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### Tested Advertising Methods: Caples, John: Amazon.sg: Books

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### [Books] Tested Advertising Methods John Caples

An excellent book packed with hands-on, practical information. Writers of all genres can benefit from John Caples' advice and strategies for writing headlines

and finding the right appeal. I plan to re-read Tested Advertising Methods a few times to absorb all of its lessons.

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John Caples was a naval engineer turned advertising man, and like all engineers, he thrived on feedback and analysis. The only thing that interested him was advertising that sold and he systematically tested small changes to see if he could find things that worked even better. He was also a creative genius with words.

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This is a series that our host Brian J. Pombo did on lessons and teachings from John Caples classic book called Tested Advertising Methods. If you're looking...

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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 ...

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Mr. Caples was credited with pioneering many aspects of advertising, including copy testing and extensive research. He was the author of several books, including "Tested Advertising Methods,"...

## **Tested Advertising Methods - John Caples, Fred E. Hahn ...**

Tested Advertising Methods (5th Edition) (Prentice Hall Business Classics) Paperback - June 25, 1998. by Caples (Author), Hahn (Author) 4.6 out of 5 stars 130 ratings. See all formats and editions.

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## **John Caples (Author of Tested Advertising Methods)**

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## **Tested Advertising Methods John Caples**

As it turns out, John Caples (one of the most famous copyrighters 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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