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turned advertising man, and like all engineers, he thrived on feedback and analysis.

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### **The 35 Headline Formulas of John Caples - Lars Lofgren**

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,"...

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### **Tested Advertising Methods by John Caples. 9780139068911 ...**

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.

### **Tested Advertising Methods (Prentice Hall Business ...**

1. Begin with the word 'Announcing' 2. Use words that have an announcement quality 3. Begin with the word 'New' 4. Begin with the word 'Now' 5. Begin with the words 'At last' 6. Put a date into your headline 7. Write your headline in a news style 8. Feature the price in your headline 9.

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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)**

Looking up The Robert Collier Letter Book at Amazon.com (as suggested by Chris Elliott - thanks Chris!), they presented "Tested Advertising Methods" by John Caples as another book I might be interested in, and that happened to be another book recommended by the Internet marketer I mentioned in the Robert Collier Letter Book thread in his 2009 Resource list.

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