career for creating advertising using scientific methods that all but guaranteed sales.

Hundreds of copywriters purchased *Scientific Advertising* and it literally changed the way advertising was done – from hit and miss ads based mostly on gut instinct or intuition – to advertising based on testing, couponing, keying (tracking and known results).

While this may not seem like such an astonishing idea it was very revolutionary at the time. In one small book, Hopkins showed that you could test ads and then know that they would be successful. In fact, Claude made advertising so scientific, companies could almost forecast advertising results with astounding accuracy.

Even up to the 1960s, there were admen who still respected and followed Hopkins's advice. This included legendary copywriters such as Gary Halbert and David Ogilvy, principle of the storied agency, Ogilvy & Mather. Ogilvy once said this about *Scientific Advertising*, "'Nobody should be allowed to have anything to do with advertising until he has read this book seven times. It changed the course of my life."

Then it all changed ...

Somewhere along the way, perhaps in the mid-1960s, many advertising agencies abandoned Hopkins' *Scientific Advertising* and moved to "creativity in advertising." The best example of this school of advertising may have been the agency Doyle Dane Bernback with its Volkswagen, "think small" ads. At the time, most ad men (the author included) thought these ads were brilliant and believed they helped VW to a new level of sales. Unfortunately, no one could document this as most print advertising was no longer thought of as "mail order" advertising and few ads were actually tested.

Everything old is new today

Today, some 80 years later, advertising – at least Internet-based advertising – is much the same as mail order advertising in Claude's era. As a result, many of the principles he teaches in *Scientific Advertising* are as valid now as they were when Claude wrote them. Eighty years can make big differences in many things but in mail order marketing – i.e., Internet marketing – many things remain the same, including the need to test, to measure response and to drive down advertising costs as far as possible.

The one biggest difference

The one biggest difference between Claude's mail order advertising and today's Internet marketing is that our form of advertising is much more ethereal. A man interested in buying a car in 1938 could read and re-read the ad – studying every word if necessary – before making any decision. Today, the world moves much faster, it's much more difficult to capture people's attention, and many of our best sales letters and emails will only be scanned for a few seconds then acted upon or deleted.

As a result, I have annotated Claude's book to make some sections more appropriate for Internet marketers. As you read *Scientific Advertising*, you will see long passages where I have included no comments at all – the ideas stand for themselves today just as they did in Claude's time. However, in other instances, I have added information that I believe will help make his principles more relevant for today's Internet marketer.

In any event, if you follow the basic principles of *Scientific Advertising*, I am convinced you will enjoy better sales and profits. And Claude would certainly agree.

--Douglas Hanna

About the Author

Douglas Hanna began his advertising career as a junior copywriter for a small ad agency in a mid-sized Indiana city. Ten years later, he was a VP/Creative Director for one of the midwest's largest ad agencies.

Before leaving the agency business (after a 20-year career), Hanna developed advertising campaigns for companies as diverse as fishing tackle manufacturers, boat manufacturers, RV manufacturers, camera companies, banks, savings & loans, snack food companies, electronics manufacturers and ski resorts. His work won his clients both sales and awards.

As a consultant, Hanna specialized in direct marketing and was a member of the Business-to-Business Council of the Direct Mail Marketing Association. Following this, and before retirement, he was senior marketing manager for one of the country's largest providers of technical information.

Douglas lives with his wife and two dogs in a suburb of Denver, CO. While he is officially retired, he actually spends the majority of his time creating websites and blogs for profit. He is the author of two recently published ebooks, as well as more than 220 ezine articles on a variety of subjects.

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Chapter One: How Advertising Laws Are Established

The time has come when advertising has in some hands reached the status of a science. It is based on fixed principles and is reasonably exact. The causes and effects have been analyzed until they are well understood.

This is as true today as it was 80 years ago. Follow the rules of scientific advertising and your chances of success increase dramatically.

The correct methods of procedure have been proved and established. We know what is most effective, and we act on basic law.

Advertising, once a gamble, has thus become, under able direction, one of the safest business ventures.

This is true, assuming you have chosen a high demand/low competition niche. While scientific advertising is just that, always keep in mind that advertising is only a part of the mix. As we learn from marketing wizards like John Reese and Mike Filsamime, there are other critical components today, such as choosing the right products and the right niches. Incidentally, if you don't know what a market niche is, here's how Wikipedia defines it: "A niche market is the subset of the market on which a specific product is focusing on; Therefore the market niche defines the specific product features aimed at satisfying specific market needs, as well as the price range, production quality and the demographics that is intending to impact." And niche marketing is "... the process of finding and serving profitable market segments and designing custom-made products or services for them."

Certainly no other enterprise with comparable possibilities need involve so little risk.

Therefore, this book deals, not with theories and opinions, but with well-proven principles and facts. It is written as a textbook for students and a safe guide for advertisers. Every statement has been weighed. The book is confined to establish fundamentals. If we enter any realms of uncertainty we shall carefully denote them.

John Carlton references this book as the foundation of his Simple Writing philosophy. Gary Halbert was also a believer in scientific advertising as are many other successful Internet marketers. And for good reason. The times may have changed but advertising fundamentals those covered here remain the same

The present status of advertising is due to many reasons. Much national advertising has long been handled by large organizations known as advertising agencies. Some of these agencies, in their hundreds of campaigns, have tested and compared thousands of plans and ideas. The results have been watched and recorded, so no lessons have been lost. Such agencies employ a high grade of talent. None but able and experienced men can meet the requirements in national advertising. Working in co-operation, learning from each other and from each new undertaking, some of these men develop into masters.

I was fortunate in that I broke into the agency business under a copy chief who taught me the principles of scientific advertising. He helped me write an ad that sold 50,000 fishing lure within just a few weeks. The headline WAS "New Creek Chub Cra-Z-Fish Catches Fish Or Your Money Back/" And yes, we couponed it.

Individuals may come and go, but they leave their records and ideas behind them. These become a part of the organization's equipment, and a guide to all who follow. Thus, in the course of decades, such agencies become storehouses of advertising experiences, proved principles, and methods.

The unfortunate fact is that many of today's national advertisers have totally ignored this "legacy" data and have continued to create advertisements that are big on brand awareness and image but with little or no sell. I admit it's hard to key and track TV commercials but it can be done for some products. For example, there are infomercials for products such as the ShamWow. Do you think for a minute, the company behind that product doesn't know to the penny what it costs to make a sale?

The large agencies also come into intimate contact with experts in every department of business. Their clients are usually dominating concerns. So they see the results of countless methods and policies. They become a clearinghouse for everything pertaining to merchandising. Nearly every selling

question which arises in business is accurately answered by many experiences.

Under these conditions, where they long exist, advertising and merchandising become exact sciences. Every course is charted. The compass of accurate knowledge directs the shortest, safest, cheapest course to any destination. We learn the principles and prove them by repeated tests. This is done through keyed advertising, by traced returns, largely by the use of coupons. We compare one way with

many others, backward and forward and record the results. When one method invariably proves the best, that method becomes a fixed principle.

How many times have you heard about the importance of testing? Testing is what lies at the heart of scientific advertising. If you are not testing nearly every element of your advertising, you're probably throwing money away. Some aspects of Internet marketing such as Adwords are very easy to test. But do you test your emails, you opt-in boxes and even your sales letters? Watching a video from Micheal Rasmussen reminded me that there are two kinds of (name) squeeze pages. Have you tested both? The more you know, the more you will succeed and the more money you'll make.

Mail order advertising is traced down to the fraction of a penny. The cost per reply and cost per dollar of sale show up with utter exactness. One ad is compared with another, one method with another. Headlines, settings, sizes, arguments and pictures are compared. To reduce the cost of results even one percent means much in some mail order advertising. So no guesswork is permitted. One must know what is best. Thus mail order advertising first established many of our basic laws.

If you didn't know this, mail order advertising (aka direct mail) was the father of today's Internet Marketing/ And it can be every bit as scientific as mail order advertising was in Claude's day.

One membership site I belong to teaches the strategy of "mini-money sites," little one-page sites built that funnel directly traffic directly into eBay auctions. These mini sites are a great way to make money and to test copy at basically no cost. Incidentally, I recommend this site, <http://tinyurl.com/djrFu3> as both a terrific resource and price-value.

In lines where direct returns are impossible, we compare one town

with another. Scores of methods may be compared in this way, measured by cost of sales.

But the most common way is by the use of the coupon. We offer a sample, a book, a free package, or something to induce direct replies. Thus we learn the amount of action which each ad engenders.

We tend to offer free reports or a free video tutorial to induce action. But how many times have you tested one report against another or a report vs. a video tutorial? If you can learn which is the best offer in a given niche, you can increase sales substantially. For example, in his List P.R.O.F.I.T. system, Jimmy D. Brown teaches the importance of offering a “proposal” to get an opt-in. But what proposal would generate the maximum number of opt-ins? You can know only by experimenting (testing).

But those figures are not final. One ad may bring to many worthless replies, another replies that are valuable. So our final conclusions are always based on cost per customer or cost per dollar of sale.

Write this down – it’s absolutely fundamental to success in Internet marketing - “So our final conclusions are always based on cost per customer or cost per dollar of sale.” If you’re spending big bucks buying Adwords, we don’t have to tell you how important this information is. One small change in an Adwords ad can sometimes make or break an entire campaign.

These coupon plans are dealt with further in the chapter on "Test Campaigns." Here we explain only how we employ them to discover advertising principles.

In a large agency coupon returns are watched and recorded on hundreds of different lines. In a single line they are sometimes

recorded on thousands of separate ads. Thus we test everything pertaining to advertising. We answer nearly every possible question by multitudinous traced returns.

We used to coupon ads for one of our clients – a Colorado-based ski resort. I cannot tell you how anxiously we counted those coupons every fall. When you're keying or couponing ads, there's no place to hide. The client knows whether or not the ad worked how it performed vs. previous versions.

Some things we learn in this way apply only to particular lines. But even those supply basic principles for analogous undertakings.

In short, you can clone success. Once you take time to learn the basic principles of scientific advertising, you can use them to sell information products, membership sites or affiliate products or just about anything.

Others apply to all lines. They become fundamentals for advertising in general. They are universally applied. No wise advertiser will ever depart from those unvarying laws.

We propose in this book to deal with those fundamentals, those universal principles. To teach only established techniques. There is that technique in advertising, as in all art, science and mechanics. And it is, as in all lines, a basic essential.

The lack of those fundamentals has been the main trouble with advertising of the past. Each worker was a law to himself. All previous knowledge, all progress in the line, was a closed book to him.

It was like a man trying to build a modern locomotive without first ascertaining what others had done. It was like a Columbus starting

out to find an undiscovered land. Men were guided by whims and fancies - vagrant, changing breezes. They rarely arrived at their port. When they did - by accident - it was by a long roundabout course. Each early mariner in this sea mapped his own separate course. There were no charts to guide him.

Not a lighthouse marked a harbor, not a buoy showed a reef. The wrecks were unrecorded, so countless ventures came to grief on the same rocks and shoals.

Advertising was then a gamble - a speculation of the rashest sort. One man's guess on the proper course was as likely to be as good as another's. There were no safe pilots, because few sailed the same course twice.

Here's a key point – we can't necessarily sell the same product to different kinds of people (know thy demographics) and, with certain exceptions, we can't sell the same products to different niches. But when you test, you will know if the product can be sold at a profit to a significant number of people.

Ventures may fail, but the failures are not disasters. Losses, when they occur, are but trifling. And the causes are factors which have nothing to do with the advertising.

I receive emails from one guru or another almost every day. In most cases the email has enough pre-sell to get me to the sales page. These pages or letters are always full of testimonials and other anecdotal evidence of people who made big money with this or that scheme. However, there are never any hard numbers, i.e., what percentage of people who bought the book or the course actually made money. I know these statistics would be hard to get but I honestly believe that if you could provide these hard facts for one of

your products, you would absolutely clean up. This is also known as specificity in advertising and you will learn more about the importance of it in later chapters.

These facts should be recognized by all. This is no proper field for sophistry or theory, or for any other will-'o-the-wisp. The blind leading the blind is ridiculous. It is pitiful in a field with such vast possibilities.

Success is a rarity, maximum success impossibility, unless one is guided by laws as immutable as the law of gravitation.

So our main purpose here is to set down those laws, and to tell you how to prove them for yourself. After them come a myriad variations. No two advertising campaigns are ever conducted on lines that are identical.

Individuality is an essential. Imitation is a reproach. But those variable things which depend on ingenuity have not a place in a textbook on advertising. This is for groundwork only.

Our hope is to foster advertising through a better understanding. To place it on a business basis. To have it recognized as among the safest, surest ventures which lead to large returns.

Thousands of conspicuous successes show its possibilities. Their variety points out its almost unlimited scope. Yet thousands who need it - who can never attain their deserts without it - still look upon its accomplishments as somewhat accidental.

What I think Claude is saying here is that success should never be accidental. You should know why you succeeded or failed and learned from the experience. Matt Leverhagen, the leading exponent of Adwords blasting (<http://blog.campaignblasts.com/>), teaches that you need to keep failing until you fail to fail. The underlying idea here is that even when you fail, you learn something that puts you that much closer to success. And once you learn what it takes to succeed, you can clone that experience over and over.

That was so, but it is not so now. We hope that this book will throw some new lights on the subject.

Chapter Two: Just Salesmanship

To properly understand advertising or to learn even its rudiments one must start with the right conception.

Advertising is salesmanship. Its principles are the principles of salesmanship. Successes and failures in both lines are due to like causes. Thus every advertising question should be answered by salesman's standards.

Just imagine that the best person to learn Internet marketing from might be an insurance sales representative and not an Internet guru. I believe this idea is definitely worth pursuing. For that matter, I believe that many of today's top marketers, like Eric Louviere, had actual selling experience before moving into Internet marketing and this is one reason they have been successful.

Let us emphasize that point. The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales. It is not for general effect. It is not to keep your name before the people. It is not primarily to aid your other salesmen.

A brand manager might argue the point about "not to keep your name before the people" (see Coke ads) but my experience tells me that branding is not very important in Internet marketing – except for "branding" yourself as an authority figure or creating a memorable persona.

Treat it like a salesman. Force it to justify itself. Compare it to other salesman. Figure its cost and result.

Accept no excuses which good salesmen do not make. Then you will not go far wrong.

The difference is only in degree. Advertising is multiplied salesmanship. It may appeal to thousands while the salesman talks to one. It involves a corresponding cost. Some people spend \$10 per word on an average advertisement. Therefore every ad should be a super-salesman.

If you're doing PPC, you know how valid this is. But are you testing every word to make sure you've totally optimized your clicks? If you're doing affiliate marketing, are you testing your pre-sell pages? Matt Acutt has a great report titled The Cash PreSell method that explains at length what you need to do to write great presell pages – and sell more affiliate products. You can learn more about Matt's report at

<http://www.cashbootstrapmethod.com/presell>.

A salesman's mistake may cost little. An advertiser's mistake may cost a thousand times that much. Be more cautious, more exacting, therefore. A mediocre salesman may affect a small part of your trade. Mediocre advertising affects all of your trade.

Many think of advertising as ad-writing. Literary qualifications have no more to do with it than oratory has with salesmanship. One must be able to express himself briefly, clearly and convincingly, just as a salesman must.

Is your writing brief, clear and convincing? Study emails from the greats like John Reese, Jimmy D. Brown, Gary Halbert, John Carlton and, especially Travis Sago, and you'll see clear, simple, easy-to-read and copy at its best. Here, for example, is a brief excerpt from one of Gary Halbert's letters: "The politicians are lying about it and the

media is too blind to see it. However, consumers know. They know it in their guts and they're running scared. They're tightening up the purse strings like a pit bull with lockjaw." Is that great copy with a terrific metaphor, or what?

But fine writing is a distinct disadvantage. So is unique literary style. They take attention from the subject. They reveal the hook. Any studied attempt to sell, if apparent, creates corresponding resistance.

That is so in personal salesmanship as in salesmanship-in-print. Fine talkers are rarely good salesman. They inspire buyers with the fear of over-influence. They create the suspicion that an effort is made to sell them on other lines than merit.

The message here? Don't overwrite. This doesn't mean you shouldn't be writing 12-page sales letters or three-page emails. What it means is that you need to make sure every word earns its way. As an example of this, suppose you're writing Adwords copy. Once you think the copy is as tight as possible, go back and start deleting words. When you reach the point where the last word deleted changes the meaning of the ad, then you've made every word earn its way.

Successful salesman are rarely good speech makers. They have few oratorical graces. They are plain and sincere men who know their customers and know their lines. So it is in ad-writing. Many of the ablest men in advertising are graduate salesmen. The best we know have been house-to-house canvassers. They may know little of grammar, nothing of rhetoric, but they know how to use words that convince.

There is one simple way to answer many advertising questions. Ask

yourself, "Would it help a salesman sell the goods?" "Would it help me sell them if I met a buyer in person?" A fair answer to those questions avoids the countless mistakes. But when one tries to show off, or does things merely to please himself, he is little likely to strike a chord which leads people to spend money.

Some argue for slogans, some like clever conceits. Would you use them in personal salesmanship? Can you imagine a customer whom such things would impress? If not, don't rely on them for selling in print.

Here's an example of what not to do. Pendleton ran an ad some years ago with the headline, "New, very new Pendleton Sunweights." While the headline doesn't select out the target market, there were pictures of men doing active-type stuff. Can you spot the conceit? The Pendleton people apparently thought the company's name, plus the brand name "Sunweights" would be enough cause the reader to want to know more.

Some say "Be very brief. People will read for little." Would you say that to a salesman? With a prospect standing before him, would you confine him to any certain number of words? That would be an unthinkable handicap.

So in advertising. The only readers we get are people whom our subject interests. No one reads ads for amusement, long or short. Consider them as prospects standing before you. Give them enough to get action.

Can you visualize your typical prospect? If you were standing right in front of your prospect, and you had 10 seconds to grab her or her attention, would you know what to say? If so, you should be able to write great headlines.

Some advocate large type and big headlines. Yet they do not admire salesman who talk in loud voices. People read all they care to read in 8-point type. Our magazines and newspapers are printed in that type. Folks are accustomed to it. Anything larger is like loud conversation. It gains no attention worthwhile. It may not be offensive, but it is useless and wasteful. It multiplies the cost of your story. And to many it seems loud and blatant.

I understand that this runs contrary to the philosophy of big, bold headlines in flaming red ... but have you tested smaller headlines that don't shout? The fact is, there may be times when it's better to whisper than to shout. And you'll never know ... unless you test

Others look for something queer and unusual. They want ads distinctive in style or illustration. Would you want that in a salesman? Do not men who act and dress in normal ways make a far better impression?

Some insist on dressy ads. That is all right to a certain degree, but it is quite important. Some poorly-dressed men prove to be excellent salesmen. Overdress in either is a fault. So with countless questions.

Measure them by salesmen's standards, not by amusement standards. Ads are not written to entertain. When they do, those entertainment seekers are little likely to be the people whom you want. That is one of the greatest advertising faults. Ad writers abandon their parts. They forget they are salesmen and try to be performers. Instead of sales, they seek applause.

When you plan or prepare an advertisement, keep before you a

typical buyer. Your subject, your headline has gained his or her attention. Then in everything be guided by what you would do if you met the buyer face-to-face.

This is really great advice – then or now, 80-plus years later. Claude once wrote this headline ... “This 10-Day Test Has Shown Millions The Way To White Teeth - All Statements Approved By High Dental Authorities.” You could almost run this ad today over the name Crest.

If you are a normal man and a good salesman you will then do your level best.

Don't think of the people in the mass. That gives you a blurred view. Think of a typical individual, man or women who is likely to want what you sell. Don't try to be amusing. Money spending is a serious matter. Don't boast, for all people resent it. Don't try to show off. Do just what you think a good salesman should do with a half-sold person before him.

