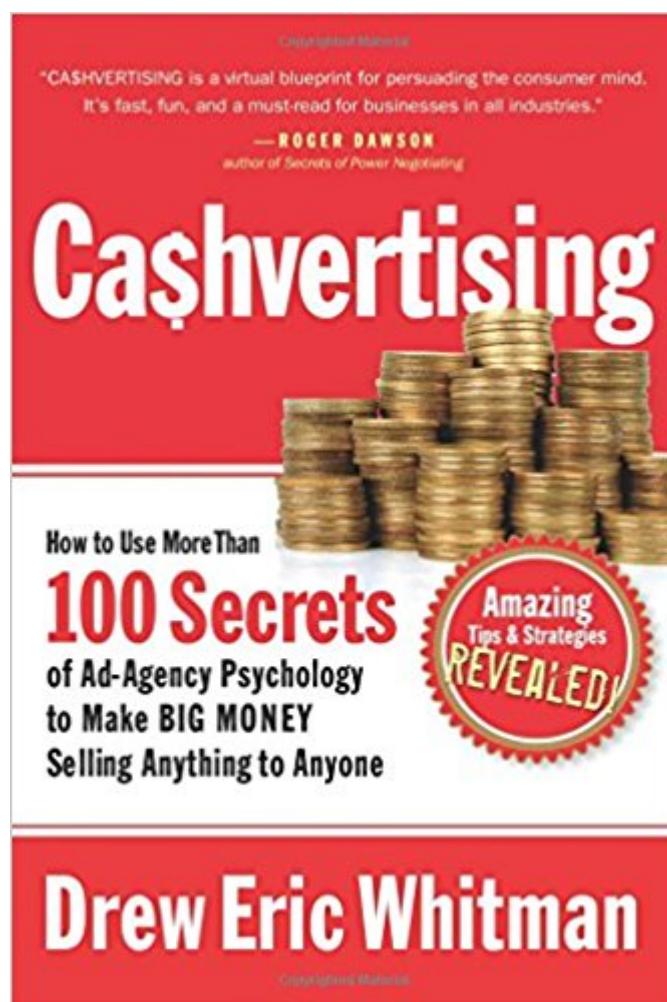


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CA\$HVERTISING: How To Use More Than 100 Secrets Of Ad-Agency Psychology To Make Big Money Selling Anything To Anyone



Synopsis

FACT: Your brain is being controlled--and you don't even know it. Because if you think the ads you're seeing today are just pretty pictures with nice, creative copy, you're mistaken. Truth is, you are being powerfully influenced by dozens of proven scientific principles of advertising psychology... little-known techniques of consumer persuasion that go completely unnoticed by the buying public. And they're causing you--and millions like you--to spend enormous amounts of money every day on countless products and services. But what are these principles? How do they work? And how can you use them in your own advertising? Prepare yourself for a unique learning experience as author Drew Eric Whitman takes you on a wild, roller-coaster ride through the streets of New York's famed Madison Avenue and teaches you the specific psychological techniques that today's top copywriters and designers use to influence the masses... and how you can use them to rapidly increase your sales, no matter what you sell. In 207 fast-moving pages, Whitman teaches you dozens of well-guarded secrets that he learned during his 30+ years in the ad business, including:^{*} How to Push Your Prospects' Hot Buttons in Every Ad, Sales Letter, or Email--It's not hard to do once you know the secret.^{*} Why Developing Your "USP" Δ Δ Can Leave Your Competition in Δ Δ the Dust--It's the quickest way to instantly begin out-marketing your competitors. (And they'll never know what hit them.) Δ Δ * Why You Don't Need a Degree in Business to Create Great Ads--But there is one thing you MUST know or your ads will likely fail miserably.^{*} How to Develop a Powerful Ad-Agency Mindset--What the pros know about consumer buying behavior and how you can use it to your advantage.^{*} How to Save \$600 for Every \$1,000 You Spend on Ads--This idea alone is worth infinitely more than the price of this book...and you can start using it immediately. Δ Δ Δ Δ * The Amazing 5-Second, No-Fail Headline Test--Chances are your ads, emails, websites and other promotional materials fail this test every time. One small change boosts your response.^{*} What a Good Ad Should "Feel" Like--How to connect to readers on a deep, emotional level.^{*} How to Install Persuasive Images in People's Brains--Learn how to direct how people think about your products and services.^{*} Why People Really Buy Your Product or Service--Sorry, but it's not what you think. (But you better know the reason... or else.)^{*} Where to Always Put Your Biggest Benefit--Miss this and you're flushing your ad dollars down the toilet.^{*} How to Write "Dragon-Slayer" Headlines that Get Read and Get Response--Tons of examples you can "steal" for your own ads.^{*} Long vs. Short Copy: Which Is Really Best for Response? Don't believe the lies! We'll set the record straight and you'll learn to cash-in.^{*} How to Use the Devilishly Effective Pyramid Δ Δ Principal--Lure readers into your ads by understanding human eyeball behavior.^{*} 22 Tested and Proven Headline Prescriptions you can start using RIGHT NOW.^{*} How to Turn Ordinary Words in "Money-Magnet"

