
My Life in Advertising & Scientific Advertising

Two Works by Claude C. Hopkins

*"Nobody should be allowed to have anything
to do with advertising until he has read
this book (Scientific Advertising) seven
times. It changed the course of my life"*
– David Ogilvy

My Life In Advertising Scientific Advertising

Claude Hopkins



My Life In Advertising Scientific Advertising:

My Life in Advertising Claude Hopkins, 1966

My Life in Advertising and Scientific Advertising Claude

Hopkins, 1966-02-01 Gain a lifetime of experience from the inventor of test marketing and coupon sampling Claude C Hopkins Here you ll get two landmark works in one and discover his fixed principles and basic fundamentals that still prevail today

Claude C. Hopkins' Scientific Advertising With My Life in Advertising Robert C. Worstell, Claude C. Hopkins, 2020-05-25

Scientific Advertising is still regarded as one of the all time great classics in advertising This book was originally written in 1923 and is considered by many to be the greatest book on advertising ever written Test marketing copy research coupon sampling market research and many more of the standard marketing techniques businesses are currently using can all be traced back to the original version of this book Jay Abraham highly regarded as one of the greatest marketing consultants of the 20th century says that he has read the original Scientific Advertising by Claude Hopkins over 50 times and has learned something new every time he has read from it As you read and apply this realize that the growth of your business can no longer be a hit and miss operation where you could be digging just feet or inches away from striking the mother lode in your industry but still be painfully unaware it s there You can turn your business marketing into step by step Scientific growth of where you will know exactly what works for your business promotion and what doesn t work Claude C Hopkins 1866 1932 was one of the great advertising pioneers He believed advertising existed only to sell something and should be measured and justified by the results it produced To track the results of his advertising he used key coded coupons and then tested headlines offers and propositions against one another He used the analysis of these measurements to continually improve his ad results driving responses and the cost effectiveness of his clients advertising spend His classic book Scientific Advertising was published in 1923 following his retirement from Lord Thomas where he finished his career as president and chairman This book was followed in 1927 by his autobiographical work My Life in Advertising From the First Great Copywriter The time has come when advertising has in some hands reached the status of a science It is based on fixed principles and is reasonably exact The causes and effects have been analyzed until they are well understood The correct method of procedure have been proved and established We know what is most effective and we act on basic law Advertising once a gamble has thus become under able direction one of the safest business ventures Certainly no other enterprise with comparable possibilities need involve so little risk Therefore this book deals not with theories and opinions but with well proved principles and facts The book is confined to establish fundamentals Under these conditions where they long exist advertising and merchandising become exact sciences Every course is charted The compass of accurate knowledge directs the shortest safest cheapest course to any destination We hope that this book will throw some new lights on the subject Claude C Hopkins This classic is still in daily use by top entrepreneurs and corporations Timeless trustworthy classic Learn what you need to know to get a leap on your fellow advertising and marketing creators By studying what everyone else should know and may

This collection containing Scientific Advertising My Life in Advertising along with A Common Sense Approach to Marketing Get Your Copy Now *My Life in Advertising & Scientific Advertising* Claude C. Hopkins,1997 Test marketing Coupon sampling Copy research All are standard practices in today s world of advertising All were invented by Claude C Hopkins 1866 1932 who worked for various advertisers including Bissell Carpet Sweeper Company Swift Company and Dr Shoop s patent medicine company until at the age of 41 he was hired by Albert Lasker to write copy for Lord Thomas advertising agency forerunner to today s Foote Cone Belding He stayed for 18 years Scientific Advertising and My Life in Advertising remain essential vital guideposts for present and future generations of advertising professionals **My Life in Advertising** Claude C. Hopkins,2013-03-01 Bonded Leather binding **Scientific Advertising** Claude C. Hopkins,2007-12-01 American advertising pioneer CLAUDE C HOPKINS 1866 1932 is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers His methods are still prized for their efficacy today In this groundbreaking 1923 work written after he retired as president and chairman of one of the world s biggest ad agencies Hopkins shares the secrets of successful marketing that are just as relevant today as they were almost a century ago Learn how advertising laws are established the importance of just salesmanship why businesses must offer service mail order advertising what it teaches what makes headlines effective understanding customer psychology how to use art in advertising how to use samples the best way to test campaigns the impact of negative advertising and much more *My Life in Advertising* Claude C. Hopkins,2014-10-29 My Life in Advertising is an autobiography detailing the life of advertising genius Claude C Hopkins author of the business classic Scientific Advertising This book is not written as a personal history but as a business story The chief object behind every chapter is to offer helpful suggestions to those who will follow his advice As practical as it is interesting My Life in Advertising is a must read book for anyone wanting to understand the secrets of how to sell Many of his strategies and techniques still apply today even for internet marketing **My Life in Advertising** Claude C. Hopkins,1917 This book is not written as a personal history but as a business story I have tried to avoid trivialities and to confine myself to matters of instructive interest The chief object behind every episode is to offer helpful suggestions to those who will follow me And to save them some of the midnight groping which I did One night in Los Angeles I told this story to Ben Hampton writer publisher and advertising man He listened for hours without interruption because he saw in this career so much of value to beginners He never rested until he had my promise to set down the story for publication He was right Any man who by a lifetime of excessive application learns more about anything than others owes a statement to successors The results of research should be recorded Every pioneer should blaze his trail That is all I have tried to do When this autobiography was announced as a serial many letters of protest came to me Some of them came from the heads of big businesses which I had served Behind them appeared the fear that I would claim excessive credit to the hurt of others pride I rewrote some of the chapters to eliminate every possible cause for such apprehensions **SUMMARY - My Life In**

