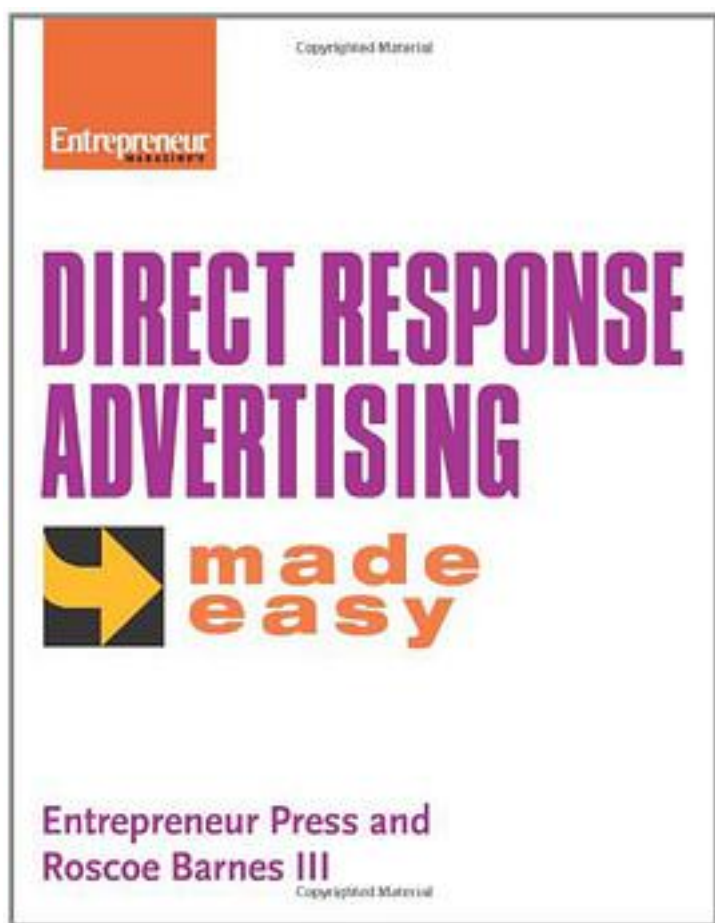


Direct Response Advertising Made Easy



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著者:Barnes, Roscoe

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Double Your Ad Campaign Results Successful direct-response advertising persuades its target audience to act immediately. In this insider tutorial, award-winning copywriter Roscoe Barnes III divulges the tricks of the trade of crafting effective, hard-hitting ads

that generate leads, increase store traffic, make direct sales and pull orders.
Action-oriented advice covers: The 18 most common mistakes in advertising 18 ways
to create copy that induces response 16 ways to stop prospects in their tracks 20 great
ideas to increase visibility Double the response of your next advertising campaign and
give an immediate lift to your bottom line.

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