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Ca$hvertising: How to Use More Than 100 Secrets of Ad ...
"Cashvertising" is a short but useful book in which Drew Eric Whitman uncovers the mysteries covering consumer behavior by providing insight into some basic psychological principles. We recommend this book to all marketers since we believe that anyone will find "Cashvertising" useful for developing their advertising skills.

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Luke Rowley Business, Entrepreneurship, Marketing, Sales 1-Sentence-Summary: Cashvertising teaches you how to become an expert at marketing by using techniques like using the power of authority, following the three steps of writing a perfect headline, and appealing to the eight basic desires people have instead of spending millions on ads.

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Drew Eric Whitman—a.k.a. "Dr. Direct! TM" —is an internationally renowned advertising trainer and consultant who specializes in teaching the psychology behind the response. He was a Senior Copywriter for the direct response division of the largest ad agency in Philadelphia. He was also Senior Direct Response Copywriter for one of the largest direct-to-the-consumer insurance companies in ...

Drew Eric Whitman, D.R.S. - cashvertising.com
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The Cashvertising PDF Free Download was released in eBook and paperback years before the Kindle revolution, consequently I found it challenging to market the digital version of the book, which was also the cheaper format.

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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. Key idea 1 of 11 The key to great advertising is to appeal to your customers' core desires. Imagine that ...

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Cashvertising is a must-read for anyone who buys, sells or creates advertising. It's the "secret sauce" for how to speak into the "buy now" psyche. Having read numerous books on sales and marketing, I found this to be one of the most concise, entertaining and (unpretentiously) educational books I've read on the subject.

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