TESTED ADVERTISING METHODS

FIFTH EDITION

JOHN CAPLES REVISED BY FRED E. HAHN

Foreword by DAVID OGILVY Introduction by Gordon White



CONTENTS

	ILLUSTRATIONS	vii
	Preface	ix
	Foreword to the Fourth Edition by David Ogilvy	xiii
	Introduction to the Fifth Edition by Gordon White	XV
	ACKNOWLEDGMENTS	xxi
1	The New Advertising Strategy	1
2	THE MOST IMPORTANT PART OF AN ADVERTISEMENT	13
3	HEADLINES THAT ATTRACT THE MOST READERS	22
4	RIGHT AND WRONG METHODS OF WRITING HEADLINES	29
5	THIRTY-FIVE PROVEN FORMULAS FOR WRITING HEADLINES AND DIRECT MAIL TEASERS	46
6	FINDING THE RIGHT APPEAL	70
7	TESTED ADVERTISING VERSUS UNTESTED ADVERTISING	84
8	How to Put Enthusiasm into Advertising Copy	94
9	How to Write the First Paragraph	102
10	RIGHT AND WRONG METHODS OF WRITING COPY	115
11	TWENTY WAYS TO INCREASE SELLING POWER OF COPY	133
12	How to Avoid Special Problems in Copywriting	159
13	Thirty-two Ways to Get More Inquiries from Your Advertising	169