Advertising By Claude Hopkins Shortcut Edition,2021-06-09 Our summary is short simple and pragmatic It allows you to have the essential ideas of a big book in less than 30 minutes By reading this summary you will discover the professional adventure of Claude C Hopkins as well as the main lessons he learned from his experience You will also discover that Claude C Hopkins modest origins allowed him to excel in his work The only way to succeed is to work and the field is the only valid place to learn Work can and must be considered as a game to be practiced with pleasure and assiduity Mail order selling because of its specificities allows the implementation of fundamental principles or scientific advertising The advertiser has heavy responsibilities and takes real risks which is why he must be all the more careful and methodical The advertising profession is less lucrative than it seems and its collaboration with brands is precarious Claude C Hopkins has been successful in applying his knowledge of advertising to entrepreneurship Claude C Hopkins has an outstanding professional experience In My Life in Advertising he reveals the path that led him to the top A pioneer an exceptional professional he shows the way for his successors to do better than he did For him work is at the origin of all successes his own as well as those of advertising campaigns You too get involved in advertising Buy now the summary of this book for the modest price of a cup of coffee

Scientific Advertising Claude Hopkins,2011-02-28 Although Scientific Advertising was published in 1923 it is still as relevant today as it was 80 years ago It is a must read book for anyone serious to improve his advertising skills In Scientific Advertising Hopkins describes an advertising approach that is based on testing and measuring It reveals a powerful and scientifically tested advertising system that is still sound and solid and needed for anyone entering the world of the advertising industry Read this classic advertising book because it will change your life the same it changed the lives of so many famous and successful advertisers Nobody should be allowed to have anything to do with advertising until he has read this book seven times It changed the course of my life David Ogilvy

My Life In Advertising - Masters of Marketing Secrets Robert C. Worstell,Claude C. Hopkins,2014-04-13 This book is not written as a personal history but as a business story I have tried to avoid trivialities and to confine myself to matters of instructive interest The chief object behind every episode is to offer helpful suggestions to those who will follow me And to save them some of the midnight groping which I did My only claim for credit is that I have probably worked twice as long as anybody else in this field I have lived for many years in a vortex of advertising Naturally I learned more from experience than those who had a lesser chance Now I want that experience so far as possible to help others avoid the same difficult climb Every pioneer should blaze his trail That is all I have tried to do I set down these findings solely for the purpose of aiding others to start far up the heights I scaled Then with the efforts I here describe I hope you can now attain some peaks in advertising beyond any of us to date Claude C Hopkins

My Life in Advertising and Scientific Advertising Claude Hopkins,1998 Test marketing Coupon sampling Copy research All are standard practices in today s world of advertising All were invented by Claude C Hopkins 1866 1932 who worked for various advertisers including Bissell Carpet Sweeper Company Swift Company and Dr Shoop s patent medicine