Copy that motivates, influences, persuades. (Yes, you can really do it.)* Put Your Copy Here and Boost Readership by 10-200%--Why doesn't everyone do this?* 10 Sure-Fire Ways to Start Writing Your Ads--So easy, it's almost automatic.* How to Cause People to Mentally Demonstrate Your Products... Before They Buy.* How Emotional Words Melt Sales Resistance a Red-Hot Knife Through Butter.* "Sneaky" Ad-Design Psychology Tricks that Work Like Magic--Start using them tonight.* Typestyles that Actually REDUCE Readership--Are you using them?* This "Evil" Design Sin Depresses Your Readership Up to 50%--Do you do it?* Widely Used Typeface LOWERS Comprehension Â Up to 67%--Are you using it?* The Eye-Grabbing "Advertising Guillotine"--The one image humans can't resist.* And Much More

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“Wow! Simply the most powerful advertising toolkit I’ve ever seen. Gives you instant access to hundreds of proven techniques and priceless psychological insights, presented with verve and humor. Whitman knows his craft inside out, and he’s clearly done his homework. I only wish his book had been around when I was starting out! Buy it and save yourself years of trial and error.” —Richard Bayan, author of *Words That Sell*
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Better Results from Your Advertising? **Ad Expert Drew Eric Whitman Says...** "I'll Teach You More About How to Create Powerfully Effective Money-Making Advertising than Your Competitors Will Know in Their Entire Careers... Guaranteed!" **Dear Friend:** Did you ever see a magician "saw a lady in half?" A sword swallower gobble down a 28" blade? A swami walk barefooted over a bed of fiery-hot coals? These tricks are amazing. Mind-boggling. And seemingly impossible. But the truth is... if you knew the secrets behind them, you could do them too. **Creating Effective Advertising Is No Different!** Because just like those uncanny magicians, today's advertising experts have special "tricks" of their own. They use consumer psychology. Powerful methods that influence people to read their ads... and buy like crazy. In fact, New York's biggest ad agencies use these tactics every day. And it doesn't matter what their clients sell... these tricks work for every business. Plus, they're 100% legal, ethical, and very powerful. **Ready to Learn the Secrets?** I'm Ready to Teach You! **Invest a few tax-deductible* dollars in this fun, fast, and easy-to-read book.** In these fast-reading pages, I arm you with techniques that can help make your competition virtually "disappear." I teach you how to turn weak, ineffective ads, brochures, sales letters, flyers, emails and websites into psychologically potent money-makers that help boost your business fast. No special skills are required. And most tricks cost nothing to use. Once you know the secrets, it's easy! **Meet you inside the book!** [HANDSHAKE] Drew Eric Whitman **P.S.** I knew you'd read this P.S. How? Because the P.S. is one of the most important parts of any sales letter... and it's often read first... before the body copy. Always use the P.S. to restate your offer here... repeat your contact information... and push your prospect to take action! Now, turn the page and start reading! *** Consult your tax advisor --This text refers to an alternate Paperback edition.**

This book is a gold mine of examples! On page 184 the author says... ""Advertising is not supposed to be entertainment! You may be entertained by it, but that's not its purpose. It's not a creativity contest. It's not meant to grace the walls of the Louvre in Paris. It's also not poetry, comedy, or a riddle to be figured out. Advertising is not about winning awards for being tricky, off-the-wall, or ingenious. Advertising - plain and simple - is about selling products and services. It's business communication with the goal to increase sales by interesting people enough in a product or service that they ultimately trade their money for it." "Booyah! Mind blown! Here's the deal. The author makes complete sense with all the agency examples and he reveals the truth behind the true intention of advertising. It's about selling but in an ethical way. The book covers a lot of ad agency examples and case studies that you can incorporate into your own campaigns BUT with your target market in mind. Pick and choose elements from the campaigns to include in your very own marketing materials. You may or may not agree with all of his methods but the book is a worthy read.

