



Ca\$hvertising: How to Use More Than 100 Secrets of Ad-Agency Psychology to Make BIG MONEY Selling Anything to Anyone

Drew Eric Whitman

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Barely one in a hundred businesspeople knows these facts about creating powerful advertising. Do You?

FACT! Sixty percent of people read only headlines. Your headline must stop them or your advertising will likely fail.

FACT! Captions under photos get 200 percent greater readership than non-headline copy.

FACT! Ads with sale prices draw 20 percent more attention.

FACT! Half-page ads pull about 70 percent of full-page ads; quarter-page ads pull about 50 percent of full-page ads.

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. These techniques are based on human psychology. They work no matter where you're located, no matter what kind of product or service you sell, and no matter where you advertise. In fact, most don't cost a penny to use.

Like a wild roller-coaster ride through the streets of Madison Avenue, *Cashvertising* teaches you the tips, tricks, and strategies that New York's top gun copywriters and designers use to persuade people to buy like crazy. No matter what you sell--or how you sell it, this practical, fast-paced book will teach you:

How to create powerful ads, brochures, sales letters, Websites, and more

How to make people believe what you say

"Sneaky" ways to persuade people to respond

Effective tricks for writing "magnetic" headlines

What mistakes to avoid...at all costs!

What you should always/never do in your ads

Expert formulas, guidance, tips and strategies

Ca\$hvertising: How to Use More Than 100 Secrets of Ad-Agency Psychology to Make BIG MONEY Selling Anything to Anyone Details

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From Reader Review Ca\$hvertising: How to Use More Than 100 Secrets of Ad-Agency Psychology to Make BIG MONEY Selling Anything to Anyone for online ebook

Christ Lewis says

My friend recommended me to read this book. Before I have seen this book, I fell in love with its cover already. I truly understand why people bought this book. It's because of the attractive cover and title that I was interested in. As I read, I really learned. I learned the Life Force 8 that really cover the behaviours of all people. I learn the psychology things that made me realize how people think and act in each situation. This book gives a lot of understandable examples and they are really useful in real situation. There are so many secrets I love in this book. I would recommend this book to anyone who is trying to sell their products, or who has to negotiate with their customers, or salesperson who need to make more sales. You will find a lot of strategies that you can use in your case.

Avery Lin says

Amazing book. Must read!

Chris Doelle says

It was ok. There was a lot of hype - some of it good, other stuff that just felt over-the-top.

Dejan Nikolic says

I usually don't buy books with covers like this one. It's what it said on it that made me buy. And that is exactly what this book is about. How to tell people how awesome your product or service is and actually give them this urge to buy. No more, no less. And it works.

craig washington says

Genius

I have worked in advertising and sales for many years and thought that I knew everything when it came to moving a product. To paraphrase the Thomas Edison quote at the end of the book, I didn't know one millionth of one percent. Reading this book gave me a much more in depth view of the science of advertising. I'm going to apply these tips to writing even better copy. Thanks Drew.

Leonidas Kaplan says

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?

I couldn’t have written something more catching, and smooth than a professional ad-copy marketer like Drew Eric Whitman. This man is a genius, not by chance or luck, but by knowledge, expertise, and application!

He is author of “Cashvertising: How to Use More Than 100 Secrets of Ad-Agency Psychology to Make BIG MONEY Selling Anything to Anyone”.

Ca\$hvertising is perhaps one of the most influential, most enthusiastic books I have ever read. If you are into consumer psychology, advertising, or would even like to REALLY know why you bought that \$149 pair of shoes, then this is an ABSOLUTE MUST READ!

Better yet, this does not read like a text book. I am currently reading another book about developing your web presence, and in sharp contrast to THAT book, Cashvertising is written to flow. It is written to interest!

The entire book can be seen as an active case study, as you learn the techniques Drew talks about, yet AS YOU ARE READING THEM, you catch them being used to catch your interest in the process! Very, very intriguing!

So, What’s In It For Me? (WIIFM)

The book is broken down into only 4, but VERY conscious opening chapters. Remember, the book ACTIVELY uses the same techniques it teaches, from the titles, to the chapters, and sentence structures.