Is your prospect male or female? 18-35 or 55+? College or high school educated? A natural born entrepreneur or timorous investor? The more you know, the more you sell. As an example of this, when I was a junior copywriter one of the first lessons drummed into my head was the need to sit and visualize a single prospect – for example, for a checking account. The idea was that if I could imagine one good prospect – his age, his needs, his concerns, his financial worries - I could write copy for thousands of prospects.

Some advertising men go out in person and sell before they plan to write an ad. One of the ablest of men has spent weeks on one article, selling from house to house. In this way they learn the reactions from

7different forms of argument an approach. They learn what possible buyers want and the factors which don't appeal. It is quite customary to interview hundreds of possible customers.

What a concept? Get out from behind that computer and go talk to some prospects, You might be amazed at what you learn. In fact, you might discover that everything you believe about prospects or a market niche is wrong. And wouldn't it be better to discover it this way rather than spending hundreds of dollars to learn this?

Others send out questionnaires to learn the attitude of the buyers. In some way all must learn how to strike responsive chords. Guesswork is very expensive.

Do you hang out in forums that permit polls? That's a quick, easy way to find out what prospects want or think. Plus, if you follow a forum for a few weeks, you'll see which issues are most important to its members. For that matter, as Jimmy D. Brown teaches, forums are a great way to find people for your lists via your signature block. You can learn more about Jimmy and his system at <http://tiny.cc/0RYKI>.

The maker of an advertised article knows the manufacturing side and probably the dealer's side. But the very knowledge often leads him astray in respect to customers. His interests are not in their interests. The advertising man studies the consumer. He tries to place himself in the position of the buyer. His success largely depends on doing that to the exclusion of everything else.

This book will contain no more important chapter than this one on salesmanship. The reason for most of the non-successes in advertising is trying to sell people what they do not want. But next to that comes lack of true salesmanship.

Here's advice that's as valid today as 80 years ago. You can go broke trying to sell people something they don't want. But if you're continually testing, can learn what your prospects want to buy. Travis Sago has been promoting a membership site where every day you receive a list of keywords for "starving" crowds of buyers.

(<http://www.instacashkeywords.com>), a sort of shortcut to learning what certain prospects want. For example, golf is a tough niche to crack until you identify a starving crowd of golfers. In Travis' example you find them using a phrase "what clubs does Tiger Woods play?" identifies golfers who are anxious to improve their game. Plus this phrase has very little competition vs. "golf" or "golf clubs."

Ads are planned and written with some utterly wrong conception. They are written to please the seller. The interest of the buyer are forgotten. One can never sell goods profitable, in person or in print, when that attitude exists.

Remember the people you address are selfish, as we all are. They care nothing about your interests or your profit. They seek service for themselves. Ignoring this fact is a common mistake and a costly mistake in advertising. Ads say in effect, "Buy my brand. Give me the trade you give to others. Let me have the money."

Is selfishness bad? There are people who would say it is. If you're old enough to remember the movie "Wall Street," you'll remember Gordon Gecko and his "greed is good." The surest way to a sale is still to appeal to your prospect's greed or selfishness. The first question any prospect asks, either consciously or unconsciously is, "what's in it for me?" Do you have a quick and believable answer? You better.

That is not a popular appeal.

The best ads ask no one to buy. That is useless. Often they do not quote a price. They do not say that dealers handle the product.

The ads are based entirely on service. They offer wanted information. They site advantages to users. Perhaps they offer a sample, or to buy the first package, or to send something on approval, so the customer may prove the claims without any cost or risks. Some of these ads seem altruistic. But they are based on the knowledge of human nature. The writers know how people are led to buy.

Never forget that “advantages to users” are benefits and not features. People don’t buy because your product is “50% faster acting than its competitor.” They buy because it relieves their problem twice as quickly.

Have you ever tried sending something on approval? We used to call this the “puppy dog close.” You would tell the prospect, “here, just take this puppy home for the weekend. Then bring it back Monday if you decide you don’t want it.” How many people do you think ever brought back that puppy? My guess is darn few.

In Internet marketing, the equivalent would be to send the product on approval. This could be made to work on affiliate products if you could arrange it with your supplier or if you’re willing to buy a product and then give it away. It also could be worth testing with your own information product. However, be sure to add the loss factor, or the

financial loss you would suffer from people who ordered your product “on approval” and then did not pay. This could be substantial.

Here again is salesmanship. The good salesman does not merely cry a name. He doesn't say, "Buy my article."
He pictures the customer's side of his service until the natural result is to buy.

A brush maker has some 2,000 canvassers who sell brushes from house to house. He is enormously successful in a line which would seem very difficult. And it would be for his men asked the housewives to buy.

But they don't. They go to the door and say, "I was sent here to give you a brush. I have samples here and I want you to take your choice." The housewife is all smiles and attention. In picking out one brush she sees several she wants. She is also anxious to reciprocate the gift. So the salesman gets an order.

Study the sales letters of top gurus. Do they ask for the sale up front or do they bury you with benefits and features before they even mention price?

Here's another idea worth testing If it were me, I'd offer two products with the caveat that you get to keep one free if you buy the other. The logistics of this might get complicated but it could be worth testing.

Another concern sells coffee, etc., by wagons in some 500 cities. The man drops in with a half-pound of coffee and says, "Accept this

package and try it. I'll come back in a few days to ask you how you liked it."

Even when he comes back he doesn't ask for an order. He explains that he wants to send the women a fine kitchen utensil.

It isn't free, but if she likes the coffee he will credit five cents on each pound she buys until she has paid for the article. Always some service.

This may be a reach, but how about a continuity program based on this? You could offer a \$97 report with the caveat that you would credit the prospect \$17 for every short report they purchase until they've paid the \$97. Is this a reach? Maybe. But I still believe there's a germ of an idea here.

The maker of the electric sewing machine motor found advertising difficult. So, on good advice, he ceased soliciting a purchase. He offered to send to any home, through any dealer, a motor for one week's use. With it would come a man to show how to operate. "Let us help you for one week without cost or obligation," said the ad. Such an offer was resistless, and about nine in ten of the trials led to sales.

So in many, many lines. Cigar makers send out boxes to anyone and say, "Smoke ten, and then keep them or return them, as you wish."

Makers of books, typewriters, washing machines, kitchen cabinets, vacuum sweepers, etc., send out their products without any

prepayment. They say, "Use them, then do as you wish." Practically all merchandise sold by mail is sent subject to return.

These are all common principles of salesmanship. The most ignorant peddler applies them. Yet the salesman-in-print very often forgets them. He talks about his interest. He blazons a name, as though that was of importance. His phrase is "Drive people to the stores," and that is his attitude in everything he says.

People can be coaxed but not driven. Whatever they do they do to please themselves. Many fewer mistakes would be made in advertising if these facts were never forgotten.

We say we'll drive traffic to our site or opt-in page. But is this the best way to think about traffic? Would it change your sales messages if you were to "entice" or "coax" traffic to a site?

The severest test of an advertising man is in selling goods by mail. But that is a school from which he must graduate before he can hope for success. There, cost and result are immediately apparent. False theories melt away like snowflakes in the sun. The advertising is profitable or it is not, clearly on the face of the returns.

The foundation of just about all Internet marketing is mail order advertising. And many of the mail order principles Claude taught are just as valid today.

Figures which do not lie tell at once the merits of an ad.

This puts men on their mettle. All guesswork is eliminated. Every mistake is conspicuous. One quickly loses this conceit by learning

how often his judgment errs - often nine times in ten. There one learns that advertising must be done on a scientific basis to have any fair chance of success. And he learns that every wasted dollar adds to the cost of results.

Have you ever read the theory of adwords blasting? It's really just today's version of what Hopkins taught 80 years ago ... or today's version of scientific advertising. See Matt Leverhagen's blog, <http://blog.campaignblasts.com/> for more information.

Here he is taught tough efficiency and economy under a master who can't be fooled. Then, and only then, is he apt to apply the same principles and keys to all advertising.

A man was selling a \$5 article. The replies from his ad cost him 85 cents. Another man submitted an ad which he thought better. The replies cost him \$14.20 each. Another man submitted an ad which for two years brought replies at an average of 41 cents each.

To put this in today's terminology, would you continue paying \$0.50 a click if you found you could get nearly the same number of sales at \$0.25 a click? Suppose, for example that \$0.50 a click generated 50 clicks and five sales, yielding a net profit of \$25 (\$5 per sale). If you lower your cost per click to \$0.25 and still get five sales, you've just increased your net profit to \$37.50. If your 50 clicks produce just four sales, your net profit is still \$27.50 - not bad, huh?

Consider the difference, on 250,000 replies per year. Think how valuable was the man who cut the cost in two.

Think what it would have meant to continue that \$14.20 ad without any key on returns. Yet, there are thousands of advertisers who do just that. They spend large sums on a guess. And they are doing what that man did - paying for sales from 2 to 35 times what they need cost. A study of mail order advertising reveals many things worth learning. It is a prime subject for study. In the first place, if continued, you know that pays. It is therefore good advertising as applied to that line.

The probability is that the ad has resulted from many traced comparisons. It is therefore the best advertising, not theoretical. It will not deceive you. The lessons it teaches are principles which wise men apply to all advertising.

In short, watch your competition. If you find an Adwords ad that has run without change for several months (or more), you can be sure it's delivering quality results at an effective cost. Study the ad and you should be able to learn what you need to do to get the same results. Or to put it another way, find success – whether it's Adwords, a sales letter or an email - and clone it.

Mail order advertising is always set in small type. It is usually set in smaller type than ordinary print. The economy of space is universal. So it proves conclusively that larger type does not pay. Remember that when you double your space by doubling the size of your type. The ad may still be profitable. But traced returns have proved that you are paying a double price for sales.

In mail order advertising there is no waste of space. Every line is utilized. Borders are rarely used. Remember that when you are

tempted to leave valuable space unoccupied.

In mail order advertising there is no jargon. There is no boasting, save of super-service. There is no useless talk.

There is no attempt at entertainment. There is nothing to amuse.

Mail order advertising usually contains a coupon. That is there to cut out as a reminder of something the reader has decided to do. Mail order advertisers know that readers forget. They are reading a magazine of interest. They may be absorbed in a story. A large percentage of people who read an ad and decide to act will forget that decision in five minutes. The mail order advertisers that waste by tests, and he does not propose to accept it.

In today's Internet marketing this might mean testing banners rather than actual coupons. But one way to do this would be to dress up your opt-in box to look like a coupon and then test one of these "coupons" against another (or others) opt-in box. The fundamental point here is that you cannot know what's working without testing everything – copy, squeeze pages, emails, sales letters and everything.

So he inserts that reminder to be cut out, and it turns when the reader is ready to act.

In this case, I'd suggest might want to test two different (or more) offers to see which one generates the greatest number of opt-ins.

In mail order advertising the pictures are always put to the point. They are salesmen in themselves. They earn space they occupy. The size is gauged by their importance. The picture of a dress one is trying to sell may occupy much space. Less important things get

smaller spaces.

Not only do illustrations have to earn their space, but there is also the power of alternate text. I have one site where nearly 50% of my visitors come because of their search for a picture and not because of all my ezine articles. Do you where your visitors come from? If not, be sure to go to Statcounter (<http://www.statcounter.com/>) where you can get a short piece of code to add to your web sites. Once you've added this code, you will be able to learn an amazing amount of information about your visitors, including where they came from, their entry and exit pages and how long they stayed on your site or blog.

Pictures in ordinary advertising may teach little. They probably result in whims. But pictures in mail order advertising may form half the cost of selling. And you may be sure that everything about them has been decided by comparative tests. Before you use useless pictures, merely to decorate or interest, look over some mail order ads. Mark what their verdict is.

Again, the best place to learn what do to – besides testing – is to study what the really successful internet marketers (AKA gurus) are doing. Are they using visuals such as videos in their sales letters and websites?

A man advertised an incubator to be sold by mail. Type ads with right headlines brought excellent returns. But he conceived the idea that a striking picture would increase those returns. So he increased his space by 50 per cent to add a row of chickens in silhouette.

Like your copy, illustrations (photos) must earn their way. If giving up 1/3 of your space does not increase results by 33% or more, the photo may not be earning its keep.

It did make a striking ad, but his cost per reply was increased by

exactly that 50 per cent. The new ad, costing one-half more for every insertion, brought not one added sale.

The man learned that incubator buyers were practical people. They were looking for attractive offers, not pictures.

Again, this is just as true today as 80-plus years ago. People basically care only about what's in it for them – the offer and not the graphics. Are you paying big bucks for web design? Maybe you should rethink this. Or at least take a look at what the big guys are doing and ask yourself the question, "is this website designed to provide information or sell something?"

Think of the countless untraced campaigns where a whim of that kind costs half the advertising money without a penny in return. And it may go on year after year.

Mail order advertising tells a complete story if the purpose is to make an immediate sale. You see no limitations there on amount of copy. The motto there is, "The more you tell the more you sell." And it has never failed to prove out so in any test we know.

Do long sales letters work? I think Claude pretty much answers that question with the simple phrase, "the more you tell, the more you sell." Long copy sales letters are not easy to write but remember that you only have one chance to make a first impression and that impression has to lead to a sale.

Sometimes the advertiser uses small ads, sometime large ads. None are too small to tell a reasonable story. But an ad twice larger brings twice the returns. A four-times-larger ad brings four times the returns, and usually some in addition.

This is just amazing information

But this occurs only when the larger space is utilized as well as the small space. Set half-page copy in a page space and you double the cost in returns. We have seen many a test prove that.

Look at an ad of the Mead Cycle Company - a typical mail order ad. These have been running for many years.

The ads are unchanging. Mr. Mead told the writer that not for \$10,000 would he change a single ad in his words.

For many years he compared one ad with the other. And the ads you see today are the final results of all those experiments. Note the picture he uses, the headlines, the economy of space, the small type. Those ads are as near perfect for their purpose as an ad can be.

So with any other mail order ad which has long continued. Every feature, every word and picture teaches advertising at its best. You may not like them. You may say they are unattractive, crowded, hard to read -anything you will. But the test results has proved those ads the best salesman those lines have yet discovered.

Here's an example of a Hopkins' ad with a really long headline, but you can bet there is not a single wasted word:

"Where Children are Fed with Oatmeal - Among the Homes of the Educated - on the Boulevards, in the Higher-class Sections and University Districts - an Actual Canvass Shows that Seven in Eight Regularly Serve Oatmeal"

And they certainly pay.

Mail order advertising is the court of last resort. You may get the same instruction, if you will, by keying other ads. But mail order ads are models. They are selling goods profitably in a difficult way. It is far harder to get mail orders than to send buyers to the stores. It is hard to sell goods which can't be seen. Ads which do that are excellent examples of what advertising should be.

I would amend this to say that Internet advertising is much harder than mail order advertising. With mail order advertising, the prospect at least has something to hold in his hand and study. Internet advertising is far more ephemeral – it's there one minute and gone the next unless you can grab and hold your reader's attention long enough to generate an action. This is not easy and begins to explain why the great Internet copywriters charge as much as they do for sales letters. This also underscores the need for a product graphic – a book or stack of CDs – that make the product look tangible or real.

We cannot often follow all the principle of mail order advertising, though we know we should. The advertiser forces a compromise. Perhaps pride in our ads has an influence. But every departure from those principles adds to our selling cost. Therefore it is always a question of what we are willing to pay for our frivolities.

One principle that holds true for both mail order advertising and Internet marketing is that "the money is in the list." You can bet that when advertisers sent out offers created by copywriters like Claude, John Caples and Maxwell Sackheim, they know the offers were being sent to a good list. If you haven't yet built a list, I recommend Jimmy D. Brown's, List P.R.O.F.I.T. system, as it is just imperative that you have your own customer list. For that matter, did you know it takes, on the average, 5 to 12 emails to get a single order from one of the people on your list?

We can at least know what we pay. We can make keyed comparisons, and one ad with another. Whenever we do we invariably find that the nearer we get to proved mail order copy the more customers we get for our money.

Here are words to live by – continue to make keyed comparisons (AKA test different approaches where you can track the results) and the closer you will get to that “perfect” ad, email, squeeze page or sales letter.

This is another important chapter. Think it over. What real difference is there between inducing a customer to order by mail or order from his dealer? Why should the methods of salesmanship differ?

They should not. When they do, it is for one of two reasons. Either the advertiser does not know what the mail order advertiser knows. He is advertising blindly. Or he is deliberately sacrificing a percentage of his returns to gratify some desire.

There is some apology for that, just as there is for fine offices and buildings. Most of us can afford to do something for pride and opinion. But let us know what we are doing. Let us know the cost of our pride. Then, if our advertising fails to bring us the wanted returns, let us go back to our model - a good mail order ad - and eliminate some of our waste.

Chapter Three: Offer Service

Remember the people you address are selfish, as we all are. They care nothing about your interests or your profit. They seek service for themselves. Ignoring this fact is a common mistake and a costly mistake in advertising. Ads say in effect, "Buy my brand. Give me the trade you give to others. Let me have the money."

The first question any prospect asks, either consciously or unconsciously is, "what's in it for me?" Do you have a quick and believable answer? You better, especially in the case of your headline.

That is not a popular appeal.

The best ads ask no one to buy. That is useless. Often they do not quote a price. They do not say that dealers handle the product.

In the case of today's Internet marketing, most of the sales letters I see have no price until you click on the Buy Now button. This is sort of today's version of letting dealers handle the product pricing. The strategy is to get you so excited about the product that you will take action - clicking the Buy Now button - as by the time you reach the bottom of the letter, you will have been psychologically conditioned to buy before you even know the price.

The ads are based entirely on service. They offer wanted information. They site advantages to users. Perhaps they offer a sample, or to buy the first package, or to send something on approval, so the customer may prove the claims without any cost or risks. Some of these ads

seem altruistic. But they are based on the knowledge of human nature. The writers know how people are led to buy.

Never forget that “advantages to users” are benefits and not features. People don’t buy because your product is “50% faster acting than its competitor.” They buy because it relieves their problem twice as quickly.

In Internet marketing, the equivalent would be to send the product on approval. This could be made work on affiliate products if you can arrange it with your supplier or if you’re willing to buy a product and then give it away.. It also could be worth testing with your own information product.

Here again is salesmanship. The good salesman does not merely cry a name. He doesn't say, "Buy my article."

He pictures the customer's side of his service until the natural result is to buy.

A brush maker has some 2,000 canvassers who sells brushes from house to house. He is enormously successful in a line which would seem very difficult. And it would be for his men asked the housewives to buy.

Study the sales letters of top gurus. Do they ask for the sale up front or do they bury you with benefits and features before they even mention price?

But they don't. They go to the door and say, "I was sent here to give you a brush. I have samples here and I want you to take your choice." The housewife is all smiles and attention. In picking out one brush she

sees several she wants. She is also anxious to reciprocate the gift. So the salesman gets an order.

Here's another idea worth testing If it were me, I'd offer two products with the caveat that you get to keep one free if you buy the other. The logistics of this might get complicated but it might be worth testing.

Another concern sells coffee, etc., by wagons in some 500 cities. The man drops in with a half-pound of coffee and says, "Accept this package and try it. I'll come back in a few days to ask you how you liked it."

Even when he comes back he doesn't ask for an order. He explains that he wants to send the women a fine kitchen utensil. It isn't free, but if she likes the coffee he will credit five cents on each pound she buys until she has paid for the article. Always some service.

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Here's yet another version of the puppy dog close. If you have a tangible product (for example, instructional videos on a CD), can you get it in a prospect's hands for, say, a 10-day trial? I think you'd see a lot of sales using this tactic. Of course, you'd have to have some way of policing the offer or you might get seriously stung.

So in many, many lines. Cigar makers send out boxes to anyone and say, "Smoke ten, and then keep them or return them, as you wish."

