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Methods

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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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 with words.

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in the copywriting business.
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write professional advertisements
that create a memorable image,
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attract new customers to their
service. LEARN HOW TO: Grab
reader attention immediately
Write compelling copy that holds
attention Write a call to action
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Caples was Vice President of
BBDO, Inc. when he retired after
40 years of service with the
nation's third largest advertising
agency. The creator of such
classic ads as "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.

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Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages" during an active and successful life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and publisher. The Robert Collier Letter Book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds

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