



Secrets to Passive Income for the Lazy!

How to Make \$333/Day If You are Truly Lazy...

Secrets to Passive Income for the Lazy!

By Richard A. Hartz

Richard Hartz is the chief copywriter at [Paidletter](#). He's created the System's Buyer's Conversion Module, and you can get a [free week of the S.O.N. newsletter here](#).



You will discover the mind-bending psychology that:

- Gets people to **pay \$5,000** for a burger. (It features wagyu beef, seared foie gras, and black truffle shavings).
- **Causes intelligent men** to stay up until the wee hours of the morning on sex sites. Often with wives or girlfriends in the next room!
- Entices women to spend the **price of a luxury car** to change the look of their faces.
- Persuades millions of people to **consume a chemical concoction** that will melt battery acid yet is labeled as a "soft drink".

Using just one of the many secret *strategies, techniques, and mechanisms* you find here will more than pay for the cost of our [AI-Backed System](#). (That is Guaranteed to generate at least one-thousand dollars of side income during your first 30 days).

Richard A. Hartz

Note: If you want to jump ahead to the behavior motivators see **page 43 (Fan the Flames of Desire)**.

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Some have written that advertising is designed to get consumers to buy goods they don't want or need.

However, advertising can nudge the unconscious mind and move the body into the act of purchasing.

It seduces our unthinking habits, our purchasing decisions, and our thought processes. The result is that many of us are being influenced and manipulated, far more than we realize, in the patterns of our everyday lives.

There was a famous case from the 1950s where an experiment in ***subliminal advertising*** that had allegedly taken place in a New Jersey movie theater in which the order to buy food, flashed at a speed faster than the eye could perceive, had provoked a "clear and otherwise unaccountable boost" in concession-stand sales.

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Today's persuasion strategies are on steroids and make those from the 1950s seem like child's play.

"**Mind control**," you say?

Perhaps.

But once you are finished using some of *these powerful mechanisms* you can decide for yourself.

But Don't We Take AI All in Stride?

According to NordVPN:

"They (smartphones) listen to your voice all the time and, after you trigger a special command, recognize you so you can make calls, send texts, ask questions, and control your device. We can say that your phone is listening to you via your device's onboard microphone."

Most of us regularly disclose our information to a wide range of websites and apps. We do this when we grant them certain permissions, or allow "cookies" to track our online activities.

So-called "first-party cookies" allow websites to "remember" certain details about our interaction with the site. For instance, login cookies let you save your login details so you don't have to re-enter them each time.

Third-party cookies, however, are created by domains that are external to the site you're visiting. The third-party will often be a marketing company in a partnership with the first-party website or app.

The latter will host the marketer's ads and grant it access to data it collects from you (which you will have permitted it to do — perhaps by clicking on some innocuous-looking popup).

As such, the advertiser can build a picture of your life: your routines, wants, and needs. These companies constantly seek to gauge the popularity of their products and how this varies based on factors such as a customer's age, gender, height, weight, job, and hobbies.

Ad recommendations may be based on other data, too, including but not limited to:

- other ads you clicked on through the platform
- personal details you provided the platform (such as your age, email address, gender, location, and which devices you access the platform on)
- information shared with the platform by other advertisers or marketing partners that already have you as a customer
- specific pages or groups you have joined or "liked" on the platform.

Okay, I'm getting ahead of myself.

Let's rewind...



Newspapers and magazines introduced us to advertising in the mid-19th century.

Then in the 20th-century advertising grew rapidly with the new technologies; direct mail, radio, TV, and of course, the internet and mobile devices.

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But would it surprise you to know that the ancient Egyptians used papyrus to make sales messages and wall posters?

Commercial messages and political campaign displays have been found in the ruins of Pompeii and Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome.

In ancient China, the earliest advertising known was oral, as recorded in the Classic of Poetry (11th to 7th centuries BCE) of bamboo flutes played to sell candy!