Makers of books, typewriters, washing machines, kitchen cabinets, vacuum sweepers, etc., send out their products without any prepayment. They say, "Use them, then do as you wish." Practically all merchandise sold by mail is sent subject to return.

These are all common principles of salesmanship. The most ignorant peddler applies them. Yet the salesman-in-print very often forgets them. He talks about his interest. He blazons a name, as though that was of importance. His phrase is "Drive people to the stores," and that is his attitude in everything he says.

Does this sound like "drive people to the website?"

People can be coaxed but not driven. Whatever they do they do to please themselves. Many fewer mistakes would be made in advertising if these facts were never forgotten.

Chapter Four: Mail Order Advertising - What It Teaches

The severest test of an advertising man is in selling goods by mail. But that is a school from which he must graduate before he can hope for success. There, cost and result are immediately apparent. False theories melt away like snowflakes in the sun.

The foundation of just about all Internet marketing is mail order advertising. And many of the mail order principles Claude taught are just as valid today.

The advertising is profitable or it is not, clearly on the face of the returns.

Figures, which do not lie, tell at once the merits of an ad.

This puts men on their mettle. All guesswork is eliminated. Every mistake is conspicuous. One quickly loses this conceit by learning how often his judgment errs - often nine times in ten. There one learns that advertising must be done on a scientific basis to have any fair chance of success. And he learns that every wasted dollar adds to the cost of results.

Here he is taught tough efficiency and economy under a master who can't be fooled. Then, and only then, is he apt to apply the same principles and keys to all advertising.

A man was selling a \$5 article. The replies from his ad cost him 85 cents. Another man submitted an ad which he thought better. The replies cost him \$14.20 each. Another man submitted an ad which for two years brought replies at an average of 41 cents each.

To put this in today's terminology, would you continue paying \$0.50 a click if you found you could get nearly the same number of sales at \$0.25 a click? Suppose, for example that \$0.50 a click generated 50 clicks and five sales, yielding a net profit of \$25 (\$5 per sale). If you lower your cost per click to \$0.25 and still get five sales, you've just increased your net profit to \$37.50. If your 50 clicks produce just four sales, your net profit is still \$27.50 - not bad, huh?

Consider the difference, on 250,000 replies per year. Think how valuable was the man who cut the cost in two.

Think what it would have meant to continue that \$14.20 ad without any key on returns.

Yet there are thousands of advertisers who do just that. They spend large sums on a guess. And they are doing what that man did - paying for sales from 2 to 35 times what they need cost.

A study of mail order advertising reveals many things worth learning. It is a prime subject for study. In the first place, if continued, you know that pays. It is therefore good advertising as applied to that line.

The probability is that the ad has resulted from many traced comparisons. It is therefore the best advertising, not theoretical. It will not deceive you. The lessons it teaches are principles which wise men apply to all advertising.

Watch your competition. If you find an Adwords ad that has run without change for

several months (or more), you can be sure it's delivering quality results at an effective cost. Study the ad and you should be able to learn what you need to do to get the same results. Or to put it another way, find success – whether it's Adwords, a sales letter, a squeeze page or an email - and clone it. BTW – there is a free tool that can help you determine what other Adwords advertisers – especially your competitors are doing. You'll find it at <http://www.ppcwebspy.com/>

Mail order advertising is always set in small type. It is usually set in smaller type than ordinary print. The economy of space is universal. So it proves conclusively that larger type does not pay. Remember that when you double your space by doubling the size of your type. The ad may still be profitable. But traced returns have proved that you are paying a double price for sales.

In mail order advertising there is no waste of space. Every line is utilized. Borders are rarely used. Remember that when you are tempted to leave valuable space unoccupied.

In mail order advertising there is no jargon. There is no boasting, save of super-service. There is no useless talk.

There is no attempt at entertainment. There is nothing to amuse.

Mail order advertising usually contains a coupon. That is there to cut out as a reminder of something the reader has decided to do. Mail order advertisers know that readers forget. They are reading a magazine of interest. They may be absorbed in a story. A large percentage of people who read an ad and decide to act will forget that

decision in five minutes. The mail order advertisers that waste by tests, and he does not propose to accept it.

So he inserts that reminder to be cut out, and it turns when the reader is ready to act.

In this case, I'd suggest might want to test two different (or more) squeeze pages to see which one generates the most leads. For example, you could test an instant access squeeze page vs. a short or long copy squeeze page. And don't forget, the headline on that squeeze page has to be your strongest benefit or USP (Unique Selling Proposition).

In mail order advertising the pictures are always put to the point. They are salesmen in themselves. They earn space they occupy. The size is gauged by their importance. The picture of a dress one is trying to sell may occupy much space. Less important things get smaller spaces.

Not only do illustrations have to earn their space, but there is also the power of alternate text. On one of my sites, nearly 50% of my visitors come as a result of their search for a picture.

Pictures in ordinary advertising may teach little. They probably result in whims. But pictures in mail order advertising may form half the cost of selling. And you may be sure that everything about them has been decided by comparative tests. Before you use useless pictures, merely to decorate or interest, look over some mail order ads. Mark what their verdict is.

Again, the best place to learn what do to – besides testing – is to study what the really successful internet marketers (AKA gurus) are doing. Are they using visuals such as videos in their sales letters and websites? For that matter, are their “proofs of revenue” actually pictures in another form?

A man advertised an incubator to be sold by mail. Type ads with right headlines brought excellent returns. But he conceived the idea that a striking picture would increase those returns. So he increased his space by 50 per cent to add a row of chickens in silhouette.

Like your copy, illustrations (photos) must earn their way. If giving up 1/3 of your space does not increase results by 33% or more, the photo may not be earning its keep.

It did make a striking ad, but his cost per reply was increased by exactly that 50 per cent. The new ad, costing one-half more for every insertion, brought not one added sale.

The man learned that incubator buyers were practical people. They were looking for attractive offers, not pictures.

Again, this is just as true today as 80-plus years ago. People basically care mostly about what's in it for them – the offer and not the graphics. Are you paying big bucks for web design? Maybe you should rethink this. Or at least take a look at what the big guys are doing and ask yourself the question, “is this website designed to provide information or sell something?”

Think of the countless untraced campaigns where a whim of that kind costs half the advertising money without a penny in return. And it may go on year after year.

Mail order advertising tells a complete story if the purpose is to make an immediate sale. You see no limitations there on amount of copy. The motto there is, "The more you tell the more you sell." And it has never failed to prove out so in any test we know.

Do long sales letters work? I think Claude pretty much answers that question with the simple phrase, “the more you tell, the more you sell.” Long copy sales letters are not

easy to write but remember that you only have one chance to make a first impression and that impression has to lead to a sale.

Sometimes the advertiser uses small ads, sometime large ads. None are too small to tell a reasonable story.

But an ad twice larger brings twice the returns. A four-times-larger ad brings four times the returns, and usually some in addition.

Wow! This is just incredible information.

But this occurs only when the larger space is utilized as well as the small space. Set half-page copy in a page space and you double the cost in returns. We have seen many a test prove that.

Look at an ad of the Mead Cycle Company - a typical mail order ad. These have been running for many years.

The ads are unchanging. Mr. Mead told the writer that not for \$10,000 would he change a single ad in his words.

For many years he compared one ad with the other. And the ads you see today are the final results of all those experiments. Note the picture he uses, the headlines, the economy of space, the small type. Those ads are as near perfect for their purpose as an ad can be.

So with any other mail order ad which has long continued. Every feature, every word and picture teaches advertising at its best. You may not like them. You may say they are unattractive, crowded, hard to read -anything you will. But the test results has proved those ads

the best salesman those lines have yet discovered.

Here's an example of a Hopkins' ad with a really long headline, but you can bet there is not a single wasted word:

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I would amend this to say that Internet advertising is much harder than mail order advertising. With mail order advertising, the prospect at least has something to hold in his hand and study. Internet advertising is far more ephemeral – it's there one minute and gone the next unless you can grab and hold your reader's attention long enough to generate an action. This is not easy and begins to explain why the great Internet copywriters charge as much as they do for sales letters.

We cannot often follow all the principle of mail order advertising, though we know we should. The advertiser forces a compromise. Perhaps pride in our ads has an influence. But every departure from those principles adds to our selling cost. Therefore it is always a question of what we are willing to pay for our frivolities.

One principle that holds true for both mail order advertising and Intrnet marketing is

that “the money is in the list.” You can bet that when advertisers sent out offers created by copywriters like Claude, John Caples and Maxwell Sackheim, they know the offers wer being sent to a good list. If you haven’t yet built a list, I recommend Jimmy D. Brown’s, List P.R.O.F.I.T. system as it is just imperative that you have your own customer list. Incidentally, you can get more information about this system at at <http://tiny.cc/0RYKI>

We can at least know what we pay. We can make keyed comparisons, and one ad with another. Whenever we do we invariably find that the nearer we get to proved mail order copy the more customers we get for our money.

Here are words to live by – continue to make keyed comparisons (AKA test different approaches where you can track the results) and the closer you will get to that “perfect” ad, email, squeeze page or sales letter.

This is another important chapter. Think it over. What real difference is there between inducing a customer to order by mail or order from his dealer? Why should the methods of salesmanship differ?

They should not. When they do, it is for one of two reasons. Either the advertiser does not know what the mail order advertiser knows. He is advertising blindly. Or he is deliberately sacrificing a percentage of his returns to gratify some desire.

There is some apology for that, just as there is for fine offices and buildings. Most of us can afford to do something for pride and opinion. But let us know what we are doing. Let us know the cost of our pride. Then, if our advertising fails to bring us the wanted returns, let us go back to our model - a good mail order ad - and eliminate some of our

waste.

Chapter Five: Headlines

The difference between advertising and personal salesmanship lies largely in personal contact. The salesman is there to demand attention. He cannot be ignored. The advertisement can be ignored.

But the salesman wastes too much of his time on prospects whom he can never hope to interest. He cannot pick them out. The advertisement is read only by interested people who, by their own volition, study what we have to say.

Here's another key point – especially in the case of emails – if you can get people to open your emails, you've won half the battle. How can you do this? It's all in the subject line. You can go for shock as Travis Sage did recently with an email with the subject line "It's all BULL;" you can include a benefit such as this week's Google email with the subject lined "Saving Time and Money with Your Adwords Account" or you can appeal to your reader's curiosity with a subject line such as "Frankly I'm Shocked" from Jeff Alderson. You can also ask a question but you better know what the answer will be. I received one email recently that asked the question, "Scared Of The Word Website?" My answer, "heck no." And there went the email into my trash basket.

The purpose of headline is to pick out people you can interest. You wish to talk to someone in a crowd.

Here is one of Claude's headlines where he never mentions the word woman. But you can't mistake for a minute to which this ad is targeted.

"My Sweetheart - Ten Million Sweethearts Between the Ages of Two and Eighty Have Clear, Healthy Complexions as a Result of Using Palmolive Soap"

So the for those people. Then create a headline which will hail those people only.

This is advice that's still pertinent today. Don't write headlines that try to be everything to everybody. Instead, write headlines that speak to the specific persons you want to reach out and grab. Here's an example of a headline that speaks directly to a certain niche – "New Help For Adult Acne Sufferers. It selects out people suffering from adult acne and also speaks to those looking for help. It also selects out teenagers and people who may have some acne but are not looking for a cure.

Perhaps a blind headline or some clever conceit will attract many times as many. But they may consist of mostly impossible subjects for what you have to offer. And the people you are after may never realize that the ad refers to something they may want.

One of the real classics is the John Caples' headline, "They laughed when I sat down to play the piano." The genius of this headline is that it immediately selects out people who are interested in learning to play the piano. Plus, it also infers a strong benefit – gosh, it much not take much time to learn to play the piano if he could surprise his friends like this.

Headlines on ads are like headlines on news items. Nobody reads a whole newspaper. One is interested in financial news, one in political, one in society, one in cookery, one in sports, etc. There are whole pages in any newspaper which we may never scan at all. Yet other people might turn directly to those pages. We pick out what we wish to read by headlines, and we don't want those headlines misleading. The writing of headlines is one of the greatest journalistic arts. They either conceal or reveal an interest.

Suppose a newspaper article states that a certain woman was the most beautiful in the city. That article would be of interest to that woman and her friends. But neither she nor her friends would ever read it if the headline was "Egyptian Psychology."

So in advertising. It is commonly said that people do not read advertisements. That is silly, of course. We who spend millions in advertising and watch the returns marvel at the readers we get. Again and again we see 20 percent of all the readers of a newspaper cut out a certain coupon.

But people do not read ads for amusement. They don't read ads which, at a glance, seem to offer nothing interesting. A double-page ad on a woman's dress will not gain a glance from a man. Nor will a shaving cream ad from a woman

If you want to become a great headline writer, you might want to read this section several times or even print it and put it next to your computer.

Always bear these facts in mind. People are hurried. The average person worth cultivating has too much to read. They skip three-fourths of the reading matter which they pay to get. They are not going to read your business talk unless you make it worth their while and let the headline show it.

When was the last time you read an entire sales letter or a long email? My guess is that like most people, you skim and skip. This being the case, you need to write subheads that will drag the reader kicking and screaming through your message, as in many cases it's only the subheads that will be read.

People will not be bored in print. They may listen politely at a dinner table to boasts and personalities, life history, etc.

In print or on the Internet, for that matter. You simply cannot bore a reader into buying. You must use the headline to capture your prime prospect's attention and then talk benefit after benefit to move him or her to action. Here's an example of what I mean. I received last week the first edition of Mike Filsaime's newsletter, The Best Damn Newsletter. The headline on the cover is "TOP SECRET – The Only 5 Ways To Increase Profits In Your Business." This caught my attention as I am sure it would have caught yours.

But in print they choose their own companions, their own subjects. They want to be amused or benefited. They want economy, beauty, labor saving, good things to eat and wear. There may be products which interest them more than anything else in the magazine. But they will never know it unless the headline or picture tells them.

If you want examples, here are some classic headlines that are short, memorable and make strong sales points.

"It's such a comfort to take the bus and leave the driving to us. (Greyhound)"

"You don't have to be Jewish to Love Levi's Rye Bread"

"Takes a licking and keeps on ticking" (Timex watches)

"Look, Ma! No cavities!" (Crest Toothpaste)

When I taught a college-level class on advertising copy and layout several years ago, I used to have my students write 50 versions of the same headline – with headlines to be built around alternate benefits. This is an excellent way to write better headlines. Just as important, it forces you to do a better job of streamlining the headline until you have focused in on the single strongest benefit (or USP) for your target market.

The vast difference in headlines is shown by keyed returns which this book advocates. The identical ad run with various headlines differs tremendously in its returns. It is not uncommon for a change in headlines to multiply returns from five or ten times over. So we compare headlines until we know what sort of appeal pays best. That differs in every line, of course.

More test, test, test. Yes, I know it's boring but it's also the only way to really maximize your profits. For example, Jimmy D. Brown teaches that you can triple your opt-ins by putting your opt-in offer in the middle of your page – rather than at the top or bottom. Is this really true? Well, there's one way to find out – test all three alternatives.

Incidentally, Jimmy has a great It's called The List Profit System and consists of a set of action steps you can begin using immediately to build and profit from your own opt-in lists? You can learn more about his system at at <http://tiny.cc/0RYKI>

The writer has before him keyed returns on nearly two thousand headlines used on a single product. The story in these ads are nearly identical. But the returns vary enormously, due to the headlines. So with every keyed return in our record appears the headlines that we used.

Change just one or two words in a headline and you can increase your results dramatically – for better or worse. Here's one of the all-time classic headlines, “It takes a tough man to make tender chicken” (Perdue Chickens). Now, suppose you changed this to “It takes a nice man to make tender chicken.” What do you suppose that would do to the ad's effectiveness?

Thus we learn what type of headline has the most wide-spread appeal. The product has many uses. It fosters beauty. It prevents disease. It aides daintiness and cleanliness. We learn to exactness

which quality most of our readers seek.

In case I didn't make this point before, your headline should not only select out the right prospects, it needs to be built around your USP (Unique Selling Proposition). I understand that it is difficult to write a true USP today in the face of so much competition but if you can, you should enjoy great rewards. Here's a short test. Read this copy and see if you can find a USP around which you could build a headline:

“ Now, I'm going to briefly explain each of these six steps in the remainder of this report. Then over the course of the next six lessons, I'm going to give you some specific things you can do to put each of these steps into successful practice. By the end of this series, you'll have working knowledge of the system and have a set of action steps you can begin using immediately to build and profit from your own lists. ”

That does not mean we neglect the others. One sort of appeal may bring half the returns of another, yet be important enough to be profitable. We overlook no field that pays. But we know what proportion of our ads should, in the headline, attract any certain class.

For this same reason we employ a vast variety of ads. If we are using twenty magazines we may use twenty separate ads. This because circulation's overlap, and because a considerable percentage of people are attracted by each of several forms of approach. We wish to reach them all.

On a soap, for instance, the headline "Keep Clean" might attract a very small percentage. It is too commonplace.

So might the headline, "No Animal Fat." People may not care much

about that. The headline, "It Floats" might prove interesting. But a headline referring to beauty or complexion might attract many times as many.

The actual headline, which dates back to the late 1800s was "Ivory Soap, "99 and 44/100% Pure. It floats." I agree with the point about a headline referring to beauty might attract more people. However, Proctor & Gamble ran this ad doing something for many years so it must have been selling a lot of soap.

An automobile ad might refer in the headline to a good universal joint. It might fall flat, because so few buyers think of universal joints. The same ad with a headline, "The Sportiest Of Sport Bodies," might out-pull the other fifty to one. This is enough to suggest the importance of headlines. Anyone who keys ads will be amazed at the difference. The appeals we like best will rarely prove best, because we do not know enough people to average up their desires. So we learn on each line by experiment.

To put this another way, your USP needs to be relevant as well as unique. You could pick up part of a Claude Hopkins headline, "Cereal Shot From Guns," that might be unique but would it be relevant to your audience of cereal buyers?

But back of all lie fixed principles. You are presenting an ad to millions. Among them is a percentage, small or large, whom you hope to interest. Go after that percentage and try to strike the chord that responds. If you are advertising corsets, men and children don't interest you. If you are advertising cigars, you have no use for non-smokers. Razors won't attract women, rouge will not interest men.

If you don't believe this, go talk with someone who does direct mail marketing for a living. He or she will tell you a 2% response rate can be pretty good and 3% can cause

mail order copywriters to jump with joy. Of course, in today's era of niche marketing, we are seldom talking to millions of prospects but you still need advertising that selects out your best prospects. For example, if your niche is acne sufferers, your headline probably needs to select out teenagers and not 35-year old women.

Don't think that those millions will read your ads to find out if your product interests them. They will decide by a glance - by your headline or pictures. Address the people you seek, and them only.

Chapter Six: Psychology

The competent advertising man must understand psychology. The more he knows about it the better. He must learn that certain effects lead to certain reactions, and use that knowledge to increase results and avoid mistakes.

At one point, when I had my own consulting business, I actually subscribed to the magazine Psychology Today. I can't say it helped me develop great headlines but I found it to be a terrific idea generator. For me, this comes under the heading of general research or "the more you know, the more you'll sell."

Human nature is perpetual. In most respects it is the same today as in the time of Caesar. So the principles of psychology are fixed and enduring. You will never need to unlearn what you learn about them.

If you question the truth of this, consider what Travis Sago (and others) teaches that there are only three great niches, sex (love), wealth and health. Wouldn't you imagine that you could make the same statement 100 years ago?

We learn, for instance, that curiosity is one of the strongest human incentives. We employ it whenever we can. Puffed Wheat and Puffed Rice were made successful largely through curiosity. "Grains puffed to 8 times the normal size." "Foods shot from guns." "125 million steam explosions caused in every kernel." These foods were failures before that factor was discovered.