Chapter 1. What People REALLY Want

Remember Maslows Heirarchy of needs? Well, advertisers have figured out the needs consumers that will get consumers to BUY. We have the Life-Force 8, which appeal to our most basic, primal, and strongest desires. Then we have the 9 Learned (Secondary) Human Wants, typically built upon from social conditioning (what people tell us, and what we think is right).

Chapter 2: How To Get Inside Their Heads: The 17 Foundational Principles of Consumer Psychology

Now we enter some very heavy psychological and sociological theory, specifically related to advertising and marketing. We start with “The Fear Factor – Selling the Scare” being the most basic, and transition into “Ego Morphing – instant identification”, “The Means-End Chain”, and “Examples vs. Statistics”.

There are a total of 17 theories, and the great part is, they are NOT over-complicated scientific article-style reads. Instead, these theories are written simply enough to learn, AND understand.

Chapter 3: Ad-Agency Secrets: 41 Proven Techniques For Selling Anything To Anyone

This chapter is all about application using REAL, statistically tried and tested case-studies to apply immediately. While reading these, you start becoming aware of the methods being actively used on you as well. Very, very cool!

While there are 41 techniques, let's take 3 as an example.

The Psychology of "Social Proof"

People BELIEVE testimonials. Who is your dentist, or car mechanic, or what about that movie you just saw or restaurant you ate at? Were they referred to you by someone? In most cases, yes. You received a testimonial telling you how great their service is, and you decided to go along for the ride. Better yet, some people ONLY respond and act based on testimonials from friends, relatives or even third-parties (think 'video reviews').

If your customer is satisfied, get their testimonial. You would be doing a great disservice to yourself by not getting that testimonial. In many cases, a strong testimonial will engage the reader to act WAY MORE than your ENTIRE sales letter, or ad!

Directing Mental Movies

I'm not particularly good at this (yet), so here is an excerpt straight from the book:

"Would you rather eat a fruit tart, or a big slice of deep-dish bing cherry pie made from freshly picked, organic fruit, and a flaky, handmade, buttery crust, topped with a big scoop of double-churned vanilla-bean ice cream? Ooooh, look how all the sweet cherry juice flows our every time your fork sinks into that nice, thick slice. Yeah... put a little whipped cream on it, will ya? Wow...did you ever see so much fruit?!"

Simply put, write an ad that appeals to the 5 senses. Better yet, if you can get a 'sensationalized' testimonial from a happy customer... you just scored BIG TIME!

Guarantees that Guarantee Higher Response

I love Walmart. Why? Not because of their supposed low prices (not always true), or the fact that they have everything, but because of their returns policy!

Offering a money-back guarantee instills trust into the customer, who thinks, "wow this product must be really good, I guess I will try it out for 60 days, and if it's not what I need, then I will return it". Well guess what, a very small percentage of consumers who think this way, actually end up returning the product. They become confident with the product, and it avoids the "beat the clock" mindset of using products and sending them back within the minimum time.

Walmart does it, car companies do it, and even consultants do it (satisfaction guaranteed or your money

back)!

Chapter 4: Hot List: 101 Easy Eays To Boost Your AD Response

Finally, we have a HUGE check-list of writing response boosting ad-copy.

These are 5-10 word summarized of what your brain should be actively processing when dissecting, and optimizing your ad. A cheat-sheet to simplify even further.

Why You Should Get Cashvertising Today

Alright, so Advertising – plain and simple – is the goal of increasing sales by interesting people enough in a product or service that they ultimately trade their money for it!

Cashvertising did exactly that, from the writing, to the theories, to the practical application, to the real-life statistics, and finally to seeing HOW and WHY they all work!

Even more importantly, this is one of the few books that I will keep by my side on every new marketing campaign.

So go ahead, get this book today (from your Local library, or Amazon), read it, then walk into your local mall, or read that magazine, and SEE everything from Cashvertising in Action!

P.S. Quote from the Author

“P.S. I knew you’d read the P.S. How? Because the P.S. is one of the most important parts of any sales letter, and it’s often read first, before the body copy. Always use the P.S. to restate your offer here. Repeat your contact information, and push your prospect to take action! Now, turn the page and start reading!”