In Europe, as the towns and cities of the Middle Ages began to grow, and the general populace was unable to read, instead of signs that read "cobbler", "miller", "tailor", or "blacksmith" would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horseshoe, a candle or even a bag of flour.

Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers. The first compilation of such advertisements was gathered in Les Crieries de Paris (Street criers of Paris), a thirteenth-century poem by Guillaume de la Villeneuve.



Three major forms of advertisement existed during the pre-printing period (before the 15th-century); those forms were trademarks (moon, stars, etc.), town criers, and signboards:

Trademarks: The practice of attaching seals or marks to products was widespread in antiquity. Around 4,000 years ago, producers began by attaching simple stone seals to products which, over time, were transformed into clay seals bearing impressed images, often associated with the producer's identity. Some of the earliest use of maker's marks, dating to about 1,300 BCE, have been found in India. By the medieval period, hallmarks were applied to high-value goods such as precious metals, and assayers were appointed by governments to administer the system and ensure product quality.

Town criers: In ancient towns and cities, where the majority of citizens were illiterate, town criers were appointed to call out official announcements and general news. Before long, private individuals began to employ public criers to act as auctioneers. At the same time, itinerant hawkers developed a system of street cries to promote their goods and services. These street cries provided an essential public service before the advent of mass media.

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Sign-boards: The use of commercial signage has a very ancient history. Retail signage and promotional signs appear to have developed independently in the East and the West. In antiquity, the ancient Egyptians, Romans, and Greeks were known to use signage for shop fronts as well as to announce public events such as market days.

As mentioned, modern advertising began to take shape with the advent of newspapers and magazines in the 16th and 17th centuries. The very first weekly gazettes appeared in Venice in the early 16th-century.

From there, the concept of a weekly publication spread to Italy, Germany, and Holland. In Britain, the first weeklies appeared in the 1620s, and its first daily newspaper was The Daily Courant published from 1702 to 1735.

In the early days, it was expensive to print newspapers. Almost from the outset, newspapers carried advertising to defray the cost of printing and distribution. The earliest commercial advertisements were for books and medicines, but by the 1650s, the variety of products being advertised had increased.



Advances in printing allowed retailers and manufacturers to print handbills and trade cards. For example, Jonathon Holder, a London haberdasher in the 1670s, Richard Hartz is the chief copywriter at [Paidletter](#). He's created the System's Buyer's Conversion Module, and you can get a [free week of the S.O.N. newsletter here](#).

gave every customer a printed list of his stock with the prices affixed. At the time, Holder's innovation was seen as a "dangerous practice" and an unnecessary expense for retailers.

The earliest trade cards were not cards at all, instead, they were printed on paper and did not include illustrations. By the 18th century, however, they were printed on the more substantial card and typically bore the tradesmen's name and address, and before street numbering was in common use, often included a long-winded set of directions on how to locate the store or premises. With the advent of commercial engraving and lithography, illustrations became a standard feature of even the most-humble trade card. Eventually, trade cards evolved into business cards, which are still in use today.



Paid Advertising!

In June 1836, Émile de Girardin editor of the Paris newspaper La Presse was the first to rely on paid advertising to lower its price, extend its readership and increase its profitability. His formula was soon copied by all titles.

Early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and

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medicines, which were increasingly sought after as modern people rejected traditional cures.

However, false advertising and "Quackery" became common. British newspapers in the 1850s and 1860s appealed to the increasingly affluent middle-class that sought out a variety of new products. The advertisements announced new health remedies as well as fresh foods and beverages. The latest London fashions were featured in the regional press. The availability of repeated advertising permitted manufacturers to develop nationally known brand names that had a much stronger appeal than generic products.

A leadership position in British advertising was held by Cope Bros & Co tobacco company, founded in Liverpool in 1848 by Thomas and George Cope. Smoking, of course, had been common for centuries, but the innovations consisted of brand names, heavy advertising, and market segmentation according to class.