How often have you opened an email because the subject line made you curious? My recent favorites are Travis Sago's "Robbed at Gun Point" and Frank Kern's "This is damn good (and news about Tijuana Slim)." How could you not open these emails? Be

sure to keep this in mind as you write your own emails, as curiosity can be a powerful weapon for getting that email opened. This wasn't an email but the headline of a John Caples ad, "Do You Make These Mistakes in English?" What a great headline then – and even still today.

We learn that cheapness is not a strong appeal. Americans are extravagant. They want bargains but not cheapness. They want to feel that they can afford to eat and have and wear the best. Treat them as if they could not and they resent your attitude.

We do want bargains, which I define as price values. For example, I purchased a used Taurus sedan a few years ago after I had been suddenly "down-sized" (read "fired"). I didn't tell friends it was a cheap car. I told them it was a great price value. Doesn't price value or bargain sound better than cheap? For another example, we have two bargain stores located right next to one of the city's most expensive neighborhoods. Why do these stores prosper? It's because even rich people love bargains.

We learn that people judge largely by price. They are not experts. In the British National Gallery is a painting, which is announced in a catalogue to have cost \$750,000. Most people at first pass it by at a glance. Then later they get farther on in the catalogue and learn what the painting cost. They return then and surround it.

A department store advertised at one Easter time a \$100 hat, and the floor could not hold the women who came to see it.

We often employ this factor in psychology. Perhaps we are advertising a valuable formula. To merely say that would not be impressive. So we state - as a fact - that we paid \$100,000 for that formula. That statement when tried has won a wealth of respect.

What's the perceived value of a membership site that costs \$99 a month vs. one that costs \$27? I suggest that the answer is easy. The \$99 site must be better because it costs almost four times as much. But is it really almost four times better? Never forget that perception is reality. So, if the average marketer thinks a \$99 a month site delivers better value than one that costs \$27, then it is worth four times as much.

Many articles are sold under guarantee - so commonly sold that guarantees have ceased to be impressive. But one concern made a fortune by offering a dealers signed warrant. The dealer to whom one paid his money agreed in writing to pay it back if asked. Instead of a far-away stranger, a neighbor gave the warrant. The results have led many to try that plan, and it has always proved effective.

Every information product I see is guaranteed. But the guarantee is only that the advertiser will refund the purchase price if you don't get the promised results. For me, all these guarantees sort of now run together. If you want to stand out from the crowd, how about offering a different and stronger guarantee? For example, I recently read a sales letter from Jeff Walker for his Product Launch Formula 2.2, which included this P.P.S ...

"P.P.S. Remember, your success is totally guaranteed!

If you follow all the steps I give you and we still can't make it work, I'll not only refund every last penny of your investment, I'll also give you an additional \$500 as "payment" for wasting your time.

So, who's really taking all the risk?"

Now, is that a quantifiable and powerful guarantee or what?

Many have advertised, "Try it for a week. If you don't like it well return your money." Then someone conceived the idea of sending goods without any money down, and saying, "Pay in a week if you like

them." That proved many times as impressive.

I wonder if we could be so trusting these days. An interesting experiment would be to offer an ebook with the idea that you pay nothing for a week and then pay in full if you find it of value. It might take some stones to try this but it could be effective ... if you can factor in the losses that would be caused by those that don't pay.

One great advertising man stated the difference this way: "Two men came to me, each offering me a horse. Both made equal claims. They were good horses, kind and gentle. A child could drive them. One man said, "Try the horse for a week. If my claims are not true, come back for your money." The other man also said, "Try the horse for week." But he added, "Come and pay me then." I naturally bought the second man's horse."

Once again, the puppy dog close. Try always to get your product in your prospect's hands for a "trial period." Once people have tried/used it, most will want to keep it. – that is, assuming you have a good and useful products. Look again at what Jeff Walker did in his P.P.S. – totally calculated to get his product in people's hands because of the "who's taking the risk?" On the other hand, you need to be careful about getting your entire information product in a prospect's hands as once he or she has read it, it no longer has value and can be returned for a refund. Jonathon Leger has a brilliant concept called \$7 reports. One of the great ideas behind \$7 reports is that they cost so little, it's hardly worth asking for a refund – even if you thought the report was horse pucky.

Now countless things - cigars, typewriters, washing machines, books, etc. are sent out in this way on approval. And we find that people are honest. The losses are very small.

Through some peculiar kink in human psychology the names in gilt gave much added value to the books.

I don't know exactly how you would put this to work but, yes, we do love to see our name engraved on something. For years, my favorite wedding gift was to give the happy couple matched silver cups with the bride's name engraved on one and the groom's on the other. I can tell you these were always a huge hit.

Many send out small gifts, like memorandum books, to customers and prospects. They get very small results. One man sent out a letter to the effect that he had a leather-covered book with a man's name on it. It was waiting on him and would be sent on request. The form of request was enclosed, and it also asked for certain information. That information indicated lines on which a man might be sold.

Every December, we receive calendars or note pads from various realtors. As nearly as I can recall, we never used any of these realtors to either sell a house or buy a new one. This makes me wonder if all those realtors know what they're doing or if they're just following the pack. I suggest that there's a lesson to be learned here.

Nearly all men, it was found, filled out that request and supplied the information. When a man knows that something belongs to him - something with his name on - he will make an effort to get it, even though the thing is a trifle.

In the same way it is found that an offer limited to a certain class of people is far more effective than a general offer. For instance, an offer limited to veterans of the war, or to members of a lodge or sect, or to executives. Those who are entitled to any seeming advantage will go a long way not to lose that advantage.

Wow! Niche marketing 80 years ago. That Claude knew his stuff!

An advertiser suffered much from substitution. He said, "Look out for substitutes," "Be sure you get this brand," etc., with no effect. Those were selfish appeals.

Then he said, "Try our rivals' too" - said it in his headlines. He invited comparisons and showed that he did not fear them. That corrected the situation. Buyers were careful to get the brand so conspicuously superior that its maker could court a trial of the rest.

Two advertisers offered food products nearly identical. Both offered a full-size package as an introduction. But one gave his package free. The other bought the package. A coupon was good at any store for a package, for which the maker paid retail price.

The first advertiser failed and the second succeeded. The first even lost a large part of the trade he had. He cheapened his product by giving a 15-cent package away. It is hard to pay for an article, which has once been free. It is like paying railroad fare after traveling on a pass.

What this suggests to me is that it may be OK to give away a sample of the product or a report related to the product but be careful about giving away too much or you could run the risk of cheapening your primary product. Obviously, the best way to sample your product is to offer a free report or video that is either an excerpt from your product or is about something related to your product. For example, a marketer named Gauher Chaudhry recently emailed me the offer of a recorded webinar on how create a \$10,000 monthly income stream with free organic traffic. This was in support of his 12-week

course titled AffiloBlueprint 2.0. I haven't listened to the webinar yet but I'd be really surprised if it isn't mostly a testimonial to his course.

The other gained added respect for his article by paying retail price to let the user try it.

Don't forget that we always have to fight the notion that everything on the Internet ought to be free.

An article good enough for the maker to buy is good enough for the user to buy. It is vastly different to pay 15 cents to let you try an article that to simply say, "It's free."

Travis Sago is using this tactic right now. He is offering a week in a new membership site for \$4.95 before it goes to \$99 a month. Does \$4.95 sound better than a free trial? It seems to me that the \$4.95 makes it appear to be more valuable than if it was free. The site is <http://www.instacashkeywords.com/> and membership gets you a constant stream of keywords that let you tap directly into starving crowds of eager buyers. In point of fact, this is just today's internet marketing version of Claude's product sampling.

So with sampling. Hand an unwanted product to a housewife and she pays it slight respect. She is in no mood to see its virtues. But get her to ask for a sample after reading your story, and she is in a very different position. She knows your claims. She is interested in them, else she would not act, and she expects to find the qualities you told.

There is a great deal in mental impression. Submit five articles exactly alike and five people may choose one of them. But point out in one some qualities to notice and everyone will find them. The five people then will all choose the same article.

If people can be made sick or well by mental impressions, they can be made to favor a certain brand in that way. And that, on some lines, is the only way to win them.

Two concerns, side by side, sold women's clothing on installments. The appeal, of course, was to poor girls who desire to dress better. One treated them like poor girls and made the bare business offer.

The other put a woman in charge - a motherly, dignified, capable woman. They did business in her name. They used her picture. She signed all ads and letters. She wrote to these girls like a friend. She knew herself what it meant to a girl not to be able to dress her best. She had long sought a chance to supply women good clothes and give them all season to pay. Now she was able to do so, with the aid of men behind her.

Isn't this just another way of saying creat a persona or an authority figure – in this case, one that is clearly trustworthy/. Women know there is no Betty Crocker but trusts her advice as she seems trustworthy ... having always been in their lives. I trust Travis Sagobecause his advice always seems honest and he rarely promotes some one else's product. I also trust information from Paul Myers because he provides helpful information and very little sell as does Dr. Andy. In comparison, think about those gurus who show up in your inbox every week promoting yet another product. Do you find them at all believable or do you think they're just using their names to earn yet another fat affiliate commission. I, for one, have totally given on reading their "recommendations."

There was no comparison in those two appeals. It was not long before this woman's long established next-door rival had to quit.

The backers of this business sold house furnishings on installments. Sending out catalogues promiscuously did not pay. Offering long-time credit often seems like a reflection.

But when a married woman bought garments from Mrs -, and paid as agreed, they wrote to her something like this: "Mrs.-, whom we know, tells us that you are one of her good customers. She has dealt with you, she says, and you do just as you agree, so we have opened with you a credit account on our books, good any time you wish. When you want anything in furnishings, just order it. Pay nothing in advance. We are very glad to send it without any investigation to a person recommended as you are."

That was flattering. Naturally those people, when they wanted some furniture, would order from that house.

There are endless phases to psychology. Some people know them by instinct. Many of them are taught by experience, but we learn most of them from others. When we see a winning method we note it down for use when occasion offers.

Here's yet another reason to develop a swipe file. The big-time Internet marketers are absolute masters of psychology. Start saving their sales letters and emails and you'll end up with a course in selling psychology. Be sure to study their benefits and appeals to emotion. While much of what you see will be designed to appeal to your greed, you'll find other appeals – to your ego, to your desire to succeed, to the frustrations you may have encountered in Internet marketing, etc. A good place to see psychology at work is the Warrior Special Offers Forum

(http://www.warriorforum.com/forum/forum.asp?FORUM_ID=15. A marketing warrior who understands buyer psychology wrote most of the offers you will find there. Also, be sure to check out the late Gary Halbert's letters (<http://www.thegaryhalbertletter.com/>) as he understood buyer psychology as well or better than almost any other Web marketer.

These things are very important. An identical offer made in a different way may bring multiplied returns. Somewhere in the mines of business experience we must find the best method somehow.

Chapter Seven: Being Specific

Platitudes and generalities roll off the human understanding like water from a duck. They leave no impression whatever. To say, "Best in the world," "Lowest price in existence," etc. are at best simply claiming the expected. But superlatives of that sort are usually damaging. They suggest looseness of expression, a tendency to exaggerate, and a careless truth. They lead readers to discount all the statements that you make.

If you don't think this is true, ask yourself about those sales letters that promise to help you leap to earnings of \$6000 a day or better. You may want to believe these claims but do you really? I certainly don't.

People recognize a certain license in selling talk as they do poetry. A man may say, "Supreme in quality" without seeming a liar, though one may know that the other brands are equally as good. One expects a salesman to put his best foot forward and excuses some exaggeration born of enthusiasm. But just for that reason general statements count for little. And a man inclined to superlatives must expect that his every statement will be taken with some caution.

But a man who makes a specific claim is either telling the truth or a lie. People do not expect an advertiser to lie. They know that he can't lie in the best mediums. The growing respect in advertising has largely come through a growing regard for its truth. So a definite statement is usually accepted. Actual figures are not generally discounted. Specific

facts, when stated, have their full weight and effect.

Here's one of Claude's classic long copy headlines ...

"Where Children are Fed with Oatmeal - Among the Homes of the Educated - on the Boulevards, in the Higher-class Sections and University Districts - an Actual Canvass Shows that Seven in Eight Regularly Serve Oatmeal" See how specific he was ... seven in eight regularly serve Oatmeal. Here are no superlatives, just an exact, quantifiable number.

This is very important to consider in written or personal salesmanship. The weight of an argument may often be multiplied by making it specific. Say that a tungsten lamp gives more light than a carbon and you leave some doubt. Say it gives three and one-third times the light and people realize that you have made tests and comparisons.

In short, specificity is almost always better than hyperbole. It's just more believable to say "three and one-third" than "dramatically brighter."

A dealer may say, "Our prices have been reduced" without creating any marked impression. But when he says, "Our prices have been reduced 25 per cent" he gets the full value of his announcement.

A mail order advertiser sold women's clothing to people of the poorer classes. For years he used the slogan, "Lowest prices in America." His rivals all copied that. Then he guaranteed to undersell any other dealer. His rivals did likewise. Soon those claims became commonplace to every advertiser in his line, and they became commonplace.

Remember what happened to Wal-Mart's, "Always the lowest price?" The company had to change its slogan when it became apparent it could no longer substantiate the claim. The company had to substitute the weaker "Always Low Prices. Always"(which,

incidentally has now been shelved in favor of "Save money. Live better").

Then under able advice, he changed his statement to "Our net profit is 3%." That was a definite statement and it proved very impressive. With their volumes of business it was evident that their prices must be minimum. No one could be expected to do business on less than 3 percent. The next year their business made a sensational increase.

In Internet marketing, the "guarantee" has become a no-brainer. I guarantee you'll get 1,000 new subscribers or your money back." Of course what this means is that if you don't get 1,000 new subscribers, you'll get your \$27 back – or whatever it was you paid for the information. But think how much stronger the guarantee would be if you were to be more specific. For example, I recently received an offer for a report that guaranteed it would help me add 30 new subscribers to my list today. Now, that's a specific and powerful guarantee.

At one time in the automobile business there was a general impression that profits were excessive. One well-advised advertiser came out with a statement, "Our profit is 9 per cent." Then he cited actual costs on the hidden costs of a \$1,500 car. They amounted to \$735, without including anything one could easily see. This advertiser made a great success along those lines at that time.

Shaving soaps have long been advertised "Abundant lather," "Does not dry on face," "Acts quickly," etc. One advertiser had as good a chance as the other to impress those claims. Then a new make came into the field. It was a tremendously difficult field, for every customer had to be taken from someone else. He stated specific facts. He said, "Softens the beard in one minute," and "Maintains its creamy fullness

for ten minutes on the face." "The final result of testing and comparing 130 formulas." Perhaps never in advertising has there been a quicker and greater response in an equally difficult field.

See again the power of specificity? And remember, this copy produced actual, quantifiable results So, the advertiser didn't guess it would work. He knew it would work.

Makers of safety razors have long advertised quick shaves. One make advertised a 78-second shave. That was definite. It indicated actual tests. That man at once made a sensational advance in his sales.

In the old days all beers were advertised as "Pure." The claim made no impression. The bigger the type used, the bigger the folly. After millions had been spent to impress a platitude, one brewer pictured a plate glass where beer was cooled in filtered air. He pictured a filter of white wood pulp through which every drop was cleared. He told how bottles were washed four times by machinery. How he went down 4,000 feet for pure water.

How 1,018 experiments had been made to attain a yeast to give beer that matchless flavor. And how all the yeast was forever made from that adopted mother cell.

All claims were such as any brewer might have made. They were mere essentials in ordinary brewing. But he was the first to tell the people about them, while others cried merely "pure beer." He made the greatest success that was ever made in beer advertising. "Used the world over" is a very elastic claim. Then one advertiser said, "Used by

the peoples of 52 nations," and many others followed.

Just a side note – Claude was master of what has been called the preemptive claim ... a fancy way of saying he would take a feature or benefit that was common to all products in a category but that had never been promoted ... and then make it a “unique” benefit of his product. Here’s an example:

Headline: “Purity is Supreme”

Copy:

“The materials we use are the best we can buy. And a partner in our business selects them.

“The purity of Schlitz is due largely to them.

“But the supremacy of Schlitz as a home beer has been gained by the fact of its absolute purity” ... etc.

Now, do you believe all other beers were not “pure?” Of course, they were. But by making this preemptive claim, Claude was able to make it unique to Schlitz.

One statement may take as much room as another, yet a definite statement be many times as effective. The difference is vast. If a claim is worth making, make it in the most impressive way.

All these effects must be studied. Salesmanship-in-print is very expensive. A salesman's loose talk matters little. But when you are talking to millions at enormous cost, the weight of your claims is important. No generality has any weight whatever. It is like saying, "How do you do?", when you have no intention of inquiring about one's health. But specific claims when made in print are taken at their value.

Look at what the top gurus write and you will always find specificity in their claims – usually backed by either testimonials or examples of revenue earned. Can you guess where that all started?

Here’s a good example of specificity. I recently received an email that linked to a sales

letter for a product called PPC Ninja (<http://www.payperclickninja.com/ninja.html>) with the headline “Amazing Insider Secret Discovered By A 32 Year Old "Non Guru" Shows You How to Make Over \$15,000 - \$30,000 Per Month Without Website, Product, Sales Copy or Email List.” That’s a pretty strong claim but the author went on to back it up with actual examples of revenue generated using this information.

Chapter Eight: Tell Your Full Story

Whatever claim you use to gain attention, the advertisement should tell a story reasonably complete. If you watch returns, you will find that certain claims appeal far more than others. But in usual lines, a number of claims appeal to a large percentage. Then present those claims in every ad for their effect on that percentage.

Some advertisers, for sake of brevity, present one claim at a time. Or they write a serial ad, continued in another issue. There is no greater folly. Those serials almost never connect.

When you once get a persons attention, then is the time to accomplish all you can ever hope with him. Bring all your good arguments to bear. Cover every phase of your subject. One fact appeals to some, one to another.

Omit any one and a certain percentage will lose the fact which might convince.

Do you apply this to affiliate marketing? I have seen hundreds of ads for affiliate products that consist of just a few sentences, followed by a link to the affiliate's page. This is supposed to be pre-sell. However, it may be the only chance you get to get that click. So, be sure to provide as many of your top benefits and claims as possible. And always lead with the most important benefit – if you have to write that headline 25 times to get there.

People are not apt to read successive advertisements on any single line. No more than you or a story. In one reading of a read news item, one decides for or against a proposition. And that operates against a second reading. So present to the reader, when once you get him, every important claim you have.

This means you cannot count on your reader to click that all-important link unless you give her or him strong reasons to do so. It's the old story, you get only one chance to make a first impression.

The best advertisers do that. They learn their appealing claims by tests - by comparing results from various headlines.

Do you test your pre-sell pages? If not, how do you know what results that page is generating vs. some other page? If you test noting else, you should do an A-B split test of your pre-sell pages ... to make sure you're getting the maximum number of clicks. Once you learn which page is converting the best, make this page your "control" and then go to work to top it. The same goes for opt-in boxes. I have tested in-line opt-ins vs. pop-ons and, in my case, pop-ons almost always win. But I wouldn't know that if I hadn't tested the two.

Gradually they accumulate a list of claims important enough to use. All those claims appear in every ad thereafter.

The advertisements seem monotonous to the men who read them all. A complete story is always the same.

But one must consider that the average reader is only once a reader, probably. And what you fail to tell him in that ad is something he may never know.

Some advertisers go so far as to never change their ads. Single mail order ads often run year after year without diminishing returns. So with some general ads. They are perfected ads, embodying in the best way known all that one has to say. Advertisers do not expect a second reading. Their constant returns come from getting new readers.

A classic example of this is the insurance ad with the headline “How To Retire on \$300 A Month.” This ad ran for more than 30 years with only one change. And I bet you can figure out what that change was.

In every ad consider only new customers. People using your product are not going to read your ads. They have already read and decided. You might advertise month after month to present users that the product they use is poison, and they would never know it. So never waste one line of your space to say something to present users, unless you can say it in your headlines. Bear in mind always that you can address an unconverted prospect.