Do you desperately want to destroy your competition in the local marketplace? Yes!!! Creating dynamite ad copy is quick and easy after reading Drew Whitman's *Cashvertising*. Drew's million dollar playbook is jam packed with ad agency secrets. Drew delivers super easy techniques to transform your advertising today. Yes today! Apply these secrets and your competition won't know what hit them. Drew tackles the: 8 Biologically Programmed Desires, 9 Secondary Human Wants, 17 Foundational Principles of Consumer Psychology, 41 Proven Techniques to Selling Anything to Anyone, 4 Step Recipe for Using Fear in Your Copy, 6 Weapons of Influence, 22 Potent Headline Starters, 6 Copy Lures, 7 Best Types of Photos to Use, 4 Ad Positions that Matter, 7 Online Response Boosters, 10 Most Effective Multi-ad Formations, 22 Response Superchargers, 9 Ways to Convey Value, 13 Ways to Make Buying Easy, 11 Ways to Boost Coupon Returns, 46-Point "Killer Ad" Checklist. Drew also answers our questions about the best type face, ad size, color, page and sectioning, long copy vs. short copy, surveys, unique selling propositions, and the list goes on. Yes. You can learn enough from Drew's *Cashvertising* to fill your pockets with crisp new \$100 bills. And watch your competition jealously anoint you "King of the Hill" after you have squashed their weak ads. Invest in your future today, pick up your own copy. For an inexpensive seed investment of a few bucks and a couple of hours, you can profit many thousands of dollars.

Drew's insights unlock secrets behind increasing sales by selling much - Much - MUCH more effectively than I've ever done before. I confess, I was a skeptic at the beginning of the book. After

all my MBA and 28 years in "professional marketing" had me doubting the value of the content. However, after reading the book it was I who doubted my beliefs about everything I had ever learned on effective promotion. Page after page I found myself nodding in agreement. My ego could not deny that there was real truth here. The result? I've just rewritten chunks of my website. Bottom line? It's one of the best investments I've made for my business to date. You want to write powerful copy that draws customers like bees to honey, right? If so, then purchase *Cashvertising* this very minute, pay for the express shipping and begin writing copy that sells more tomorrow. One last thing. . . at book's end Drew invites readers to email him any question he/she has as a result of reading the book. He responded quickly to mine and gave me the answer I needed. Now that's what I call full service.

Hats off to Drew! I've read a ton of books on marketing - both digital and hard copy. This one is an exceptional resource that took exhaustive levels of experience and research to author. This is one of the best marketing books I've read & I think I need to re-read it several times (although I will probably need to buy a new copy since I've underlined so much in the first copy I've bought). It's truly a 'gem' in my treasure collection of books. There are so many topics that Drew condenses into simple, concise, fluff free, & to the point nuggets of wisdom on a ton of topics relevant to marketers & advertisers. Drew simply blew me away with his level of experience. I bought the book based on the reviews I read here, and now that I've read it myself I wanted to expand this book's popularity since it over-delivered. Happy advertising! Randall

This book is so easy to read and has become my BIBLE! It is perfectly organized, starting with the biggest aspects of understanding consumer psychology and then breaking these ideas down into specific techniques advertisers can use, especially for copywriters. When I'm working on campaign ideas I constantly have this book sitting next to me so that I can use it for reference. Not only does this book offer great ideas but it references tons of other writings, philosophers and psychological studies to back the information and facts. For those people who are like me and want to find related readings this is a great feature of this book. PLUS, it gives a recommended reading section in the end of the book. You should not read this book if you don't want to grow your skill set as an advertiser or simply grow your business. But if you do, I highly recommend this book.

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