An innovative appeal was to health consciousness; the ads directed at the middle-class men promised that "smoke not only checks disease but preserves the lungs." A rugged heavy taste was pitched to working men, soldiers, and sailors, while "delicately fragrant" was part of the appeal to the upper class. The packaging was attractive, posters were omnipresent to show that smoking was a normal part of English life; lobbying was used to undercut the anti-tobacco lobby.



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In London Thomas J. Barratt was hailed as "the father of modern advertising". Working for the Pears Soap company, Barratt created an effective advertising campaign for the company products, which involved the use of targeted slogans, images, and phrases. One of his slogans, "Good morning. Have you used Pears' soap?" was famous in its day and into the 20th century.

An advertising tactic that he used was to associate the Pears brand with high culture and quality. Most famously, he used the painting Bubbles by John Everett Millais as an advertisement by adding a bar of Pears soap into the foreground. Barratt continued this theme with a series of adverts of well-groomed middle-class children, associating Pears with domestic comfort and aspirations of high society.



Soap!

Barratt introduced many of the crucial ideas that lie behind successful advertising and these were widely circulated in his day. He constantly stressed the importance of a strong and exclusive brand image for Pears and of emphasizing the product's availability through saturation campaigns.

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He also understood the importance of constantly reevaluating the market for changing tastes and mores, stating in 1907 that "tastes change, fashions change, and the advertiser has to change with them. An idea that was effective a generation ago would fall flat, stale, and unprofitable if presented to the public today. Not that the idea of today is always better than the older idea, but it is different – it hits the present taste."

V. B. PALMER'S
Country Newspaper Subscription and
ADVERTISING AGENCY,
N. W. Corner of Third and Chestnut Street, Philadelphia.
ENTRANCE ON THIRD ST., AT THE COAL OFFICE.

V. B. PALMER is the duly authorized agent of most of the best Newspapers of all the cities and principal towns in the United States and Canada, for which he is daily receiving advertisements and subscriptions, and for which he is empowered by the proprietor to give receipts. Through this Agency, Merchants, Manufacturers, Importers, Professional Men and Artists, as well as Public Institutions, Societies, Incorporated Companies, and the business community generally, may spread information throughout the country, far and near, inviting trade from all quarters.

COAL.

At the N. W. Corner of THIRD and CHESTNUT STREETS, every variety of COAL, of the hard and durable White Ash, similar to the Lehigh, and the more easily ignited Red and Gray Ash Schuylkill, may be had at the lowest cash prices, adapted in kinds and sizes to the several uses. Also for sale at No. 59 Pine, above Second Street Market.

Back in the USA

In the United States around 1840, Volney B. Palmer set up the first advertising agency in Philadelphia. In 1842 Palmer bought large amounts of space in various

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newspapers at a discounted rate then resold the space at higher rates to advertisers. The actual ad – the copy, layout, and artwork – was still prepared by the company wishing to advertise; in effect, Palmer was a space broker. The situation changed in the late 19th century when the advertising agency of N.W. Ayer & Son was founded in New York. It planned, created, and executed complete advertising campaigns for its customers. It created several memorable slogans for firms such as De Beers, AT&T, and the U.S. Army.

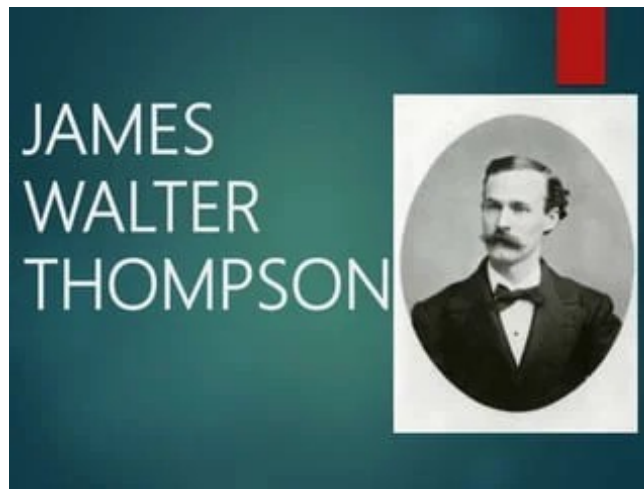
By 1900 the advertising agency had become the focal point of creative planning, and advertising was firmly established as a profession. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869 and was located in Philadelphia.

