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## **CA\$HVERTISING: How to Use More than 100 Secrets of Ad ...**

Full Book Review: Cashvertising Book Review Want Better Results From Your Advertising? Ad expert Drew Eric Whitman says: "I'll teach you more about how to create powerfully effective moneymaking advertising than your competitors will know in their entire careers-guaranteed!" Ok, so did that catch your attention?

## **Ca\$hvertising: How to Use More Than 100 Secrets of Ad ...**

FACT! Four-color ads are up to 45 percent more effective than black and white. New York's biggest ad agencies use dozens of these little-known secrets every day to influence people to buy. And now—thanks to Cashvertising—you can, too. And it won't matter one bit whether you're a corporate giant or a mom-and-pop pizza shop.

## **Ca\$hvertising: How to Use More Than 100 Secrets of Ad ...**

Instead of saying "Want your entire body to look more appealing?", say "Do you want a rippling, rock-hard six-pack?" Pile on the personal pronouns. Say "Do you.. can you... would you... shoud you... may I ask you a question... let me tell you..."

## **Summary: CA\$HVERTISING: How to Use More than 100 Secrets ...**

FACT! Four-colour ads are up to 45 percent more effective than black and white. FACT! New York's biggest ad agencies use dozens of these little-known secrets every day to influence people to buy. And now - thanks to CASHVERTISING - you can, too. And it won't matter one bit whether you're a corporate giant or an independent trader.

## **Cashvertising: How to Use More than 100 Secrets of Ad ...**

Challenge yourself to make your copy a lot longer and more descriptive, with tons of adjectives. The

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eight desires should always be considered in your copy. Try several of the techniques from the book used in compelling ads, such as giving the audience a choice by showing pros and cons, or comparing the item being described against the competition to show differentiators.

## **Cashvertising (Book Summary)**

Academia.edu is a platform for academics to share research papers.

## **(PDF) CA\$HVERTISING: How to Use More than 100 Secrets of ...**

Adopt a newspaper tone, since readers consider this style as more serious than that of a traditional advertisement. Use photographs and illustrations, and create a balance between graphics and text. Appeal to the all five senses.

## **Cashvertising PDF Summary - Drew Eric Whitman | 12min Blog**

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It's even been called a "virtual blueprint" for persuading the consumer mind (the full title is CaShvertising: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone). It covers all kinds of proven, psychology-based techniques for marketing, selling, and really getting into the hearts and ...

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## **Cashvertising: How to Use More Than 100 Secrets of Ad ...**

This is what Drew Eric Whitman dives into with his book *Cashvertising: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone*. In no time this book will help you know how to use the power of psychology to make appealing advertisements that get people buying.

## **Cashvertising Summary + PDF - Four Minute Books**

*Cashvertising* (2009) shows how you don't need a million dollar ad campaign to bring in the customers. All you need to know is how and why we make buying decisions. Full of instantly actionable tips, this book tells you everything you need to know about how to turn your ads into profits.

## **Cashvertising by Drew Eric Whitman - Blinkist**

*Cashvertising*, or "How to Use More Than 100 Secrets of Ad-Agency Psychology to Make BIG Money Selling Anything to Anyone", is focused on the principles of teaching sellers how to convince consumers to spend their hard-earned money.

## **"Cashvertising" by Drew Eric Whitman**

Find many great new & used options and get the best deals for *Cashvertising : How to Use More Than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone* by Drew Eric Whitman (2008, Paperback) at the best online prices at eBay! Free shipping for many products!

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## **Cashvertising : how to use more than 100 secrets of ad ...**

☐☐Cashvertising ☐☐☐☐☐☐☐☐☐☐ . 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.

## **Cashvertising (☐☐)**

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