company until at the age of 41 he was hired by Albert Lasker to write copy for Lord Thomas advertising agency forerunner to today's Foote Cone Belding He stayed for 18 years Scientific Advertising and *My Life in Advertising* remain essential vital guideposts for present and future generations of advertising professionals Publisher *My Life in Advertising* Claude C Hopkins, 2013-09 This historic book may have numerous typos and missing text Purchasers can usually download a free scanned copy of the original book without typos from the publisher Not indexed Not illustrated 1917 edition Excerpt Chapter Seventeen SCIENTIFIC ADVERTISING THROUGH a book I wrote my name has become connected with Scientific Advertising That is advertising based on fixed principles and done according to fundamental laws I learned those principles through thirty six years of traced advertising Through conducting campaigns on some hundreds of different lines Through comparing on some lines by keyed returns thousands of pieces of copy Always since I sent out my first thousand letters to the time when 5 000 000 yearly was being spent on my copy I have had to face records on cost and result So I have naturally proved out many fundamentals which should always be applied I have little respect for most theories of advertising because they have not been proved They are based on limited experiences on exceptional conditions Some lines seem to succeed on methods of advertising which every traced return proves impossible The reasons for success have little to do with the advertising The line may have succeeded in spite of the advertising Many unadvertised lines become highly successful because of some wanted quality which people soon discover Or because dealers are in some way induced to feature it Or because of a name which in itself tells an appealing story Cream of Wheat is an example The name alone tells the story So with Spearmint Gum All successful gums have succeeded through fortunate names There is almost no story to tell There are no great distinctions The very men who succeeded with one name failed again and again with others Any conclusions drawn from such experiences are bound to lead others astray The cases where they apply are rare Safe principles are evolved only by those who know with reasonable exactness what [A Legacy in Advertising](#) Clauce Hopkins, 2013-06-17 Everything you need to know about making ads that sell is here A Legacy in Advertising has transformed the lives of many small business owners by providing them with the ultimate proven money making ideas These include How to find customers how to gain their business how to make risk free promotions and measure their results how to make your ads visible and original and much more Here is an example of the wrong way and the money making way The wrong way 20% off Easy Breezy brush Now 3 99 The money making way Having difficulty keeping your hair straight after washing it Easy Breezy's arch shaped bristles brush thru the hair stimulating a greater flow of the natural oil in your head keeping the hair in place longer while preventing frizzy hair static and puffiness Easy Breezy is a hand massage without effort This last ad produced 36 827 in sales 5 000% more than the first one Media experts described A Legacy in Advertising as a step by step guide involving the author's 30 years of experience his case studies and tested principles that will guide you through the secrets needed to submerge your customers in the dream of every product you sell No matter what it is This incredible book is a must have for anyone serious about

making money through advertising online or in print It includes the full and original publications of Claude C Hopkins best selling books *My Life in Advertising* and *Scientific Advertising* and a collection of more than 150 of the author s most profitable hard to find ads for you to own **Scientific Advertising Origins** Dr. Robert C. Worstell, Claude C. Hopkins, John E. Kennedy, Albert D. Lasker, 2014-07-31 All effective modern marketing can be traced to three authors in one time period If you study the best of the best marketers out there and then study who they studied you can eventually find the real basics which make all marketing work Really work That is how these books were uncovered While each separately tells pieces of the puzzle together they tell the evolution of advertising as it exists today All the advances made by others since can be directly traced to the breakthroughs made during this time These five books each tell their own piece to the puzzle Albert Lasker gave the narrative telling where he first met John E Kennedy and Claude Hopkins When you read those copywriters works in turn the lights come on You ll see where all the new modern breakthroughs have come from and why they get results All the secrets hidden in plain sight Just in need of a bit of dusting off Get Your Copy Today [The Advertising Handbook](#) Sean Brierley, 2005-08-04 The Advertising Handbook is a critical introduction to the practices and perspectives of the advertising industry Sean Brierley explores the structures of the profession and examines the roles of all those involved in advertising including businesses agencies consultancies and media owners The Advertising Handbook traces the development of advertising and examines the changes that have taken place from its formative years through to today s period of rapid change the impact of new media the rise of the ad agency industry mergers the Internet and digital technologies and the influence of the regulatory environment The Advertising Handbook offers a theoretical understanding of the industry and it challenges many assumptions about advertising s power and authority Thoroughly revised and updated it examines why companies and organisations advertise how they research markets where and when they advertise the principles and techniques of persuasion and how companies measure performance The Advertising Handbook includes Illustrations from a range of high profile campaigns including Budweiser Barnardo s Benetton and Club 18 30 New and detailed workshop exercises accompanying each chapter Case studies and profiles of ad agencies and key media players A revised and up to date glossary of key terms A guide to useful web and online resources [Advertising and Anthropology](#) Timothy de Waal Malefyt, Robert J. Morais, 2020-05-14 Examining theory and practice Advertising and Anthropology is a lively and important contribution to the study of organizational culture consumption practices marketing to consumers and the production of creativity in corporate settings The chapters reflect the authors extensive lived experienced as professionals in the advertising business and marketing research industry Essays analyze internal agency and client meetings competitive pressures and professional relationships and include multiple case studies The authors describe the structure function and process of advertising agency work the mediation and formation of creativity the centrality of human interactions in agency work the production of consumer insights and industry ethics Throughout the book the authors offer concrete advice for

practitioners Advertising and Anthropology is written by anthropologists for anthropologists as well as students and scholars interested in advertising and related industries such as marketing marketing research and design **Narrative**