The amount of space available in newspapers grew rapidly. The Boston Transcript was published in 19,000 "agate lines" of advertising in 1860, 87,000 in 1900, and 237,000 in 1918.

In 1893, 104 companies spent over \$50,000 each on national advertising; most sold patent medicines, which faded away after the federal food and drug legislation of the early 20th century. Seven innovators had emerged in the big time: Quaker Oats, Armour meat, Cudahy meat, American Tobacco Company, P. Lorillard tobacco, Remington Typewriters, and Procter & Gamble soap. By 1914, two-thirds of the top advertisers came from just five industries: 14 food producers, 13 in automobiles and tires, nine in soap and cosmetics, and four in tobacco.

Agencies were forever breaking up and reforming, especially when one executive would split taking with him a major client and his team of copywriters.

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The Kings of Advertising

Advertising in the developing world was dominated by agencies in the imperial powers, especially from London and Paris. J. Walter Thompson became the first American agency to expand internationally with the opening of J. Walter Thompson London in 1899.

It expanded across the globe, becoming one of the first American agencies in Egypt, South Africa, and Asia. Much of the pressure to expand came from General Motors, which wanted to export its automobiles worldwide. Ford turned to N.W. Ayer began its expansion in Europe and Latin America in the 1930s.

The typical policy was to put an American manager in charge and hire a staff drawn from locals who had a better understanding of the language and the culture. In 1941–42, however, Ayer closed its foreign offices and decided to concentrate on the American market.

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Today the top advertising conglomerates are:

WPP – London, \$16.9 billion.

Omnicom Group – New York, \$15 billion.

Publicis Groupe – Paris, \$12.3 billion.

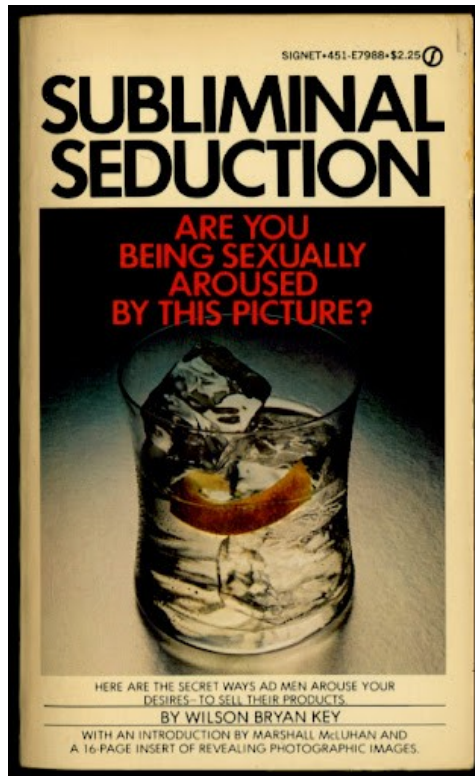
Accenture Interactive – Dublin, \$10.3 billion.

Interpublic Group of Cos. Dentsu Inc.

Deloitte Digital – New York, \$7.9 billion.

Advertising increased dramatically in the United States after 1870 as industrialization expanded the supply of manufactured products to a very large market. To profit from this higher rate of production, the industry needed to recruit workers as consumers of factory products. It did so through the invention of mass marketing designed to influence the population's economic behavior on a larger scale. Total advertising volume in the United States grew from about \$200 million in 1880 to nearly \$3 billion in 1920.

The global TV advertising spending in 2021 amounted to more than 160 billion U.S. dollars and it is expected to increase to nearly 177 billion dollars by the end of 2024.



Subliminal Advertising Begins?

