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Caples' Tested Advertising Methods is one of the few books that appears on the "required reading" list for any serious writer interested in learning proven tips, tricks and advertising techniques. His other books include Advertising Ideas and Making Ads Pay. Main points expressed in Tested Advertising Methods

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About John Caples: Born in New York, May 1, 1900; graduated from the U.S. Naval Academy at Annapolis, 1924; began his career in advertising at Ruthrauff ...

John Caples (Author of Tested Advertising Methods)

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Tested Methods For Sale - Tractors And Parts

The world's most prestigious creative marketing award is named after him: The John Caples International Award. He wrote several books, but Tested Advertising Methods is both his most popular and his most useful. I can't imagine a copywriter (and by that I mean anyone who ever writes copy) working without it.

Tested Advertising Methods (Prentice... book by John Caples

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Address your head line to a specific person or group Finally, Caples talks a lot about the importance of testing your advertising. He seems to like direct response advertising because it was easy to track results by using different coupon codes.

Notes from Tested Advertising Methods by John Caples

As it turns out, John Caples (one of the most famous copywriters of all time) put together a list of 35 headline formulas in his book, Tested Advertising Methods. I've pulled all 35 of them for this post. I even included guidelines for how to use each group. You'll never draw a blank on headlines again.

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