

## Making Ads Pay

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a veteran copywriter offers advice on how to spark ideas and then capture them in copy how to write headlines that attract attention how to make ads believable and motivate readers to act and how to learn from failure as well as success readers will discover principles procedures and practical suggestions for every medium and style of advertising

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they laughed when i sat down at the piano and they grinned when the waiter spoke to me in french and a member of the copywriters s  
halls of fame mr caples built a nationwide reputation for his research and scientific methods of testing advertising effectiveness

this book how to make money posting ads on facebook is an excellent guide to those who want to earn some money in all the time that  
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