Here’s a key point – never forget that whenever your ad, email, opt-in box or sales letter is being read, it’s being read by your prospects for the first time. People who have already seen your message are not likely to read it again as they’ve “been there, done that.” Again this means, you need to pack as much sell into your sales letter or email as possible as it won’t get read a second time.

Any reader of your ad is interested, else he would not be a reader. You are dealing with someone willing to listen. Then do your level best. That reader, if you lose him now, may never again be a reader.

You are like a salesman in a busy mans office. He may have tried again

and again to get entree. He may never be admitted again. This is his one chance to get action, and he must employ it to the full.

This brings up the question of brevity. The most common expression you hear about advertising is that people will not read much. Yet a vast amount of the best paying advertising shows that people do read much. Then they write for a book, perhaps - for added information.

I once had an account executive – let's call him Arnie - tell me he would never read a 1,500 word ad. I said I'd bet him \$20 I could write a 2,000 word ad and he'd read every single word. I said I'll even tell you the headline ... "All About Arnie." In other words, there is no pre-sell, email or sales letter that's too long if you can successfully appeal to his or her self-interest.

There is a fixed rule on this subject of brevity. One sentence may tell a complete story on a line like chewing gum. It may on an article like Cream of Wheat. But, whether long or short, an advertising story should be reasonably complete.

A short way to say this is that the copy should be as long as it needs to be ... to get the required result. In the case of an email, you might get the desired result, a click, in 200 words or fewer. On the other hand, you might need 1500 words or more to sell a \$97 product.

A certain man desired a personal car. He cared little about the price. He wanted a car to take pride in, else he felt he would never drive it. But, being a good business man, he wanted value for his money. His inclination was towards a Rolls-Royce. He also considered a Pierce-Arrow, a Locomobile and others. But these famous cars offered no information. Their advertisements were very short. Evidently the

makers considered it undignified to argue comparative merits.

The Marmon, on the contrary, told a complete story. He read columns and books about it. So he bought a Marmon, and was never sorry. But he afterwards learned facts about another car at nearly three times the price which would have sold him the car had he known them.

Here's an example of one of Claude's car ad ...

"Advantages of Low Tension Magneto and Make-and-Break Spark as Employed on the Model H Studebaker - The Automobile with a Reputation Behind It"

He then had probably 500 words of copy supporting this headline. Think about this ad for a minute. Do you know what "low tension magneto or" make-or-break spark" are?

Probably not. And I'm certain the readers of this ad didn't, either. On the other hand, if you were interested in that year's Studebaker, you would probably have been so intrigued by the headline, you would have read every one of the 500 words.

What folly it is to cry a name in a line like that, plus a few brief generalities. A car may be a lifetime investment.

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It involves an important expenditure. A man interested enough to buy a car will read a volume about it if the volume is interesting.

So with everything. You may be simply trying to change a woman from one breakfast food to another, one toothpaste, or one soap. She is wedded to what she is using. Perhaps she has used it for years.

One of the toughest tasks in the world is to change a person's mind. So before you start writing copy, you need to understand your prospect's mind set and how strongly he or she feels about your subject. Once you understand your prospect's resistance to buy, you can write copy to overcome it.

You have a hard proposition. If you do not believe it, go to her in person and try to make the change. Not to merely buy a first package to please you, but to adopt your brand. A man who once does that at a woman's door won't argue for brief advertisements. He will never again say, "A sentence will do," or a name claim or a boast.

Nor will the man who traces his results. Note that brief ads are never keyed. Note that every traced ad tells a complete story, though it takes columns to tell.

Understand that when Claude says, "traces his results," he means, "track his results."

Never be guided in any way by ads which are untraced. Never do anything because some uninformed advertiser considers that something right. Never be led in new paths by the blind. Apply to your advertising ordinary common sense. Take the opinion of nobody, who knows nothing about his returns.

You can learn more about ad tracking and a lot of other practical advice at the 1KaDay site – one of my personal favorites. The 1KaDay forum is a great place to pose questions and get answers from some top marketers. The link is <http://tinyurl.com/cuwqcb>.

Chapter Nine: Art In Advertising

Pictures in advertising are very expensive. Not in cost of good art work alone, but in the cost of space. From one-third to one-half of an advertising campaign is often staked on the power of the pictures.

Anything expensive must be effective, else it involves much waste. So art in advertising is a study of paramount importance. Pictures should not be used merely because they are interesting. Or to attract attention. Or to decorate an ad.

How many eBay ads have you seen with the same photo – probably taken off the manufacturer's page? If you want to sell that product, you might want to think in terms of what will both capture the viewer's attention as well as help tell the story.

We have covered these points elsewhere. Ads are not written to interest, please or amuse. You are not writing to please the hoi-polloi. You are writing on a serious subject - the subject of money spending. And you address a restricted minority..

Let's say you're selling a Nikon Coolpix digital camera. You will want to include a picture of the camera for sure. But how about an example of the results or the quality of the pictures the camera will take? I worked on an SLR camera account many years ago and even then we knew the importance of "results" photos - which were always the main illustrations.

Use pictures only to attract those who may profit you. Use them only when they form a better selling argument than the same amount of space set in type.

Mail order advertisers, as we have said, have pictures down to a science. Some use large pictures, some small, some omit pictures entirely. A noticeable fact is that none of them uses expensive artwork. Be sure that all these things are done for reasons made apparent by results.

This advice about pictures is not as relevant today as it was when print ads were king because our emails and sales letters rarely require pictures ... except for those “proof of revenue” examples we see in most sales letters. But even at that, it’s important to understand that every picture you use takes up space. So, the question becomes, what’s more important ... the illustration or the text it replaces?

Any other advertiser should apply the same principles. Or, if none exist to apply to his line, he should work out his own by tests. It is certainly unwise to spend large sums on a dubious adventure.

Pictures in many lines form a major factor. Omitting the lines where the article itself should be pictured. In some lines, like Arrow Collars and most in clothing advertising, pictures have proved most convincing. Not only in picturing the collar or the clothes, but in picturing men whom others envy, in surroundings which others covet.

Does this apply to affiliate marketing or eBay selling? I don’t believe I have ever seen an illustration of a happy user of a product – a man or woman that others would envy – but the idea does intrigue me. For example, which do you think would command more attention, a picture of a jar of age-resisting skin cream or a picture of the face of a woman who has used the skin cream. Just check out magazine ads selling these products and you will know what the manufacturer believes is the answer.

The pictures subtly suggest that these articles of apparel will aid men to those desired positions.

So with correspondence schools. Theirs is traced advertising. Picturing men in high positions of taking upward steps forms a very convincing argument.

If you can show via testimonials how other Internet marketers have “taken upward steps – read made lots of money -,” this can be powerful ammunition. For that matter, almost all the “gurus” use testimonials to add credibility to their sales pages. Go back and look at the sales letter for PPC Ninja (page 70) to see an outstanding use of testimonials.

So with beauty articles. Picturing beautiful women, admired and attractive, is a supreme inducement. But there is a great advantage in including a fascinated man. Women desire beauty largely because of men. Then show them using their beauty, as women do use it, to gain maximum effect.

Advertising pictures should not be eccentric. Don't treat your subject lightly. Don't lessen respect for your self or your article by any attempt at frivolity. People do not patronize a clown. There are two things about which men should not joke. One is business, one is home.

One of Claude's ads had the headline, “Five Ways To whiter cleaner, safer teeth had one, simple illustration. It was of a scientist – or dentist – in a lab – holding a test tube of something. Graphic message? Dental science had discovered these five new ways – subtle but effective.

An eccentric picture may do you serious damage. One may gain attention by wearing a fools cap. But he would ruin his selling prospects.

Think about less effective Claude's ad would have been if the illustration had been of a

man with his mouth wide open pointing at one of his teeth.

Then a picture which is eccentric or unique takes attention from your subject. You cannot afford to do that.

Your main appeal lies in headline. Over-shadow that and you kill it.

Don't, to gain general and useless attention, sacrifice the attention that you want.

Don't be like a salesman who wears conspicuous clothes. The small percentage he appeals to are not usually good buyers. The great majority of the sane and thrifty heartily despise him. Be normal in everything you do when you are seeking confidence and conviction.

Or what if the illustration in Claude's dental ad had been a happy, dancing tooth? Ouch!

Generalities cannot be applied to art. There are seeming exceptions to most statements. Each line must be studied by itself.

But the picture must help sell the goods. It should help more than anything else could do in like space, else use that something else. Many pictures tell a story better than type can do. In advertising of Puffed Grains the picture of the grains were found to be most effective. They awake curiosity. No figure drawing in that case compares in results with these grains.

In case you're not familiar with the ads Claude is referring to, it was his series of famous Quaker Oats ads. One of my favorites has the headline, "Food Shot from Guns!" with the subhead, "Noted Scientist Explodes a Hundred Million Food Cells in Every Grain of Wheat and Rice."

One of the two illustrations actually showed puffed oats coming out of the barrel of a gun

and cascading into a cereal bowl!

Other pictures form a total loss. We have cited cases of that kind. The only way to know, as is with most other questions, is by compared results.

There are disputed questions in art work which we will cite without expressing opinions. They seem to be answered both ways, according to the line which is advertised.

Does it pay better to use fine art work or ordinary? Some advertisers pay up to \$2,000 per drawing. They figure that the space is expensive. The art cost is small in comparison. So they consider the best worth its cost.

Others argue that few people have art education. They bring out their ideas, and bring them out well, at a fraction of the cost. Mail order advertisers are generally in this class.

Internet marketers are generally not known for the use of elaborate illustrations- the one exception being cover art, which can be used to make an ephemeral product such as information appear to be more “real.” In fact, if you intend to sell information it is imperative that you have good art – of a book or series of CDs or a box - to lend reality to your product.

The question is one of small moment. Certainly good art pays as well as mediocre. And the cost of preparing ads is very small compared with the cost of insertion.

You may also want to make sure you have good illustrations of any affiliate products.

Should every ad have a new picture? Or may a picture be repeated?

Both viewpoints have many supporters. The probability is that repetition is an economy. We are after new customers always. It is not probably that they remember a picture we have used before. If they do, repetition does not detract.

Should your affiliate ads include a photo? Like in most things marketing, it depends. If you believe a product photo would help your pre-sell, then you ought to have one.

However, in some cases, a photo won't help much. For example, will a photo of a jar of face cream help sell the cream? Probably not. But again, you can test and find out for certain. And don't forget. The space taken up by that photo could be used for more sell copy.

Do color pictures pay better than black and white? Not generally, according to the evidence we have gathered to date. Yet there are exceptions. Certain food dishes look far better in colors. Tests on lines like oranges, desserts, etc. show that color pays. Color comes close to placing the products in actual exhibition.

But color used to amuse or to gain attention is like anything else that we use for that purpose. It may attract many times as many people, yet not secure a hearing from as many whom we want. The general rule applies. Do nothing to merely interest, amuse, or attract. That is not your province. Do only that which wins the people you are after in the cheapest possible way.

But these are minor questions. They are mere economies, not largely affecting the results of a campaign.

Some things you do may cut all your results in two. Other things can be done which multiply those results.

Minor costs are insignificant when compared with basic principles. One man may do business in a shed, another in a palace. That is immaterial. The great question is, ones power to get the maximum results.

Chapter Ten: Things Too Costly

Many things are possible in advertising which are too costly to attempt. That is another reason why every project and method should be weighed and determined by a known scale of cost and result.

Changing people's habits is very expensive. A project which involves that must be seriously considered. To sell shaving soap to the peasants of Russia one would first need to change their beard wearing habits. The cost would be excessive. Yet countless advertisers try to do things and results are traced but unknown.

For instance, the advertiser of a dentifrice may spend much space and money to educate people to brush their teeth. Tests which we know of have indicated that the cost of such converts may run from \$20 to \$25 each. Not only because of the difficulty, but because much of the advertising goes to people already converted.

This is a very important point. Your best prospects are what we used to call "low hanging fruit," or those people who would be easiest to sell. For example, it's much easier to sell a product to people desperate for a solution (see acne sufferers) than those just cruising for information. An important question for any Internet marketer is "how much do my prospects need my product vs. those who only want to learn about it? Here's an example from my own experience. I have a site dedicated to small house plans. It gets good traffic but doesn't make me a cent. Why? I believe it's because people come to the site only to get information about small house plans and not to buy anything. I've created several sites like this and learned a painful lesson – develop sites for people who are anxious to buy (solve a problem) and not just get more information.

Such a cost, of course, is unthinkable. One might not in a lifetime get it back in sales. The maker who learned these facts by tests makes no attempt to educate people to the toothbrush habit. What cannot be done on a large scale profitably cannot be done on a small scale. So not one line in any ad is devoted to this object. This maker, who is constantly guided in everything by keying every ad, has made remarkable success.

You can waste a lot of money trying to convince buyers they have a problem your product can solve or you can zero in on those who know they have a problem and are anxious to find a solution. Here's an example of a Claude ad that does exactly this.

"Now A New Way To Lighten Cloudy Teeth -- And Without Bleaching Or Harsh Grit. The Way Foremost Dentists Now Are Urging For Dazzling Teeth And Firm And Healthy Gums."

Another dentifrice maker spends much money to make converts to the toothbrush. The object is commendable, but altruistic. The new business he creates is shared by his rivals. He is wondering why his sales increase is in no way commensurate with his expenditure.

An advertiser at one time spent much money to educate people to the use of oatmeal. The results were too small to discover. All people know of oatmeal. As a food for children it has age-old fame. Doctors have advised it for many generations. People who don't serve oatmeal are therefore difficult to start. Perhaps their objections are insurmountable. Anyway, the cost proved to be beyond all possible return.

There are many advertisers who know facts like these and concede them. They would not think of devoting a whole campaign to any such

impossible object. Yet they devote a share of their space to that object. That is only the same folly on a smaller scale. It is not good business.

In comparison, Claude knew his market was composed of people who were already eating some brand of oatmeal and that his task was not to overcome their objections to oatmeal but, rather, to differentiate Quaker Oats from all other oatmeals.

No one orange grower or raisin grower could attempt to increase the consumption of those fruits. The cost might be a thousand times his share of the returns. But thousands of growers combined have done it on those and many other lines. There lies one of the great possibilities of advertising development. The general consumption of scores of foods can be profitably increased. But it must be done on wide co-operation.

Eighty-six years later, we are still seeing this philosophy in action – the California Raisin Council, the Florida Orange Growers, etc. Doesn't this sound like the ultimate joint venture?

No advertiser could afford to educate people on vitamins or germicides. Such things are done by authorities, through countless columns of unpaid-for space. But great successes have been made by going to people already educated and satisfying their created wants.

Would you want to spend your ad dollars trying to get people to start playing golf or would you rather zero in on golfers desperate to get better as was done in this ad? "How One Simple "Magic Move" (Which You Can Easily Feed Into Your Current Swing in Just 9 Minutes, Even if You Stink at the Game Right Now) Instantly Uncorks So Much Hidden Raw Power, Balance and Accuracy...That You Can Go Out Tomorrow And Launch a Pin-Point 230 yard Tee shot with a 3 Wood, from your knees?"

It is a very shrewd thing to watch the development of a popular trend, the creation of new desires. Then at the right time offer to satisfy those desires. That was done on yeast's, for instance, and on numerous antiseptics. It can every year be done on new things which some popular fashion or widespread influence is brought into vogue. But it is a very different thing to create that fashion, taste or influence for all in your field to share.

Two great sources for information on hot trends and new things are Google Trends (<http://www.google.com/trends>) and eBay's Pulse (<http://pulse.ebay.com/>)

There are some things we know of which might possibly be sold to half the homes in the country. A Dakin-fluid germicide, for instance. But the consumption would be very small. A small bottle might last for years.

Customers might cost \$1.50 each. And the revenue per customer might not in ten years repay the cost of getting. Mail order sales on single articles, however popular, rarely cost less than \$42.50 each. It is reasonable to suppose that sales made through dealers on like articles will cost approximately as much. Those facts must be considered on any one-sale article. Possibly one user will win others. But traced returns as in mail order advertising would prohibit much advertising which is now being done.

Costly mistakes are made by blindly following some ill-conceived idea. An article, for instance, may have many uses, one of which is to prevent disease. Prevention is not a popular subject, however much it should be.

People will do much to cure trouble, but people in general will do little to prevent it. This has been proved by many disappointments.

This is a very interesting point – should you be selling affiliate products that prevent something (for example, vitamins that prevent illness) or a product that cures something? I think an adroit marketer can sell both but I'd put my money on the cure over prevention. People with a problem tend to be desperate buyers – which always equals a better market niche.

One may spend much money in arguing prevention when the same money spent on another claim would bring many times the sales. A heading which asserts one claim may bring ten times the results of a heading which asserted another. An advertiser may go far astray unless he finds out.

A toothpaste may tend to prevent decay. It may also beautify teeth. Tests will probably find that the latter appeal is many times as strong as the former. The most successful toothpaste advertiser never features tooth troubles in his headlines. Tests have proved them unappealing. Other advertisers in this line center on those troubles. That is often because results are not known and compared.

Claude's classic ad for Pepsodent Toothpaste tackles a small problem (cloudy teeth) but then goes on to promote the great results you can expect from using this toothpaste.

“Now A New Way To Lighten Cloudy Teeth -- And Without Bleaching Or Harsh Grit. The Way Foremost Dentists Now Are Urging For Dazzling Teeth And Firm And Healthy Gums”

BTW – this ad included a coupon for a free 10-day supply of Pepsodent.

A soap may tend to cure eczema. It may at the same time improve

complexion. The eczema claim may appeal to one in a hundred while the beauty claims would appeal to nearly all. To even mention the eczema claims might destroy the beauty claims.

Key point – your headline and benefits should always be designed to appeal to as many people as possible within your niche. Suppose, for example, you were targeting the Internet marketing niche itself. You could create a sales page with the headline, “How a person with no marketing experience at all can earn as much as \$200 a day almost instantly,’ Or you could do as Dave Bullock did recently with his headline “Simple Step-by-Step System Squeezes Cash From ANY Niche In 7 Days or Less!... 100% Guaranteed.” Note that this headline targets not just newbies but anyone in or interested in Internet marketing. Plus it has incorporates some good specificity.

A man has a relief for asthma. It has done so much for him he considers it a great advertising possibility. We have no statistics on this subject. We do not know the percentage of people who suffer from asthma. A canvass might show it to be one in a hundred. If so, he would need to cover a hundred useless readers to reach one he wants. His cost of result might be twenty times as high as on another article which appeals to one in five. That excessive cost would probably mean disaster. For reasons like these every new advertiser should seek for wise advice. No one with the interests of advertising at heart will advise any dubious venture.

This is, of course, where we part company with Claude in that today’s niche marketing makes it possible to advertise to a relatively small number of people and still make excellent money. Once you find a good niche (anxious buyers with money to spend), the next important step is to build a list of these people for future sales – and Jimmy D. Brown’s List Profit System can help you do just this. You can grab a copy of this really helpful report at <http://tinyurl.com/cbtbjp>.

Some claims not popular enough to feature in the main are still popular enough to consider. They influence a certain number of people - say one-fourth of your possible customers. Such claims may be featured to advantage in a certain percentage of headlines. It should probably be included in every advertisement. But those are not things to guess at. They should be decided by actual knowledge, usually by traced returns. *Suppose you were an affiliate for toothpaste that whitens teeth. Doesn't it seem that this would be a good claim to lead with? But then, there are numerous companies today advertising teeth whitening products. So unless you test this approach you would never know how many people would respond to this benefit vs. those that would respond to a benefit that hasn't been so heavily promoted. For example, would it be better to go back to the "prevents cavities" advantage? Only testing would tell.*

This chapter, like every chapter, points out a very important reason for knowing your results. Scientific advertising is impossible without that. So is safe advertising. So is maximum profit.