~ Drew Eric Whiteman, Author of Cashvertising

Fotis Chatzicolaou says

Σε αυτ? το βιβλ?ο ?χουμε μαζεμ?να ?λα τα μυστικ? απ? παλιο?ς γ?γαντες του Advertising και Copywriting.

Χρησιμοποιε? π?ρα πολ? υλικ? απ? τους παλιο?ς. ?χι ?τι ε?ναι κακ? αυτ?, αν ?χει δει ?τι οι συγκεκριμ?νες τακτικ?ς δουλε?ουν. ?χει πιο χαλαρ? ?φος απ? τα βιβλ?α των Caples, Schwab, Collier κλπ που το κ?νει πιο απολαυστικ? στην αν?γνωση.

Το μ?νο μου πρ?βλημα π?ντα, με τ?τοια βιβλ?α ε?ναι κατ? π?σο δουλε?ουν σε χ?ρες π?ρα απ? την Αμερικ?. Μια πληθ?ρα τεχνικ?ν χρησιμοποιε? εργαλε?α τα οπο?α, τουλ?χιστον στην Ελλ?δα, δεν τα βλ?πω να πολυχρησιμοποιο?νται ? και να χρησιμοποιο?νται ΔΕΝ ειναι πολ? διαδεδομ?να.

Στην τελικ?, πολ? ε?κολο στο δι?βασμα, δεν πλατει?ζει, ?χει tips τα οπο?α χρησιμοποιο?νται ?μεσα και παρουσι?ζει ?ντονα την αν?γκη να κ?νουμε tests και δοκιμ?ς για να βρουμε τι δουλε?ει και τι ?χι.

E says

Savvy insider's guide to advertising

Selling is a basic human interaction. Yet, most professionals in advertising and related fields understand very little about what actually drives people to buy. In this short, punchy book, Drew Eric Whitman lifts the shroud of mystery surrounding consumer behavior by explaining some fundamental psychological principles. His well-researched pointers will help you create ads that appeal to customers' deepest desires and impulses. Although Whitman's advice is applicable to all modes of advertising, he focuses on print advertising; thus, some readers might wish for more insights on Web copy or broadcasting. Still, getAbstract strongly recommends Whitman's compelling delivery of crucial advertising advice.

Kyle Robins says

As a marketer, this book has been invaluable at further understanding consumer psychology.

Follow these easy to understand, data-based principles that Dr. Whitman has laid out and you will be sure to get a better bang for your buck on any ads.

My biggest takeaway that I will remember forever is the understand of what people really want, which in this book is coined the "Life Force 8".

These are:

1. Desire to live, enjoy life, and have a long life.
2. Desire to enjoy food and beverages
3. Desire to be free from fear, pain, and danger.
4. Desire for sexual intimacy.
5. Desire for comfortable living conditions,
6. Desire to compete. "KEEPING up with the JONASES"
7. Desire to care for and protect loved ones.
8. Desire for social approval

Each ad that you create should be sure to hit one or more of the LF8 to have a true impact.

Great book.

Andrius Zygmanta says

Excellent book packed with great tips on copywriting, sales, marketing, design, consumer psychology and other topics.

Giuseppe Burtini says

One of my favourite copywriting books. Every page has actionable insights. I always tell people to not judge the "self-help" look of the cover, as the content really is gold for a new copywriter.

Dvir Oren says

Book review - CA\$HVERTISING: Great actionable advice to write ads that SELL

CA\$HVERTISING: How to Use More than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone

My Rating: 4.5 out of 5 stars

Short Summary of Book:

A great book for advertisers. The author shares simply how to use ads to create a response, and showed me that advertising is more than just words, it is art. By reading the chapters alone you get a feel for what is good copywriting and it's neatly organized and broken down so it's easy to understand. This is a book I see myself referring to often in the future, as it is so actionable and practical. Highly recommended and a MUST for affiliate marketers

pros:

1. Organized principals and proven ideas to make your ads sell
2. Lots of ad copy examples to make you understand what a great copy looks like
3. Checklist to see how good your ads are
4. Actionable! Today I already implemented ad copy changes to a lander

Cons:

1. I felt overwhelmed with content, but it's a sign of quality.
2. No pictures of ads, just texts, guess due to technical printing issues

Why Did I Give This 4.5 Out of 5 Stars?

