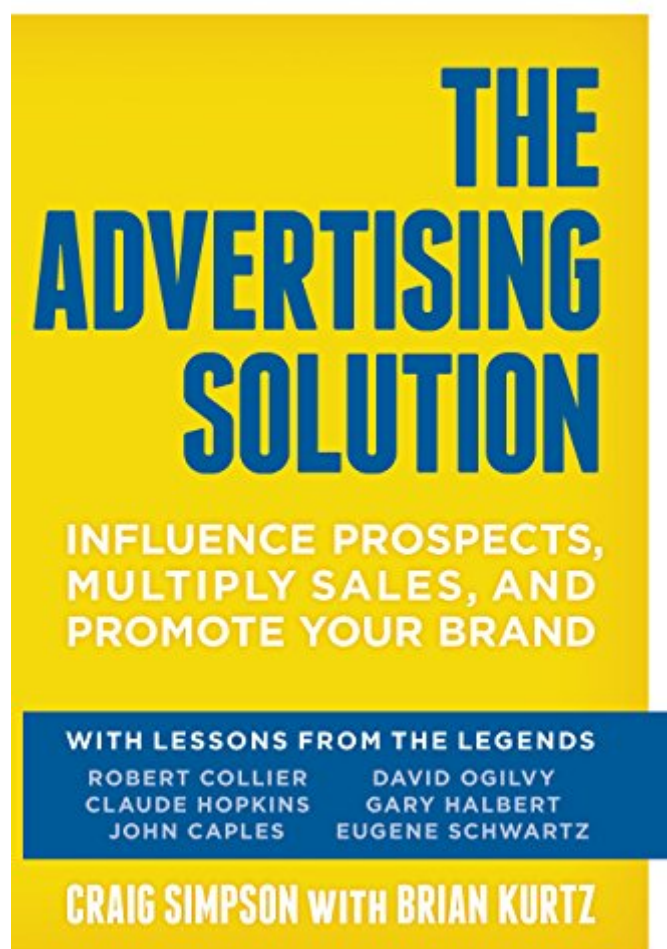


The book was found

The Advertising Solution: Influence Prospects, Multiply Sales, And Promote Your Brand



Synopsis

Distilling the wisdom of the world's greatest advertisers, direct marketing expert Craig Simpson delivers an education on direct marketing and advertising copy that creates brand awareness, sells products, and keeps customers engaged. Walks readers through time-tested methods of creating effective ad copy that increases profits. Dissects the principles of legendary marketers like Robert Collier, Claude Hopkins, John Caples, and David Ogilvy.

Book Information

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Business Writing

Customer Reviews

I never review a book until I'm finished reading it, but I could not wait to tell you about this. I'm only on the first chapter and have discovered a unique philosophy on page 2, check out the second to last paragraph, with the words "guiding star" in it. Brilliant attitude to have in business and in your own life for that matter. If you're still reading my review, stop and hit Add to Cart, don't waste time, this book is worth way more! I will be adding to this review as I go through it. I'm taking my time to

implement as I read. Building a business online I would think this book has nothing for me...what are old legends going to tell me about how to market and advertise in 2016. How costly that attitude would be. It's like the Golden Rule, it never changes, since the beginning of time it stays as solid as the day it was created. The same is true of the treasures that lie inside this book. They don't change, they are timeless, the year could be 2040 and it wouldn't matter. What Brian Kurtz and Craig Simpson have done here is nothing short of amazing. I can't wait to see what's next. Update 10/16/2016 Check out page 22, clever method someone used to land a new job using a note in a bottle! Chapter gives you insight into the use of Showmanship... Update 11/9/2016 As soon as you order the book on go to their website TheAdvertisingSolution dot com to claim some killer free bonuses...the bonuses could be products in themselves and they are giving them away free...incredible (I can't post links but I wanted you to be able to get these fast...hopefully most people can figure out the web address above)

When I started out as a copywriter, the names Caples, Ogilvy, Hopkins, Collier, Schwartz, and Halbert always came up. So like a good student, I got all their books and went through them. The trouble was that many of the books were dense and hard to get through. They were written in different time periods and I had to formulate my own takeaways and figure out how to apply them in my work (mostly online). Brian and Craig did a great service by writing this book. They've distilled all the great wisdom from these copywriting greats, spelled out the key takeaways, and show how you can apply them in the online world. I especially enjoyed the Gene Schwartz section. I heard a lot about his writing process and how he created breakthrough promotions over the years through various sources, but I always felt it was hearsay. It was nice to have part of the book dedicated to this that spelled everything out in detail. And it came from someone who actually worked with Gene Schwartz!

I swear! As I was reading this book I kept saying to myself, over and over again, "Man, that is good!" In fact, I learned so MANY useful ideas from this book (as I was flying home) I almost wet myself from the excitement! ;0) I found myself asking the total stranger across the aisle from me in First Class, "Hey, have you read this book? Are you in sales and marketing? Yes... then BUY this book! In fact, IF you don't love it, tell me and I'll send you the money back myself! Here's my card!" No joke! I did that. Yeah, this book is that chock full of profound marketing wisdom! Brian Kurtz's sharing of the wisdom of the 5 copywriting legends enthralled me and even though many lived decades ago... the wisdom and instruction is timeless! Make and READING this great book a priority for your

library!

Wow, what a book! As a student of good marketing and copywriting, I've bought maybe almost 50 titles on the 2 subjects...And after reading a few, I had the bright idea of boiling down whatever valuable knowledge I gleaned from all the books I had, into one tome. This was to teach and pass down the centuries of combined knowledge to my kids when they grow up, so that they'll be able to get a head start in earning for themselves. But it looks like Brian Kurtz and Craig Simpson beat me to it with their new title, *The Advertising Solution*! They have done what I hoped to do... and I agree with Gary Bencievenga. Just reading the table of contents alone, in less than two minutes, will make you realise that this has the info you need to sell!! I really wish I could give a 6 star rating!

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