Groping in the dark in this field has probably cost enough money to pay the national debt. That is what has filled the advertising graveyards. That is what has discouraged thousands who could profit in this field. And the dawn of knowledge is what is bringing a new day in the advertising world.

Chapter Eleven: Information

An ad-writer, to have a chance at success, must gain full information on his subject. The library of an ad agency should have books on every line that calls for research. A painstaking advertising man will often read for weeks on some problem which comes up.

Perhaps in many volumes he will find few facts to use. But some one fact may be the keystone of success.

This writer has just completed an enormous amount of reading, medical and otherwise, on coffee. This is to advertise a coffee without caffeine. One scientific article out of a thousand perused gave the keynote for that campaign. It was the fact that caffeine stimulation comes two hours after drinking. So the immediate bracing effects which people seek from coffee do not come from the caffeine.

Removing caffeine does not remove the kick. It does not modify coffees delights, for caffeine is tasteless and odorless.

Do you painstakingly research a subject before tackling it or do you simply read a few ezinearticles and then start writing? Truly great copy (and sales) comes from an in-depth knowledge of your subject matter. The library is, of course, a great place to start. But how about interviewing an expert in your subject? This is a great way to get in-depth information. I would suggest you record the interview so you can go back and study it over and over to find that one jewel of an idea that make your copy stand up and sing.

Caffeineless coffee has been advertised for years. People regarded it

like near-beer. Only through weeks of reading did we find a way to put it in another light.

To advertise toothpaste this writer has also ready many volumes of scientific matter dry as dust. But in the middle of one volume he found the idea which has helped make millions for that toothpaste maker. And has made this campaign one of the sensations of advertising.

Genius is the art of taking pains. The advertising man who spares the midnight oil will never get very far.

Before advertising a food product, 130 men were employed for weeks to interview all classes of consumers.

While this is not possible for most Internet marketers, it is often possible to post a poll in selected forums to learn what your prospects are thinking and what solutions they need.

On another line, letters were sent to 12,000 physicians. Questionnaires are often mailed to tens of thousands of men and women to get the viewpoint of consumers.

I worked on a camera account many years ago where we had problems getting the client to spend money on research. I was always amazed at how the company could spend hundreds of thousands of dollars on ads that were mostly based on “gut instincts” and “creativity.”

A \$25,000-a-year man, before advertising outfits for acetylene gas, spent weeks in going from farm to farm.

Another man did that on a tractor.

While forum-based polls can provide good information, there is no substitute for getting

out and talking to prospects.

Before advertising a shaving cream, one thousand men were asked to state what they most desired in a shaving soap.

Called on to advertise pork and beans, a canvass was made of some thousand of homes. There-to-fore all pork and bean advertising has been based on "Buy my brand." That canvass showed that only 4 percent of the people used any canned pork and beans. Ninety-six percent baked their beans at home. The problem was not to sell a particular brand. Any such attempt appealed to only four percent. The right appeal was to win the people away from home-baked beans. The advertising, which without knowledge must have failed, proved a great success.

This is a story worth memorizing. You just can't sell something successfully unless you really understand your prospects and their needs. How often do you get up from the computer and go out and actually talk to people? If your niche is acne sufferers, have you ever actually talked with any acne sufferers or do you just depend on secondary research such as Wikipedia or ezinearticles.com?

A canvas made, not only of homes, but of dealers. Competition is measured up. Every advertiser of a similar product is written for his literature and claims. Thus we start with exact information on all that our rivals are doing.

Do you really, and I mean really, study your competition? Do you know what your competitors are doing successfully? Are they using SEO, ezinearticles, Adwords, joint ventures? Knowing this can put you on the fast track to better results. Fortunately, there are several programs available that can help you learn what your competition is doing –

at least in terms of Adwords. One of these is Keyword Spy (<http://www.keywordspy.com/?pmc=adwords&af=zee>).

Clipping bureaus are patronized, so that everything printed on our subject comes to the man who writes ads.

Do you keep swipe files of competitive ads? If you don't, you should. You should also be keeping a swipe file of great sales letters, squeeze pages and emails.

Every comment that comes from consumers or dealers goes to this mans desk.

It is often necessary in a line to learn the total expenditure. We must learn what a user spends a year, else we shall not know if users are worth the cost of getting.

We must learn the total consumption, else we may overspend.

We must learn the percentage of readers to whom our product appeals.

We must often gather this data on classes. The percentage may differ on farms and in cities. The cost of advertising largely depends on the percentage of waste circulation.

Have you every looked at the demographics of the people you hope to attract to your site? Are they young women? Middle-aged men? Double Income No Kids (DINKs)? Senior citizens? There is a wealth of marketing research available if you just take the time to ferret it out. One great source for information on buyers is the Standard Rate & Data Service which is available at most public libraries. This publication offers a wealth of information about the readers of magazines such as Men's Health – i.e., the demographics of men who read this magazine. Once you understand this, you will know a lot about men who are interested in their health – such as their age, income, marital

status, etc.

Thus an advertising campaign is usually preceded by a very large volume of data. Even an experimental campaign, for effective experiments cost a great deal of work and time.

Often chemists are employed to prove or disprove doubtful claims.

An advertiser, in all good faith, makes an impressive assertion. If it is true, it will form a big factor in advertising. If untrue, it may prove a boomerang. And it may bar our ads from good mediums. It is remarkable how often a maker proves wrong on assertions he had made for years.

Impressive claims are made far more impressive by making them exact. So, many experiments are made to get the actual figures. For instance, a certain drink is known to have a large food value. That simple assertion is not very convincing. So we send the drink to the laboratory and find that its food value is 425 calories per pint. One pint is equal to six eggs in calories of nutriment. That claim makes a great impression.

We may not be in a position where we can send a product to a lab for testing but there are other ways to get this kind of information. Wikipedia (<http://www.wikipedia.org/>) can be a great source of information like this as can Ask.com (www.ask.com). Google Answers has now been retired but you can still get some good answers there. For example, ask it the number of dentists in the U.S. and Google Answers will tell you there are 150,000 licensed dentists in the U.S. Or you could ask it to identify (with reference to research abstract) all known methods of either (a) reducing levels of insulin or (b) reducing insulin resistance and you will find a very complete answer.

In every line involving scientific details a censor is appointed. The ad-writer, however well informed, may draw wrong inferences from facts. So an authority passes on every advertisement. The uninformed would be staggered to know the amount of work involved in a single ad. Weeks of work sometimes. The ad seems so simple, and it must be simple to appeal to simple people. But back of that ad may lie reams of data, volumes of information, months of research.

So this is no lazy man's field.

Chapter Twelve: Strategy

Advertising is much like war, minus the venom. Or much, if you prefer, like a game of chess. We are usually out to capture others' citadels or garner others' trade. We must have skill and Knowledge. We must have training and experience, also right equipment. We must have proper ammunition, and enough. We dare not underestimate opponents. Our intelligence department is a vital factor, as told in the previous chapter. We need alliances with dealers, as another chapter tells. We also need strategy of the ablest sort, to multiply the value of our forces.

Sometimes in new campaigns comes the question of a name. That may be most important. Often the right name is an advertisement in itself. It may tell a fairly complete story, like Shredded Wheat, Cream of Wheat, Puffed Rice, Spearmint Gum, Palmolive Soap, etc. That may be a great advantage. The name is usually conspicuously displayed. Many a name has proved to be the greatest factor in an articles success. Other names prove a distinct disadvantage - Toasted Corn Flakes, for instance. Too many others may share a demand with the man who builds it up.

One of the best practioneers of naming is Jimmy D. Brown. Have you seen his ads for Memбернаire? It's really just instructions for setting up membership sites and then attracting and keeping members. However, his name, Memбернаire, and the strategy he teaches of Fixed Term Memberships totally separates him from everyone else who would like to sell you information on creating membership sites. He also has a great report that can help you build a list of eager buyers you can sell over and over. It's his List Traffic

system. You can grab a copy today at <http://tinyurl.com/cbtbjp>

Many coined names without meaning have succeeded. Kodak, Karo etc., is examples. They are exclusive.

The advertiser who gives them meaning never needs to share his advantage. But a significant name which helps to impress a dominant claim is certainly a good advantage. Names that tell stories have been worth millions of dollars. So a great deal of research often precedes the selection of a name.

Examples of names which include a claim? Think Coors Lite, BestBuy (vs. the almost meaningless Circuit City), Diet Cola, and Extra Gum. In comparison, I once worked for a company that provided technical and governmental information. It spent months trying to name a new product that would be sold for about a million dollars. It finally settled on "Congruity," a word which very few people understood. Plus, it suggested a benefit that would be understandable only if you knew the meaning of the word.

Sometimes a price must be decided. A high price creates resistance. It tends to limit one's field. The cost of getting an added profit may be more than the profit.

I wonder about the gurus that offer products for \$1,000, \$2,000 or more. How many units are they selling at this price vs. the number they might sell at, say, \$100 or \$200? I know they must know what they are doing but I would still like to see their net profits? Given a choice in the matter, would you rather sell 1,000 ebooks. at \$27 or 100 courses at \$197?

It is a well-known fact that the greatest profits are made on great volume at small profit. Campbell's Soups, Palmolive Soap, Karo Syrup and Ford cars are conspicuous examples. A price which appeals only to

- say 10 percent - multiplies the cost of selling.

Jonathan Leger has a great report about \$7 reports – how you can write them and the money you can make. You might want to check this out as a way to make a lot of money a little at a time (<http://www.jonathanleger.com/index.php?s=%247+reports>)

But on other lines high price is unimportant. High profit is essential. The line may have a small sale per customer. One hardly cares what he pays for a corn remedy because he uses little. The maker must have a large margin because of small consumption.

On other lines a higher price may even be an inducement. Such lines are judged largely by price. A product which costs more than the ordinary is considered above the ordinary. So the price question is always a very big factor in strategy.

I'm guessing this is the strategy behind high-priced membership sites such as Stompernet. We can never know how much value these sites provide vs. lower-cost alternatives (unless, of course, we join one) but, gosh. If membership costs \$197 a month, it must give a lot more value than one that costs \$27 a month. Right? Or could this just be a strategy?

Competition must be considered. What are the forces against you? What have they in price or quality or claims to weigh against your appeal? What have you to win trade against them? What have you to hold trade against them when you get it?

Do you know how entrenched your competition is? Have you any idea of what it would take to usurp its position on Google's first page? I have a program that allows me to know all this and more. It's one of the best investments I've ever made. I can learn in just minutes whether or not there is a competitor on Google's first results page that I would have a reasonable chance of replacing and can then plan my strategy accordingly. On the

other hand, I've seen niches (by keyword) where the competition is so entrenched, I would be a complete idiot to try to compete. For example, weight loss is so crowded by entrenched competition that it would be all but impossible to make money in this niche. But how about something more specific such as trimming weight from your thighs or getting rid of that poochy stomach?

How strongly are your rivals entrenched? There are some fields which are almost impregnable. They are usually lines which create a new habit or custom and which typify that custom with consumers. They so dominate a field that one can hardly hope to invade it. They have volume, the profit to make a tremendous fight.

Such fields are being constantly invaded. But it is done through some convincing advantage, or through very superior salesmanship-in-print.

Other lines are only less difficult. A new shaving soap, as an example. About every possible customer is using a rival soap. Most of them are satisfied with it. Many are wedded to it. The appeal must be strong enough to win those people from long-established favor.

A copywriting friend of mine once said that it's easier to change another person's underwear than to change his or her mind. This might sound a bit facetious but it does hold truth.

Such things are not accomplished by haphazard efforts. Not by considering people in the mass and making blind stabs for their favors. We must consider individuals, typical people who are using rival brands. A man on a Pullman, for instance, using his favorite soap. What could you say to him in person to get him to change to yours?

We cannot go after thousands of men until we learn how to win one.

What a great point! If you can successfully sell a single person – because you have done the necessary research the appropriate testing - you can sell literally hundreds or even thousands of people.

The maker may say that he has no distinctions. He is making a good product, but much like others. He deserves a good share of the trade, but he has nothing exclusive to offer. However, there is nearly always something impressive which others have not told. We must discover it. We must have a seeming advantage.

This is what Rosser Reeves 20 years later called the Unique Selling Proposition or USP. Does your product – be in an affiliate product or information – have a USP to single it out from its competitors? If not, you best find one. In the case of affiliate products, the company for which you are an affiliate usually has information that describes the product's features in some detail. This can be a gold mine for finding a USP or at least information that will help you write more effective pre-sell. And always remember that USP should be built around the product's single most important benefit.

People don't quit habits without reason.

There is the problem of substitution and how to head it off. That often steals much of ones trade. This must be considered in ones original plan. One must have foresight to see all eventualities, and the wisdom to establish his defenses in advance.

What is your strategy? Are you selling affiliate products ... your information product, tangible products or information products purchased from others? If so, how do you plan on penetrating that market? Is your strategy to use search engine optimization ... Adwords or ezinearticles? Is your strategy to build a list or use CPA to generate as much

revenue as possible with no thought of future sales?` For that matter, have you ever sat down and actually developed a strategy?

Many pioneers in the line establish large demands. Then through some fault in their foundations, lose a large share of the harvest. Theirs is a mere brand, for instance, where it might have stood for an exclusive product.

Vaseline is an example. That product established a new demand, then almost monopolized that demand through wisdom at the start. To have called it some different brand of petroleum jelly might have made a difference of millions in results.

Jell-O, Postum, Victrola, Kodak, etc., established coined names which came to typify a product. Some such names have been admitted to the dictionary. They have become common names, though coined and exclusive.

Royal Baking Powder and Toasted Corn Flakes, on the other hand, when they pioneered their fields, left the way open to perpetual substitution. So did Horlicks Malted Milk.

The attitude of dealers must be considered. There is a growing inclination to limit lines, to avoid duplicate lines, to lesson inventories. If this applies to your line, how will dealers receive it?

If there is opposition, how can we circumvent it?

The problems of distribution are important and enormous. To advertise

something that few dealers supply is a waste of ammunition. Those problems will be considered in another chapter.

These are samples of the problems which advertising men must solve. These are some of the reasons why vast experience is necessary. One oversight may cost the client millions in the end. One wrong piece of strategy may prohibit success. Things done in one way may be twice as easy, half as costly, as when done another way.

Incidentally, a great place to solve problems – in my experience – is the membership site, Earn1KaDay (<http://tinyurl.com/c699of>) It offers great, free downloads and has a forum where you can post questions and get answers from some really smart marketers. This is the only membership site I currently belong to – that's how strongly I feel about its value.

Advertising without this preparation is like a waterfall going to waste. The power might be there, but it is not made effective. We must center the force and direct it in a practical direction.

Advertising often looks very simple. Thousands of men claim ability to do it. And there is still a wide impression that many men can. As a result, much advertising goes by favor. But the men who know realize that the problems are as many and as important as the problems in building a skyscraper. And many of them lie in the foundations.

Chapter 13: Use of Samples

The product itself should be its own best salesman. Not the product salesman might as well go out without his sample case as an advertiser.alone, but the product plus a mental impression, and atmosphere, which you place around it. That being so, samples are of prime importance. However expensive, they usually form the cheapest selling method.

Did you think that John Reese or Frank Kern invented the concept to offering some kind of sample – a report, video or podcast to squeeze a name? In fact, Claude and the rest of the old-time admen knew about the power of sampling 80 years ago. But how about you? Are you using today's version of sampling? As of this writing, the people behind Stompernet were offering "Stomping the Search Engines" for just \$1 if you agree to subscribe to their newsletter. Are you offering your prospects a sample of your product? If not, why not?

Sampling does not apply to little things alone, like foods or proprietaries. It can be applied in some way to almost anything. We have sampled clothing. We are now sampling phonograph records.

Samples serve numerous valuable purposes. They enable one to use the word "Free" in ads. That often multiplies the readers. Most people want to learn about any offered gift. Tests often show that samples pay for themselves--perhaps several times over--in multiplying the readers of your ads without additional cost of space.

Never and I mean never, underestimate the power of the word free. I read an article just

the other day where more and more people are searching for free stuff— probably because of the recession. There are even websites now where people list the free stuff and coupons they've found from scouring the Internet.

A sample gets action. The reader of your ad may not be convinced to the point of buying. But he is ready to learn more about the product that you offer. So he cuts out a coupon, lays it aside, and later mails it or presents it. Without that coupon he would soon forget. Then you have the name and address of an interested prospect. You can start him using your product. You can give him fuller information. You can follow him up.

I think this is a very important point. When you market on the Internet, it's hard to leave something tangible in the prospect's hands like an actual coupon. I believe this once again underscores the necessity of the free "sample," be it a report, a podcast or a video. Once you get the sample in a prospect's hands – you've won half the battle – whether it's for an email address or a sale.

Claude said this 80 years ago but it's just as true today. You need to do whatever's possible to capture the prospect's name. John Reese just released a video on this exact subject titled Affiliate Commission Engine, which teaches the need to find a niche, find an appropriate affiliate product, sell the product, capture names and build a list. Of course, that sounds easy except for the part about finding a niche.

That reader might not again read one of your ads in six months. Your impression would be lost. But when he writes you, you have a chance to complete with that prospect all that can be done. In that saving of waste the sample pays for itself.

Sometimes a small sample is not a fair test. Then we may send an order on the dealer for a full-size package. Or we may make the coupon good for a package at the store. Thus we get a longer test.

You say that is expensive. So is it expensive to gain a prospect's interest. It may cost you 50 cents to get the person to the point of writing for a sample. Don't stop at 15 cents additional to make that interest valuable.

Another way in which samples pay is by keying your advertisements. They register the interest you create. Thus you can compare one with another ad, headline, plan and method.

That means in any line an enormous saving. The wisest, most experienced man cannot tell what will most appeal in any line of copy. Without a key to guide you, your returns are very apt to cost you twice what they need cost. And we know that some ads on the same product will cost ten times what others cost.

You may think you know what will sell and at what price but the only way to know for sure is to test. Suppose, for example, you are using Adwords to drive traffic to a offer that pays \$0.50. If it costs \$0.30 to drive traffic to the site and get an action, how much better would it be if you could reduce that expense to \$0.20. Also, be sure to check the overall network eCPC for the offer, you can get a good general idea of what your bids will need to be. If you know you can pay significantly less for clicks than the eCPC, it's usually a good sign of profitability.

A sample may pay for itself several times over by giving you an accurate check.

Again samples enable you to refer customers where they can be supplied. This is important before you attain general distribution.

Many advertisers lose much by being penny-wise. They are afraid of imposition, or they try to save pennies. That is why they ask ten cents for a sample, or a stamp or two. Getting that dime may cost them from 40 cents to \$1. That is, it may add that to the cost of the replies. But it is remarkable how many will pay that addition rather than offer a sample free.

This is why it often pays to start your Adword bids on the high side – say, \$0.50. Let the campaign run for a few days and you should have the information you'll need to reduce that bid to \$0.20 or even less. But if you start cheap, you may never see what your best "price point" would be.

Putting a price on a sample greatly retards replies. Then it prohibits you from using the word "Free" in your ads. And that word "Free," as we have stated, will generally more than pay for your samples.

For the same reason some advertisers say, "You buy one package, we will buy the other." Or they make a coupon good for part of the purchase price. Any keyed returns will clearly prove that such offers do not pay.

Before a prospect is converted, it is approximately as hard to get half price for your article as to get the full price for it.

Bear in mind that you are the seller. You are the one courting interest.

Then don't make it difficult to exhibit that interest. Don't ask your prospects to pay for your selling efforts. Three in four will refuse to pay--perhaps nine in ten.

Cost of requests for samples differ in every line. It depends on your breadth of appeal. Some things appeal to everybody, some to a small percentage. One issue of the papers in Greater New York brought 1,460,000 requests for a can of evaporated milk. On a chocolated drink, one-fifth the coupons published are presented. Another line not widely used may bring a fraction of that number.

