
My Life in Advertising & Scientific Advertising

Two Works by Claude C. Hopkins

*"Hopkins should be allowed to have everything
to do with advertising until he has read
the book Scientific Advertising" wrote
me. It changed the course of my life!"*
David Ogilvy

My Life In Advertising

Claude C. Hopkins



My Life In Advertising:

My Life in Advertising and Scientific Advertising Claude C. Hopkins, 1998 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 easy to carry volume and discover his fixed principles and basic fundamentals that still prevail today **My Life in Advertising** Claude C. Hopkins, 2013-06-11 *My Life in Advertising* *My Life in Advertising* is written by Claude C Hopkins He was the widely known as the father of Advertising This is his autobiography He shared his experiences in advertising industry Never try to show off You are selling your product not yourself Do nothing to cloud your objective Use the shortest words possible Let every phrase ring with sincerity From start to finish offer service That is what you selling that is all your prospect wants Weigh every sentence on that basis Waste no space no money to any other end I have seen many an ad killed by a single unfortunate phrase Usually a selfish phrase indicating ulterior desires which repel Phrases like Insist on this brand Avoid imitations Look out for substitution Such appeals have no good effect and they indicate a motive with which buyers cannot sympathize

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 **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 & 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, 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, 2013-03-01 Bonded Leather binding *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 \(Classic Reprint\)](#) Claude C. Hopkins, 2017-10-11. Excerpt from *My Life in Advertising*. That fact will be emphasized again and again in this book. I stress it here in tribute to the source of my prudence. Safety first has been my guiding star. A Scotch mother is the greatest asset a boy can have who desires a career in advertising. Then economy and caution are instinctive with him. They are fundamentals. Success save by accident is impossible without them. But the lack of these qualities may be partially corrected by studious cultivation. Most business wrecks which I have encountered are due to over reaching. To reckless speculation on a hidden chance. To that haste which laughs at conservatism. To racing ahead on unblazed trails in fear that some rival may go farther or get higher. About the Publisher. Forgotten Books publishes hundreds of thousands of rare and classic books. Find more at www.forgottenbooks.com. This book is a reproduction of an important historical work. Forgotten Books uses state of the art technology to digitally reconstruct the work preserving the original format whilst repairing imperfections present in the aged

copy In rare cases an imperfection in the original such as a blemish or missing page may be replicated in our edition We do however repair the vast majority of imperfections successfully any imperfections that remain are intentionally left to preserve the state of such historical works 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 **SUMMARY** Edition Shortcut (author),1901 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** Claude C. Hopkins,1923 *Scientific Advertising* is a book written by Claude C Hopkins in 1923 and is cited by many advertising and marketing personalities such as David Ogilvy Gary Halbert and Jay Abraham as a must read book According to Paul Feldwick it has sold over eight million copies David Ogilvy wrote that 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 The book is cited as being the original description of the process of split testing and of coupon based customer tracking and loyalty schemes In the book Hopkins outlines an advertising approach based on testing and measuring In this way losses from unsuccessful ads are kept to a safe level while gains from profitable ads are multiplied Or as Hopkins wrote the advertiser is playing on the safe side of a hundred to one shot The book also contains information on how to write advertising that sells *Salesmanship in print* *My Life in Advertising - Primary Source Edition* Claude C. Hopkins,2014-03 This is a reproduction of a book published before 1923 This book may have occasional imperfections such as missing or blurred pages poor pictures errant marks etc that were either part of the original artifact or were introduced by the scanning process We believe this work is culturally important and despite the imperfections have elected to bring it back into print as part of our continuing commitment to the preservation of printed works worldwide We appreciate your understanding of the imperfections in the preservation process and hope you enjoy this valuable book **My Life in Advertising, 1912-1957** Frank Goldberg,1957* *The Law on Advertising* Clowry Chapman,1929 **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 **Advertising & Selling** ,1929 **My Life in Advertising - Scholar's Choice Edition** Claude C Hopkins,2015-02-08 This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it This work was reproduced from the original artifact and remains as true to the original work as possible Therefore you will see the original copyright references library stamps as most of these works have been housed in our most important libraries around the world and other notations in the work This work is in the public domain in the United States of America and possibly other nations Within the United States you may freely copy and distribute this work as no entity individual or corporate has a copyright on the body of the

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