Advertising Models and Conceptualization in the Digital Age Y?lmaz, Recep, 2017-02-01 The ubiquity of technology in modern society has opened new opportunities for businesses to employ marketing strategies Through digital media new forms of advertisement creativity can be explored Narrative Advertising Models and Conceptualization in the Digital Age is a pivotal reference source that features the latest scholarly perspectives on the implementation of narration and storytelling in contemporary advertising Including a range of topics such as digital games viral advertising and interactive media this book is an ideal publication for business managers researchers academics graduate students and professionals interested in the enhancement of advertising strategies *Persuade and Grow Rich* Vibhor Asri, 2022-01-26 Persuasion is the most important skill you can develop Politicians salespeople bosses journalists teachers parents all need to persuade to get things done according to them However Persuasion is about applying internal pressure to get work done Mediocre business people make the mistake of putting external pressure on customers to buy their products and services But more pressure they apply more skeptical and resistant customers become If you want to win the sales build INTERNAL PRESSURE on your customers Using external pressure tactics you re forcing your customers to buy your products This is what desperate salespeople do But using internal pressure tactics your customer thinks he is deciding and buying from you In this case it s not a salesperson who is selling It s the customer who is purchasing You ll learn How to present the offer in the mind of the customer to avoid instant rejection A smart technique to capture the attention of your busy customer in a crowded place How to sell products and services to severe pessimistic and skeptical customers A principle of influence and persuasion that if not used properly could make your prospects confused and even paralyzed to make a decision Once you understand this concept it could become one of the most powerful marketing weapons to bring sales 18 effective ways to create value and urgency in your customer s mind How do some big brands take advantage of shoppers casualness And it s not just big brands many businesses use the same strategy to reduce their manufacturing shipping costs and increase profits without customers knowledge A proven method to qualify serious customers It could also help you outsmart every other competitor in your industry if you know how and when to use it How to take advantage of a customer s confusion A powerful mind game to be played with people who take you too much for granted who don t respect you who don t appreciate you who want to dominate you How to show your superiority against your competitors this is very important if you re in an extremely competitive business and want to kill your competition mercilessly How penny saver customers are persuaded to spend more money A smart technique used in some advertisements to make your audience believe in the functioning of your products How to take control of negotiation right from the beginning How to save your advertisement from skepticism and rejection of customers What are the seducing characteristics of super Marketers and Salespeople that make them extremely lethal How to persuade those including your

near and dear ones who don't listen to you don't follow your instructions ignore your suggestions don't leave bad habits even after your repeated requests How a psychological tactic designed for interrogation is now used by smart business people politicians recruiters in hard core negotiations Warning If not used properly it could destroy your relationship with the other party One of the most powerful ways to write advertisement headlines email subjects book titles to get the immediate attention of even the busiest people One potent technique of Persuasion that reduces the negotiating power of other parties whether it's the buyer or seller Using this technique a normal person could be turned into a desperate person for other products and services A subtle persuasion technique used by rich powerful and famous people's kids to change the mind of others You can use the same technique to influence people who don't like you How to take advantage of customer's impatience in beating the competition A lethal Persuasion technique that has made us highly vulnerable to covert attacks from people who know how to use this technique Coronavirus has used the same technique to capture our bodies

Creativity and Advertising Andrew McStay, 2013-06-19 Creativity and Advertising develops novel ways to theorise advertising and creativity Arguing that combinatory accounts of advertising based on representation textualism and reductionism are of limited value Andrew McStay suggests that advertising and creativity are better recognised in terms of the event Drawing on a diverse set of philosophical influences including Scotus Spinoza Vico Kant Schiller James Dewey Schopenhauer Whitehead Bataille Heidegger and Deleuze the book posits a sensational process based transgressive lived and embodied approach to thinking about media aesthetics creativity and our interaction with advertising Elaborating an affective account of creativity McStay assesses creative advertising from Coke Evian Google Sony Uniqlo and Volkswagen among others and articulates the ways in which award winning creative advertising may increasingly be read in terms of co production playfulness ecological conceptions of media improvisation and immersion in fields and processes of corporeal affect Philosophically wide ranging yet grounded in robust understanding of industry practices the book will also be of use to scholars with an interest in aesthetics art design media performance philosophy and those with a general interest in creativity Andrew McStay lectures at Bangor University and is author of Digital Advertising and The Mood of Information A Critique of Online Behavioural Advertising and Deconstructing Privacy the latter forthcoming in 2014

Enjoying the Beat of Term: An Psychological Symphony within **My Life In Advertising Scientific Advertising**

In some sort of used by displays and the ceaseless chatter of fast transmission, the melodic elegance and mental symphony produced by the written word frequently fade in to the back ground, eclipsed by the relentless noise and distractions that permeate our lives. Nevertheless, set within the pages of **My Life In Advertising Scientific Advertising** a charming fictional treasure brimming with organic feelings, lies an immersive symphony waiting to be embraced. Crafted by an elegant musician of language, that captivating masterpiece conducts readers on an emotional journey, skillfully unraveling the hidden melodies and profound impact resonating within each carefully crafted phrase. Within the depths with this poignant assessment, we can investigate the book is main harmonies, analyze its enthralling publishing type, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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