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Luke Rowley Business, Entrepreneurship, Marketing, Sales 1-Sentence-Summary: Cashvertising teaches you how to become an expert at marketing by using techniques like using the power of authority, following the three steps of writing a perfect headline, and appealing to the eight basic desires people have instead of spending millions on ads.

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Drew Eric Whitman—a.k.a. "Dr. Direct! TM" —is an internationally renowned advertising trainer and consultant who specializes in teaching the psychology behind the response. He was a Senior Copywriter for the direct response division of the largest ad agency in Philadelphia. He was also Senior Direct Response Copywriter for one of the largest direct-to-the-consumer insurance companies in ...

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Cashvertising is a must-read for anyone who buys, sells or creates advertising. It's the "secret sauce" for how to speak into the "buy now" psyche. Having read numerous books on sales and marketing, I found this to be one of the most concise, entertaining and (unpretentiously) educational books I've read on the subject. Seriously, before you waste money on ads that don't work, invest a little ...

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percent of people read only headlines, Captions under photos get 200 percent greater readership than non-headline copy, Ads with sale prices draw 20 percent more attention, Quadrupling an ad's size doubles its attention value, Four-color ads are up to 45 percent more effective than black and white.

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