But the cost of inquiries is usually enough to be important. Then don't neglect them. Don't stint your efforts with those you have half sold.

An inquiry means that a prospect has read your story and is interested. He or she would like to try your product and learn more about it. Do what you would do if that prospect stood before you.

Cost of inquiries depends largely on how they come. Asking people to mail the coupon brings minimum returns. Often four times as many will present that coupon for a sample at the store.

On a line before the writer now, sample inquiries obtained by mail average 70 cents each. The same ad brings inquiries at from 18 cents to 22 cents each when the coupons are presented at a local store.

Most people write few letters. Writing is an effort. Perhaps they have no stamps in the house. Most people will pay carfare to get a sample rather than two cents postage. Therefore, it is always best, where possible, to have samples delivered locally.

On one line three methods were offered. The woman could write or a sample, or telephone, or call at a store. Seventy per cent of the inquiries came by telephone. The use of the telephone is more common and convenient than the use of stamps.

Sometimes it is not possible to supply all dealers with samples. Then we refer people to some central stores. These stores are glad to have many people come there. And other dealers do not generally object so long as they share in the sales.

It is important to have these dealers send you the coupons promptly. Then you can follow up the inquiries while their interest is fresh.

It is said that sample users repeat. They do to some extent. But repeaters form a small percentage. Figure it in your cost.

Say to the woman, "Only one sample to a home" and few women will try to get more of them. And the few who cheat you are not generally people who would buy, or you are not losing purchasers, but the samples only.

On numerous lines we have for long offered full-size packages free. The

packages were priced at from 10 cents to 50 cents each. In certain territories for a time we have checked up on repeaters. And we found the loss much less than the cost of checking.

In some lines samples would be wasted on children, and they are most apt to get them. Then say in your coupon "adults only." Children will not present such coupons, and they will rarely mail them.

But one must be careful about publishing coupons good for a full-size package at any store. Some people, and even dealers, may buy up many papers. We do not announce the date of such offers. And we insert them in Sunday papers, not so easily bought up.

But we do not advocate samples given out promiscuously. Samples distributed to homes, like waifs on the doorsteps, probably never pay.

Many of them never reach the housewife. When they do, there is no predilection for them. The product is cheapened. It is not introduced in a favorable way.

So with demonstrations in stores. There is always a way to get the same results at a fraction of the cost.

Many advertisers do not understand this. They supply thousands of samples to dealers to be handed out as they will. Could a trace be placed on the cost of returns, the advertiser would be stunned.

Give samples to interested people only. Give them only to people who exhibit that interest by some effort. Give them only to people to whom you have told your story. First create an atmosphere of respect, a desire, an expectation. When people are in that mood, your sample will usually confirm the qualities you claim.

I like the idea of giving “samples” only to people who exhibit an interest in the product by some effort. Of course, double opt-in is one way to do this. But if you want really qualified prospects, you might make it even more difficult by requiring them to first fill out a survey or some other comparable task.

Here again comes the advantage of figuring cost per customer. That is the only way to gauge advertising. Samples sometimes seem to double advertising cost. They often cost more than the advertising. Yet, rightly used, they almost invariably form the cheapest way to get customers. And that is what you want.

I read a report recently from John Reese that emphasized the importance of also knowing the average value of a subscriber on an email list. His math shows that the more emails you add to your responder series, the more money you will make and the higher value you will have per subscriber.

Chapter 14: Getting Distribution

I'm going to tread lightly over this chapter as getting distribution is not really a concern of today's Internet marketer – unless, of course, you substitute the words, “getting JV partners.”

The arguments against samples are usually biased. They may come from advertising agents who like to see all the advertising money spent in print. Answer such arguments by tests. Try some towns with them, some without them. Where samples are effectively employed, we rarely find a line where they do not lessen the cost per customer.

Most advertisers are confronted with the problem of getting distribution. National advertising is unthinkable without that. A venture cannot be profitable if nine in ten of the converts fail to find the goods.

To force dealers to stock by bringing repeated demands may be enormously expensive. To cover the country with a selling force is usually impossible. To get dealers to stock an unknown line on promise of advertising is not easy. They have seen too many efforts fail, too many promises rescinded.

We cannot discuss all plans for getting distribution. There are scores of ways employed, according to the enterprise. Some start by soliciting direct sales--mail orders--until the volume of demand forces dealers to supply.

If we substitute the term JV partners for distribution, the question becomes, “how do I get JV partners?” This leads to the conundrum of how do I get JV partners if I’ve never had JV partners to give me endorsements?

The simplest answer to this is to ask. First, identify those people with whom you would like to partner. Then pick up the phone and call them. No, don’t email them. Call them. You should have ready a list of reasons why they ought to partner with you, given their self-interest. You should also be prepared to send them a sample of your product to evaluate. Incidentally, one of the most powerful reasons you can give your potential partner is money. Since you’re the unknown and you’re asking for their help, you should be ready to give a 55% - 45% or even 60% - 40% revenue split ... with your erstwhile partner getting the lion’s share. In some cases, you may want to offer your partner 100% of the revenue. This can make sense if your book, videos or report includes built-in links that can generate revenue for you – which can be considerable if your partners help your product go viral. Also, be prepared to be turned down. No matter what incentive you offer some Internet marketers, they simply will not want to promote your product to their lists.

Some get into touch with prospects by a sample or other offer, then refer them to certain dealers who are stocked.

Some well-known makers can get a large percentage of dealers to stock in advance under guarantee of sale. Some consign goods to jobbers so dealers can easily order. Some name certain dealers in their ads until dealers, in general, stock.

The problems in this line are numberless. The successful methods are many. But most of them apply to lines too few to be worthy of discussion in a book like this.

We shall deal here with articles of wide appeal and repeated sales, like foods or proprietary articles.

We usually start with local advertising, even though magazine advertising is best adapted to the article. We get our distribution town by town, then change to national advertising.

Sometimes we name the dealers who are stocked. As others stock, we add their names. When a local campaign is proposed, naming certain dealers, the average dealer wants to be included.

It is often possible to get most of them by offering to name them in the first few ads.

Whether you advertise few or many dealers, the others will stock in very short order if the advertising is successful. Then the trade is referred to all dealers.

The sample plans dealt with in the previous chapter aid quick distribution. They often pay for themselves in this way alone.

If the samples are distributed locally, the coupon names the stores. The prospects who go there to get samples know that those stores are supplied, if a nearer dealer is not. Thus little trade is lost.

When sample inquiries come to the advertiser, inquirers are referred to certain dealers at the start. Enough demand is centered there to force those dealers to supply it.

Sometimes most stores are supplied with samples, but on the

requirement of a certain purchase. You supply a dozen samples with a dozen packages, for instance. Then inquirers for samples are referred to all stores.

This quickly forces general distribution. Dealers don't like to have their customers go to competitors even for a sample.

Where a coupon is used, good at any store for a full-size package, the problem of distribution becomes simple. Mail to dealers proofs of the ad which will contain the coupon. Point out to each that many of his customers are bound to present that coupon. Each coupon means a cash sale at full profit. No average dealer will let those customers go elsewhere.

Such a free-package offer often pays for itself in this way. It forms the cheapest way of getting general distribution.

Some of the most successful advertisers have done this in a national way. They have inserted coupon ads in magazines, each coupon good at any store for a full-size package. A proof of the ad is sent to dealers in advance, with a list of the magazines to be used, and their circulation.

In this way, in one week sometimes, makers attain a reasonable national distribution. And the coupon ad, when it appears, completes it. Here again the free packages cost less than other ways of forcing distribution. And they start thousands of users besides.

Palmolive Soap and Puffed Grains are among the products which attained their distribution in that way.

Half the circulation of a newspaper may go to outside towns. That half may be wasted if you offer a sample at local stores. Say in your coupon that outside people should write you for a sample.

When they write, do not mail the sample. Send the samples to a local store, and refer inquirers to that store. Mailing a sample may make a convert who cannot be supplied. But the store which supplies the sample will usually supply demand.

In these ways, many advertisers get national distribution without employing a single salesman. They get it immediately. And they get it at far lower cost than by any other method.

There are advertisers who, in starting, send every dealer a few packages as a gift. That is better, perhaps, than losing customers created. But it is very expensive. Those free packages must be sold by advertising.

Figure their cost at your selling price, and you will see that you are paying a high cost per dealer. A salesman might sell these small stocks at a lower cost. And other methods may be vastly cheaper.

Sending stocks on consignment to retailers is not widely favored. Many dealers resent it. Collections are difficult. And unbusiness-like methods

do not win dealer respect.

The plans advocated here are the best plans yet discovered for the lines to which they apply. Other lines require different methods. The ramifications are too many to discuss in a book like this.

But don't start advertising without distribution. Don't get distribution by methods too expensive. Or by slow, old-fashioned methods. The loss of time may cost you enormously in sales. And it may enable energetic rivals to get ahead of you.

Go to men who know by countless experiences the best plan to apply to your line.

Chapter Fifteen: Test Campaigns

Almost any questions can be answered, cheaply, quickly and finally, by a test campaign. And that's the way to answer them - not by arguments around a table. Go to the court of last resort - the buyers of your product.

Testing is, of course, at the heart of scientific advertising. If you use Google Adwords you should always be testing ads and campaigns. Once you find your best performing ad, this becomes the control and your next task is to beat the control. In affiliate selling, you should be testing squeeze pages, emails and email campaigns. And, yes, I know all this testing takes time and can be boring but information you learn can lead to some very exciting results.

On every new project there comes up the question of selling that article profitably. You and your friends may like it, but the majority may not. Some rival product may be better liked or cheaper. It may be strongly entrenched.

How to you price your product(s)? Unfortunately, there is no hard and fast rule for pricing our products. One good answer is to shop the competition. Are there other marketers offering products similar to yours? If so, what are their prices? One good place to get an idea of competitive pricing is the Warrior Special Offers Forum (<http://www.warriorforum.com/warrior-special-offers-forum/>) although you need to keep in mind that these are special offer prices and you need to sort of deduce what the products would sell for on the open market. Another way is to test. For example, you might have one lead catcher tied to a sales letter offering your product for \$17 and a second squeeze page leading to a sales page offering the product for \$27 to see if there is any elasticity of price. You might be surprised at what you learn.

The users won away from it may cost too much to get.

People may buy and not repeat. The article may last too long. It may appeal to a small percentage, so most of your advertising goes to waste.

I once had a site devoted to a technology called HD radio. I quickly learned what a small percentage of people would pay \$100 or more for a table radio – no matter how superior it was to a conventional radio.

There are many surprises in advertising. A project you will laugh at may make a great success. A project you are sure of may fall down. All because tastes differ so. None of us know enough peoples desires to get an average viewpoint.

In the old days, advertisers ventured on their own opinions. The few guess right, the many wrong. Those were the times of advertising disaster. Even those who succeeded came close to the verge before the time is turned.

They did not know their cost per customer or their sale per customer. The cost of selling might take a long time to come back. Often it never came back.

Do you know how much it costs you to make a sale? Acquire a customer? Get a member? This is must-have information for any serious Internet marketer. For example, suppose you sell \$7 reports and you're advertising them via Adwords. Do you know exactly what you're paying per \$7 sale? Is your profit \$3 or \$5? If it's \$3 per report, do you know what you would have to do to increase it to \$5 per sale?

Now we let the thousands decide what the millions will do. We make a small venture, and watch cost and result. When we learn what a thousand customers cost, we know almost exactly what a million will cost. When we learn what they buy, we know what a million will buy. *In today's Internet marketing, we will most likely not be letting thousands of customers decide what millions of customers will do but the same principles apply to letting hundreds of customers help us learn what thousands will do.*

We establish averages on a small scale, and those averages always hold. We know our cost, we know our sale, we know our profit and loss. We know how soon our cost comes back. Before we spread out, we prove our undertaking absolutely safe. So there are today no advertising disasters piloted by men who know.

Do you start with a small niche with the idea of eventually rolling out to a bigger market? While this is not always possible, it is something to keep in the back of your mind. For example, suppose you have success selling an age-resisting skin cream to women over the age of 50. Once you know your selling costs, your USP and your net profit, you could try rolling out your campaign to women between the ages of 30 and 50 – but maybe with a slightly different USP.

Perhaps we try out our project in four or five towns. We may use a sample offer or a free package to get users started quickly. Then we wait and see if users buy those samples. If they do, will they continue? How much will they buy? How long does it take for the profit to return our cost of selling?

A test like this may cost \$3,000 to \$5,000. It is not all lost, even when the product proves unpopular. Some sales are made. Nearly every test

will in time bring back the entire cost.

As we say today, keep failing until you fail to fail as even an unsuccessful campaign will teach you something. Matt Levenhagen teaches this in his report on campaign blasting.

You can learn more about this strategy at <http://blog.campaignblasts.com/>

Sometimes we find that the cost of the advertising comes back before the bills are due. That means that the product can be advertised without investment. Many a great advertiser has been built up without any cost whatever beyond immediate receipts. That is an ideal situation.

This can be true if you're financing your campaigns using a credit card – you may actually see enough sales the first month to pay your bill. But don't count on it. Be prepared to get through at least a couple of months before you see enough revenue to pay your credit card bill and still make a profit.

On another product it may take three months to bring back the cost with a profit. But one is sure of his profit in that time. When he spreads out he must finance accordingly.

For example, if you intend to use Adwords as your primary advertising medium, you must decide how much you can afford to spend each month without getting so far in debt, you will never see a profit. Eventually you will know what it costs to make a sale and your net profit and can then budget accordingly,

Think what this means. A man has what he considers an advertising possibility. But national advertising looks so big and expensive that he dare not undertake it.

Now he presents it in a few average towns, at a very moderate cost. With almost no risk whatever. From the few thousand he learns what the millions will do. Then he acts accordingly. If he then branches he knows to a certainty just what his results will be.

He is playing on the safe side of a hundred to one shot. If the article is successful, it may make him millions. If he is mistaken about it, the loss is a trifle.

These are facts we desire to emphasize and spread. All our largest accounts are now built in this way, from very small beginnings. When business men realize that this can be done, hundreds of others will do it. For countless fortune-earners now lie dormant.

The largest advertiser in the world makes a business of starting such projects. One by one he finds out winners. Now he has twenty-six, and together they earn many millions yearly.

To put it in our terms, once you learn what's required to have a successful and profitable site, there is no reason why you cannot roll out that knowledge and create a dozen or 20 more sites, all of which will be moneymakers. Of course, the trick is to find 20 other profitable niches. I purchased a report recently designed to help Internet marketers do just this. Its title is "Proven Niche Markets" and you can learn more about it at www.NitroMarketing.com. I also recently downloaded an excellent – and free – series of videos called Mini Site Profits Exposed (<http://www.minisiteprofitsexposed.com/>) that had easy-to-follow, step-by-step instructions for creating mini sites and product funnels.

These test campaigns have other purposes. They answer countless questions which arise in business.

A large food advertiser felt that his product would be more popular in another form. He and all his advisers were certain about it. They were willing to act on this supposition without consulting the consumers, but wiser advice prevailed.

He inserted an ad in a few towns with a coupon, good at any store for a package of the new-style product. Then he wrote to the users about it. They were almost unanimous in their disapproval.

Later the same product was suggested in still another form. The previous verdict made the change look dubious. The advertiser hardly thought a test to be worth while. But he submitted the question to a few thousand women in a similar way and 91 percent voted for it. Now he has a unique product which promises to largely increase his sales.

These tests cost about \$1,000 each. The first one saved him a very costly mistake. The second will probably bring him large profits.

Then we try test campaigns to try out new methods on advertising already successful. Thus we constantly seek for better methods, without interrupting plans already proved out.

The way I would put this as never stop testing. But don't walk away from a winner. If you have an Adwords campaign or an email campaign that is doing very well, you will want to test against it, but don't make the mistake of leaving it behind and moving on to the "next big thing." In Internet marketing, it's important to always stay focused.

In five years for one food advertiser we tried out over fifty separate plans. Every little while we found an improvement, so the results of our advertising constantly grew. At the end of five years we found the best plan of all. It reduced our cost of selling by 75 percent. That is, it was four times more effective than the best plan used before.

One of the biggest mistake Internet marketers make is to start work on one project and then get distracted into starting another before finishing the first. One of the most important secrets to success in Internet marketing is focus – focus on one project till you see it through to the very end before starting another.

That is what mail order advertisers do - try out plan after plan to constantly reduce the cost. Why should any general advertiser be less business-like and careful?

Another service of the test campaign is this: An advertiser is doing mediocre advertising. A skilled advertising agent feels that he can greatly increase results. The advertiser is doubtful. He is doing fairly well. He has alliances which he hesitates to break. So he is inclined to let well enough alone.

Now the question can be submitted to the verdict of a test. The new agent may take a few towns, without interfering with the general campaign. Then compare his results with the general results and prove his greater skill.

Plausible arguments are easy in this line. One man after another comes to an advertiser to claim superior knowledge or ability. It is hard to

decide, and decisions may be wrong.

Now actual figures gained at a small cost can settle the question definitely. The advertiser makes no commitment. It is like saying to a salesman, "Go out for a week and prove yourself." A large percentage of all the advertising done would change hands if this method were applied.

As I look back at my agency career – first as a copywriter and later as a creative director, I am somewhat appalled at how little testing we did. It was an era of “creativity in advertising.” In retrospect; I am a bit embarrassed at what we did for our clients in the pursuit of creativity over testing and in our pursuit of creative awards.

Again we come back to scientific advertising. Suppose a chemist would say in an arbitrary way that this compound was best, or that better. You would little respect his opinion. He makes tests - sometimes hundreds of tests - to actually know which is best. He will never state a supposition before he has proved it. How long before advertisers in general will apply that exactness to advertising?

Chapter Sixteen: Leaning on Dealers

We cannot depend much in most lines on the active help of jobbers or of dealers. They are busy. They have many lines to consider. The profit on advertised lines is not generally large. And an advertised article is apt to be sold at cut prices.

This chapter is not very relevant in today's Internet marketing, we're more like dealers. So as you read this section and see the word dealers, think of yourself as the dealer or affiliate marketer.

The average dealer does what you would do. He exerts himself on brands of his own, if at all. Not on another mans brand.

The dealers will often try to make you think otherwise. He will ask some aid or concession on the ground of extra effort. Advertisers often give extra discounts. Or they make loading offers - perhaps one case free in ten -in the belief that loaded dealers will make extra efforts.

In affiliate marketing, we're sort of like the dealer in that it is possible for us to ask certain concessions, once we prove to be valuable "dealers." For example, if you are selling a high number of units of a particular vitamin at a commission of 6%, you might ask the affiliate company to raise that to, say, 8%.

This may be so in rare lines, but not generally. And the efforts if made do not usually increase the total sales.

They merely swing trade from one store to another.

On most lines, making a sale without making a convert does not count for much. Sales made by conviction - by advertising - are likely to bring permanent customers. People who buy through casual recommendations do not often stick. Next time someone else gives other advice.

Revenue which belongs to the advertiser is often given away without adequate return. These discounts and gifts could be far better spent in securing new customers.

Here's something else you could do as a dealer – once you have a good, established relationship with your affiliate company – and that's ask for some freebies or loss leaders" you could use to attract new customers. Naturally, the company will have special offers of its own but the trick is to negotiate an offer that specific to you.

Free goods must be sold, and by your efforts usually. One extra case with ten means that advertising must sell ten percent more to bring you the same return. The dealer would probably buy just as much if you let him buy as convenient.

Much money is often frittered away on other forms of dealer help. Perhaps on window or store displays. A window display, acting as a reminder, may bring to one dealer a lions share of the trade. Yet it may not increase your total sales at all.

Those are facts to find out. Try one town in one way, one in another. Compare total sales in those towns. In many lines such tests will show that costly displays are worthless. A growing number of experienced

advertisers spend no money on displays.

This is all in line of general publicity, so popular long ago. Casting bread upon the waters and hoping for its return. Most advertising was of that sort twenty years ago.