I don't give it a 5 out of 5 because I'm not experienced at all in advertising and didn't read any more books on the subject. But I don't have any other concrete reason. Dr. Direct knows his shit. period.

Book review - CA\$HVERTISING: Great actionable advice to write ads that SELL

Dvir

Unto the next book, instant happy, a quick read recommended by Tai Lopez

Nura Yusof says

This book is a gold mine! I made notes on almost every single page.

The best part I liked was on page 184 when he says,

""Advertising is not supposed to be entertainment! You may be entertained by it, but that's not its purpose. It's not a creativity contest. It's not meant to grace the walls of the Louvre in Paris. It's also not poetry, comedy, or a riddle to be figured out. Advertising is not about winning awards for being tricky, off-the-wall, or ingenious. Advertising - plain and simple - is about selling products and services. It's business communication with the goal to increase sales by interesting people enough in a product or service that they ultimately trade their money for it.""

Yowzer! If only the stalwarts of the advertising industry would read this. They'll be up in arms!

But the thing is, this guy's absolutely right. Advertising is about selling.

However...and there is a however, some of the methods he prescribes are quite crass and questionable. I'm all for simplicity in the message but a certain degree of elegance wouldn't hurt, I think.

Ad-Agency Secret #4 - I don't agree with this. While cranking up the scarcity does rake up the sales, what happens when the deadline expires? An honest advertiser would pull the product out of the market. Or at least deploy a ""Back by popular demand"" kind of message. But still, it's such a deception.

Ad-Agency Secret #13 - Adding questions does help to keep the prospect's interest, but for how long? To me, it'll only work well if the prospect is not required to read through massive amount of copy before finally arriving at the answer.

Ad-Agency Secret #26 - This tip says that long copy covers the requirements for both types of readers, i.e. those that do need long copy to persuade them (Ms. Long) and those who do not need long copy to persuade them (Ms. Short). The thing is what if in all that long copy, there's not enough to convince Ms. Short to buy? She's been made to read through a whole load of nothing and all it did is make her turn off from ever reading future communications from the same advertiser.

Ad-Agency Secret #29 - In Ad-Land, editorials are called advertorials. I don't think they work anymore despite Whitman's assertions.

I think for some of Whitman's tips, what works before does not necessarily work now.

But still a worthy read.

Aída Cerón says

Ok, this is a useful source for a copywriter, it shows some interesting techniques and tips to write more appealing copy. But I don't believe in such a simplistic view of human beings. And, above all, I don't agree with the idea of making money whatever the product or the consequences. Social responsibility, anyone?

Υπ?τιος Βαρελ?ς says

The book is a collection of techniques and hints that can help boost advertising efficiency and sales for

almost anything. It's uplifting, it makes you think a lot about things to try out (or avoid!), it's full of tricks and provides lots of examples that are easy to follow. However, it's not a five star book.

- There is too much information included! It would be helpful to see some priorities on what to apply, which of the principles are more important/effective. The author just pours in tenths of good practices and the reader has to sort it out, which can be difficult and confusing for many people. Especially people who are novice in sales and ads may easily become overwhelmed while reading this book!
- The classic "Reciprocation" principle mentioned does not work so well any more, since many people are now used in getting tons of free stuff on the Internet without giving something in return. Well, it might still work if you give something a) very, truly valuable for the person, b) the person cannot find it elsewhere for free and c) the person thinks that he/is getting this as a special offer not addressed to many people.
- The "Scarcity" principle mentioned also does not work so well these days since people can easily recognize the trick, UNLESS nobody else is offering the same product/service and it is clear that you won't make another offer like this any time soon.
- There is absolutely no reference to the modern social media (facebook, linkedin, etc.) and how all or some of these ad principles and techniques can be applied there! We do read about paper ads and web page ads, but a huge proportion of ad budget now goes to social media advertising. There is not even one occurrence of words like "facebook" or "social media"! Like they don't exist! This book is supposedly published in 2008 when social media were already in place and getting attention and some of the ad budget. Hard for me to understand.

In brief this is a good and useful book, information included is awesome (although nothing new or innovative here for people experienced in the field), you do need to other books or guidance to use much of the information, you can keep this as a reference book and I hope to see an updated edition with reference to social media advertising.
