

## Tested Advertising Methods John Caples

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headlines and finding the right appeal. I plan to re-read Tested Advertising Methods a few times to absorb all of its lessons.

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As it turns out, John Caples (one of the most famous copyrighters of all time) put together a list of 35 headline formulas in his book, Tested Advertising Methods. I've pulled all 35 of them for this post. I even included guidelines for how to use each group. You'll never draw a blank on headlines again.

~~The 35 Headline Formulas of John Caples — Lars Lofgren~~

John Caples was a naval engineer turned advertising man, and like all engineers, he thrived on feedback and analysis. The only thing that interested him was advertising that sold and he systematically tested small changes to see if he could find things that worked even better. He was also a creative genius

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with words.

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Here are all the proven selling techniques to remove the guesswork from advertising, making it a science of sure results. From writing the headline to making the offer...from finding the right appeal to putting it into your copy...from selling layouts to conducting practical, affordable testing, Caples shows you, step by step, how to make all your advertising successful.

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Mr. Caples was credited with pioneering many aspects of advertising, including copy testing and extensive research. He was the author of several books, including "Tested Advertising Methods,"...

~~John Caples, 90, Author in 1926 Of 'They Laughed When ...~~

One of those books is Tested Advertising Methods. John Caples' advertising career spanned 49 years, starting at age 25 during the "Roaring Twenties." Among the advertisements that he wrote was a classic for U.S. School of Music, "They Laughed When I Sat Down At The Piano. But When I Started To Play!" John Caples was firmly of the Direct Response marketing school. He was devoted to testing advertising techniques and measuring his results.

~~Book Review: Tested Advertising Methods~~

About John Caples: Born in New York, May 1, 1900; graduated from the U.S. Naval Academy at Annapolis, 1924; began his career in advertising at Ruthrauff ...

~~John Caples (Author of Tested Advertising Methods)~~

This is a series that our host Brian J. Pombo did on lessons and teachings from John Caples classic book called Tested Advertising Methods. If you're looking...

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