Now we put things to the test. We compare cost and result on every form of expenditure. It is very easily done.

Very many costly wastes are eliminated by this modern process.

Scientific advertising has altered many old plans and conceptions. It has proved many long established methods to be folly. And why should we not apply to these things the same criterion we apply to other forms of selling? Or to manufacturing costs?

Your object in all advertising is to buy new customers at a price which pays a profit. You have no interest in garnering trade at any particular store. Learn what your consumers cost and what they buy. If they cost you one dollar each, figure that every wasted dollar costs you a possible customer.

I cannot emphasize this enough. If you do not know what it costs to acquire a customer or make a sale, you are never going to be a really successful marketer.

Your business will be built in that way, not by dealer help. You must do your own selling, make your own success. Be content if dealers fill the orders that you bring. Eliminate your wastes. Spend all your ammunition where it counts for most.

Chapter Seventeen: Individuality

A person who desires to make an impression must stand out in some way. Being eccentric, being abnormal is not a distinction to covet. But doing admirable things in a different way gives one a great advantage.

So with salesmen, in person or in print. There is uniqueness which belittles and arouses resentment. There is refreshing uniqueness which enhances, which we welcome and remember. Fortunate is the salesman who has it.

Here are two examples of this at work in Internet marketing – Travis Sago who has worked hard for years to cultivate his persona as an “Arkansas bum” and Frank Kern who would like you to think he’s a surfing beach bum. Both these men are very successful at what they do because they have learned how to present themselves as both unique and memorable. Plus, in the case of Frank Kern, I am convinced there’s a whole company of people behind that surfing dude persona.

We try to give each advertiser a becoming style. We make him distinctive, perhaps not in appearance, but in manner and in tone. He is given an individuality best suited to the people he addresses.

One man appears rugged and honest in a line where rugged honesty counts. One may be a good fellow where choice is a matter of favor. In other lines the man stands out by impressing himself as an authority. *Maybe you can’t present yourself as a good, old boy from a small town in Arkansas but you can become an authority in your field and, thus, stand out from the rest of the people marketing to your niche. For example, I became such an authority figure in HD radio with*

my hd-radio-home.com site that people are still contacting me with questions five months after I sold the site. So how do you become an authority figure. It's a combination of things. First, you should create an authority site or blog on your subject filled with valuable content. Next, go to the appropriate forums and offer good advice or suggestions with a signature box linking to your site. You should also comment on blogs whose subject matter is relevant to your site, again with a link back to your site. You might want to write articles relevant to your subject matter and post them on directory sites such as ezinearticles.com and goarticles.com. Finally, be prepared to be patient as it takes time to become an authority.

We have already cited a case where a woman made a great success in selling clothing to girls, solely through a created personality which won.

That's why we have signed ads sometimes - to give them a personal authority. A man is talking - a man who takes pride in his accomplishments - not a "soulless corporation." Whenever possible we introduce a personality into our ads. By making a man famous we make his product famous. When we claim an improvement, naming the man who made it adds effect.

Again, I reference you to Travis Sago, Frank Kern and Ed Dale. Each has established himself as a trustworthy authority figure. I don't know about you but when I receive an email from any of these three, it gets my attention. And in many instances, I have followed their advice and purchased the reports or memberships they recommended.

Then we take care not to change an individuality which has proved appealing. Before a man writes a new ad on that line, he gets into the spirit adopted by the advertiser. He plays a part as an actor plays it.

In successful advertising great pains are taken to never change our tone. That which won so many is probably the best way to win others. Then people come to know us. We build on that acquaintance rather than introduce a stranger in guise. People do not know us by name alone, but by looks and mannerisms. Appearing different every time we meet never builds up confidence.

Emails from people I know and respect get my attention immediately Emails from names I do not recognize get deleted. IMHO, this really underscores the importance of developing a personality or becoming an authority in your area. Getting people to open your emails is paramount in email marketing. Gary Halbert had a newsletter with the headline, "GURU GARY'S GUIDE TO THINGS TO THINK ABOUT WHEN TIMES GET TOUGH!" You could use that as the subject line on an email today and I guarantee the majority of the people on your list would open it.

Then we don't want people to think that salesmanship is made to order. That our appeals are created, studied, artificial. They must seem to come from the heart, and the same heart always, save where a wrong tack forces a complete change.

There are winning personalities in ads as well as people. To some we are glad to listen, others bore us. Some are refreshing, some commonplace. Some inspire confidence, some caution. To create the right individuality is a supreme accomplishment. Then an advertisers growing reputation on that line brings him ever-increasing prestige. Never weary of that part. Remember that a change in our characteristics would compel our best friends to get acquainted all over.

Chapter Eighteen: Negative Advertising

To attack a rival is never good advertising. Don't point out others' faults. It is not permitted in the best mediums. It is never good policy. The selfish purpose is apparent. It looks unfair, not sporty. If you abhor knockers, always appear a good fellow.

How often do you see a Frank Kern, and Ed Dale, a Travis Sago or an Andy Jenkins attack a rival? To the best of my knowledge, never. They either know intuitively that negative ads don't work or they have learned this through testing.

Show a bright side, the happy and attractive side, not the dark and uninviting side of things. Show beauty, not homeliness; health, not sickness. Don't show the wrinkles you propose to remove, but the face as it will appear. Your customers know all about wrinkles.

Notice how the gurus always show great, positive results? I don't think I've ever seen an email or sales letter from these people who show what happens if you don't follow their advice. Although, come to think of it, a reverse testimonial could be powerful – "I didn't follow your advice and now I am broke and destitute."

In advertising a dentifrice, show pretty teeth, not bad teeth. Talk of coming good conditions, not conditions which exist. In advertising clothes, picture well-dressed people, not the shabby. Picture successful men, not failures, when you advertise a business course. Picture what others wish to be, not what they may be now.

We are attracted by sunshine, beauty, happiness, health, success.

Then point the way to them, not the way out of the opposite.
Picture envied people, not the envious. Tell people what to do, not what to avoid.

Make your every ad breath good cheer. We always dodge a Lugubrious Blue.

Assume that people will do what you ask. Say, "Send now for this sample." Don't say, "Why do you neglect this offer?" That suggests that people are neglecting. Invite them to follow the crowd.

Compare the results of two ads, one negative, one positive. One presenting the dark side, one the bright side. One warning, the other inviting. You will be surprised. You will find that the positive ad out pulls the other four to one, if you have our experience.

The "Before and after taking" ads are follies of the past. They never had a place save with the afflicted. Never let their memory lead you to picture the gloomy side of things.

Chapter Nineteen: Sales Letters

This is another phase of advertising which all of us have to consider. It enters, or should enter, into all campaigns. Every business man receives a large number of circular letters. Most of them go direct to the waste basket. But he acts on others, and others are filed for reference.

Well, we don't receive a large number of circular letters but we do "receive" a large number of sales letters so this chapter is of particular importance.

Analyze those letters. The ones you act on or the ones you keep have a headline which attracted your interest. At a glance they offer something that you want, something you may wish to know.

If you're not keeping a swipe file of the sales letters that attracted your interest and especially those you read, you're missing a golden resource. While you could most likely never afford to have a top copywriter like John Carlton, Dr. Andy or Jimmy D. Brown write sales letters for you, you can use their sales letters as "blueprints" for your own letters. And one of the best swipe files of all time is a compilation of Gary Halbert letters you can find at <http://www.thegaryhalbertletter.com/newsletter-archives.htm>. Gary was almost inarguably one of the five best Internet copywriters ever and you can learn much by reading his letters.

Remember that point in all advertising.

A certain buyer spends \$50,000,000 per year. Every letter, every circular which comes to his desk gets its deserved attention. He wants information on the lines he buys.

But we have often watched him. In one minute a score of letters may drop into the waste basket. Then one is laid aside. That is something to consider at once. Another is filed under the heading "Varnish." And later when he buys varnish that letter will turn up.

Again, be sure to put those letters in your swipe file that stand out – that get your attention – that keep you riveted from the opening sentence clear through to the very end – these are absolute jewels to be kept and reread over and over. If you're not on the mailing lists of people such as Frank Kern, Ed Dale, Travis Sago, Mike Filsaime, Eric Louviere, Jimmy D. Brown, Dr. Andy and Willie Crawford, I suggest you sign up with them immediately. In Internet marketing, Imitation is not only the sincerest form of flattery, it is the fastest way to success.

That buyer won several prizes by articles on good buying. His articles were based on information. Yet the great masses of matter which came to him never got more than a glance.

We find the same difference in letters as in ads. Some get some not. Some complete a sale, some forfeit the impression gained. These are letters, going usually to half-made converts, that are tremendously important.

Experience generally shows that a two-cent letter gets no more attention than a one-cent letter. Fine stationery no more than poor stationery. The whole appeal lies in the matter.

A letter, which goes to an inquirer is like a salesman going to an interested prospect. You know what created that interest. Then follow it up along that line, not on some different argument. Complete the

impression already created. Don't undertake another guess.

Do something if possible to get immediate action. Offer some inducement for it. Or tell what delay may cost.

How much of this do we see today from the experts? Plenty. Every successful Internet marketer I've studied uses one-time offers, dime sales, limited quantities, limited time to act and every other possible tactic to get action now! Never forget how ephemeral the Web is. You get only one chance to capture a name or make a sale and then your prospect is gone.

Note how many successful selling letters place a limit on an offer. It expires on a certain date. That is all done to get prompt decision, to overcome the tendency to delay.

A mail order advertiser offered a catalog. The inquirer might send for three or four similar catalogs. He had that competition in making a sale.

So he wrote a letter when he sent his catalog, and enclosed a personal card. He said, "You are a new customer, and we want to make you welcome. So when you send your order please enclose this card. The writer wants to see that you get a gift with order - something you can keep."

Of course, today we give bonuses. And never underestimate the power of a bonus – especially in a very competitive market niche. John Carlton recently released a new product called Simple Writing System. I received emails from probably 10 of John's JV partners, all offering a bonus if of some kind if you purchased the report through them.

You can be sure that the partner offering the best bonus got the most orders and, thus, raked in the biggest commissions.

With an old customer he gave some other reason for the gift. The offer aroused curiosity. It gave preference to his catalog. Without some compelling reason for ordering elsewhere, the woman sent the order to him. The gift paid for itself several times over by bringing larger sales per catalog.

The ways for getting action are many. Rarely can one way be applied to two lines. But the principles are universal. Strike while the iron is hot. Get a decision then. Have it followed by prompt action when you can.

Two of the best ways to get immediate action is through limiting the number of products you will sell (“there are only 150 copies available”) or putting a time limit on your offer – “buy now as this offer will be taken down at midnight tomorrow.”

Other good ways to get action is through discounts or by offering resell rights – again for a limited time.

Chapter Twenty: A Name That Helps

There is great advantage in a name that tells a story. The name is usually prominently displayed. To justify the space it occupies, it should aid the advertising. Some such names are almost complete advertisements in themselves.

May Breath is such a name. Cream of Wheat is another. That name alone has been worth a fortune. Other examples are Dutch Cleanser, Cuticura, Dynashine, Minute Tapioca, 3-in-one Oil, Holeproof, Alcorub, etc.

If you think this isn't as true today as it was in Claude's time, consider the membership sites, Earn1kaDay, StomperNet (stomp the Internet), InstaCash Keywords and the dozens of others out there.

Such names may be protected, yet the name itself describes the product, so it makes a valuable display.

Other coined names are meaningless. Some examples are Kodak, Karo, Sapolio, Vaseline, Kotex, Lux, Postum, etc. They can be protected, and long-continued advertising may give them a meaning. When this is accomplished they become very valuable.

As much as I like what Jimmy D. Brown writes and his ideas for membership sites, I really wonder about his coined words like Membernaire. Are these just today's versions of Karo or Postum?

But the great majority of them never attain status.

Such names do not aid the advertising. It is very doubtful that they justify display. The service of the product, not the name, is the important thing in advertising. A vast amount of space is wasted in displaying names and pictures which tell no selling story. The tendency of modern advertising is to eliminate waste.

Another way to put this is that less can be more. We're all busy and short of time. The more reading we require our prospects to do, the higher the odds are that we will lose their attention – unless you're a really top copywriter who knows how to drag prospects through long sales letters. Incidentally, one of the best ways to keep a reader reading is to tell a story. We all love stories. Here's a headline on a sales letter I recently received, "How a 3-year Old Girl Turned a Corporate Slave Into a Full Time Father and International Motivational Speaker With Four Innocent Words ... Daddy, is tomorrow Saturday?" Now, how can you not read this letter?

Other coined names signify ingredients, which anyone may use. Examples are Syrup of Figs, Coconut Oil Shampoo, Tar Soap, Palmolive Soap, etc.

Such products may dominate a market if the price is reasonable, but they must to a degree meet competition. They invite substitution. They are naturally classified with other products which have like ingredients, so the price must remain in that class.

Toasted Corn Flakes and Malted Milk are examples of unfortunate names. In each of those cases one advertiser created a new demand. When the demand was created, others shared it because they could use the name. The originators depended only on a brand. It is interesting to speculate on how much more profitable a coined name

might have been.

Are there other membership sites that teach SEO? Of course. But when you think of getting top results for your sites, what comes to mind besides Stompernet? I can't think of a single other such site. And as of April, 2009, the guys behind Stompernet were offering their best-selling course, "Stomping The Search Engines" for just \$1 – with the purchase of their new monthly newsletter. How's that for using a bonus effectively?

On a patented product it must be remembered that the right to a name expires with that patent. Names like Castoria, Aspirin, Shredded Wheat Biscuit, etc., have become common property.

This is a very serious point to consider. It often makes a patent an undesirable protection.

Another serious fault in coined names is frivolity. In seeking uniqueness one gets something trivial. And that is a fatal handicap in a serious product. It almost prohibits respect.

When a product must be called by a common name, the best auxiliary name is a man's name. It is much better than a coined name, for it shows that some man is proud of his creation.

Here's an interesting idea – have you ever thought of attaching your name to a website. For example, you could name a site, JohnAnthonySEOcrusher.com. Hmm, might be worth testing and if it works, it could help you become a brand or an authority figure..

Thus the question of a name is of serious importance in laying the foundations of a new undertaking. Some names have become the chief factors in success. Some have lost for their originators four-fifths of the trade they developed.

Chapter Twenty-One: Good Business

A rapid stream ran by the writer's boyhood home. The stream turned a wooden wheel and the wheel ran a mill. Under that primitive method, all but a fraction of the streams potentiality went to waste.

Then someone applied scientific methods to that stream - put in a turbine and dynamos. Now, with no more water, no more power, it runs a large manufacturing plant.

We think of that steam when we see wasted advertising power. And we see it everywhere -hundreds of examples. Enormous potentialities - millions of circulation - used to turn a mill wheel.

While others use that same power with manifold effect.

We see countless ads running year after year which we know to be unprofitable.

Men spending five dollars to do what one dollar might do. Men getting back 30 percent of their cost when they might get 150 percent. And the facts could be easily proved.

I once had the CEO of a major savings & loan tell me he believed that half his advertising budget was wasted. The problem, he said is that he couldn't tell which half. Of course he could have, if he had followed Claude's principles of scientific advertising. But, unfortunately, his company was unwilling to test its advertising.

We see wasted space, frivolity, clever conceits, entertainment. Costly

pages filled with palaver which, if employed by a salesman, would reflect on his sanity. But those ads are always unkeyed.

You cannot only see this is much of today's print advertising but in TV commercials as well. Can you remember a really funny spot you saw last week? If so, do you remember the name of the advertiser? For example, I always laugh at the talking baby commercials for some online brokerage firm but I can never remember the company's name. This is because of what the legendary adman Rosser Reeves once termed "video vampirism," where the video or content of a commercial is so powerful, it totally sucks the blood out of the sales message.

The money is spent blindly, merely to satisfy some advertising whim.

We call this image advertising or ego advertising – where the advertising is designed to promote the company's name or some other tenuous objective and not to sell product.

Not new advertisers only. Many an old advertiser has little or no idea of his advertising results. The business is growing through many efforts combined, and advertising is given its share of the credit.

An advertiser of many years standing, spending as high as \$700,000 per year, told the writer he did not know whether his advertising was worth anything or not. Sometimes he thought that his business would be just as large without it.

The writer replied, "I do know. Your advertising is utterly unprofitable, and I could prove it to you next week. End an ad with an offer to pay five dollars to anyone who writes you that he read the ad through. The scarcity of replies will amaze you."

I've often wondered what would happen if you were to bury an offer like this about

halfway through a 12-page sales letter. Do you think anyone would claim the \$5? The fact is, most people skip and skim through long sales letters so one key to success is writing subheads that will pull readers through to the close. One master of this is Travis Sago. If you want to see how his subheads can pull you clear through his letters, Go to travis@BumMarketingMethod.com and see if you can find his sales letter <http://www.instacashkeywords.com/> It's a beauty and follows just about every principle of scientific advertising.

Think what a confession - that millions of dollars being spent without knowledge of results. Such a policy applied to all factors in a business would bring ruin in short order.

You see other ads, which you may not like as well. They may seem crowded or verbose. They are not attractive to you, for you are seeking something to admire, something to entertain. But you will note that those ads are keyed. The probability is that out of scores of traced ads the type, which you see, has paid the best.

I once tried to wrest a book club account from an experienced mail order agency. Its ads were crowded, ugly and utterly lacking in aesthetic. We ran a test ad against one of their ads. Our ads were beautifully designed and aesthetically pleasing. But the test ads were couponed and their ad kicked our butts. Boy! Did I learn a lesson from that.

Many other ads, which are not keyed, now were keyed at the beginning. They are based on known statistics. They won on a small scale before they ever ran on large scale. Those advertisers are utilizing their enormous powers in full.

Advertising is prima facie evidence that the man who pays believes that advertising is good. It has brought great results to others, it must be good for him. So he takes it like some secret tonic, which others have endorsed. If the business thrives, the tonic gets credit. Otherwise, the failure is due to fate.

That seems almost unbelievable. Even a storekeeper who inserts a twenty-dollar ad knows whether it pays or not. Every line of a big store's ad is charged to the proper department. And every inch used must the next day justify its cost.

Yet most national advertising is done without justification. It is merely presumed to pay. A little test might show a way to multiply returns.

More words that are as true today as 86 years ago. Next time you're at the grocery store, thumb through a few of the magazines on display and make note of how many are keyed or have coupons. My guess is that you will find very few except perhaps in the classified ad section. This means most of those ads represent a clear waste of money. On the other hand, there are websites that sell nothing but coupons. This is smart marketing for two reasons. First, it requires an action on the part of the prospect – to buy the coupons – and second, it gets the coupons in the hands of top prospects. Plus, can't you just imagine how the companies offering the coupons just live the information they get in return for their cents-off offers.

Such methods, still so prevalent, are not very far from their end. The advertising men who practice them see the writing on the wall. The time is fast coming when men who spend money are going to know what they get. Good business and efficiency will be applied to advertising. Men and methods will be measured by the known returns,

and only competent men can survive.

Only one hour ago an old advertising man said to the writer, "The day for our type is done. Bunk has lost its power. Sophistry is being displaced by actuality. And I tremble at the trend."

So do hundreds tremble? Enormous advertising is being done along scientific lines. Its success is common knowledge. Advertisers along other lines will not much longer be content.

We who can meet the test welcome these changed conditions.

Advertisers will multiply when they see that advertising can be safe and sure. Small expenditures made on a guess will grow to big ones on a certainty. Our line of business will be finer, cleaner, when the gamble is removed. And we shall be prouder of it when we are judged on me

Unfortunately, many of the big national advertisers lost track of scientific advertising some years ago. But we Internet marketers know better – at least for the most part. We understand that there is a scientific approach to advertising that can help us succeed much as did Claude's clients in his day ... which is to test everything and take nothing for granted.