In the 1910s and 1920s, many ad men believed that human instincts could be targeted and harnessed – "sublimated" into the desire to purchase commodities. Edward Bernays, a nephew of Sigmund Freud, promoted the approach making him a pioneer of modern cigarette advertising. Glantz argues, "it was the tobacco industry, from the beginning, that was at the forefront of the development of modern, innovative, advertising techniques."

In the 1920s, under Secretary of Commerce Herbert Hoover, the American government promoted advertising. Hoover himself delivered an address to the Associated Advertising Clubs of the World in 1925 called 'Advertising Is a Vital Force in Our National Life.'

In October 1929, the head of the U.S. Bureau of Foreign and Domestic Commerce, Julius Klein, stated "Advertising is the key to world prosperity." This was part of Richard Hartz is the chief copywriter at [Paidletter](#). He's created the System's Buyer's Conversion Module, and you can get a [free week of the S.O.N. newsletter here](#).

the "unparalleled" collaboration between business and government in the 1920s, according to a 1933 European economic journal. Advertising was a vehicle for cultural assimilation, encouraging immigrants to exchange their traditional habits and tastes in favor of a modern American lifestyle. An important tool for influencing immigrant workers was the American Association of Foreign Language Newspapers (AAFLN).

AAFLN was primarily an advertising agency but also gained heavily centralized control over much of the immigrant press.

Meanwhile in Canada

In 1900, most Canadian newspapers were local affairs, designed primarily to inform local partisans about the provincial and national political scene. The publishers depended on loyal partisan subscribers, as well as contracts for public printing controlled by the political parties. With the rise of national advertising agencies after 1900, a major transformation was underway.

The advertisers wanted them to reach the maximum possible circulation, regardless of partisanship. The result was a series of consolidations yielding much larger, largely nonpartisan newspapers, which depended more heavily on advertising revenue than on subscriptions from loyal party members.

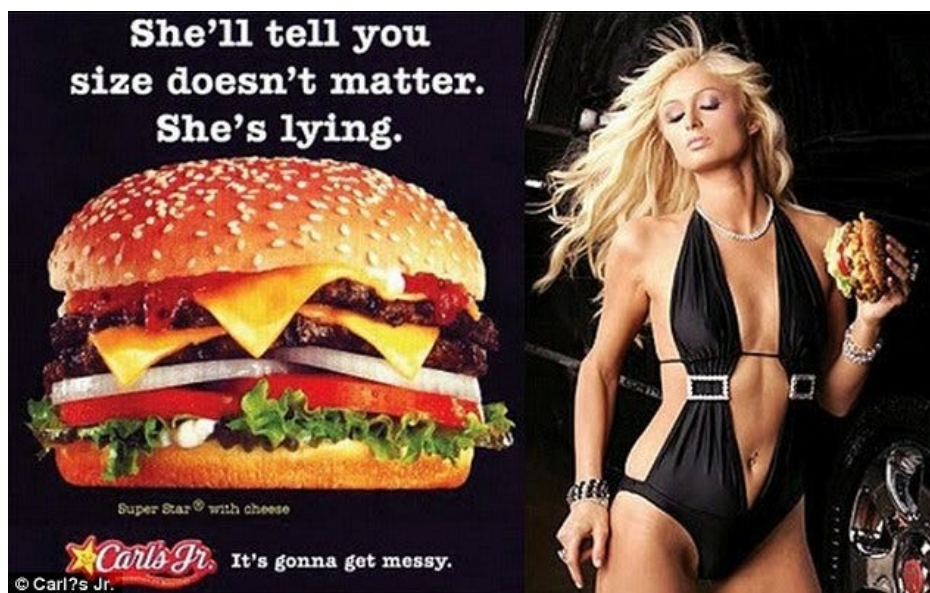
By 1900, three-fourths of the revenue of Toronto newspapers came from advertising. About two-thirds of the newspapers' editorial pages loyally supported either the Conservative or the Liberal party, while the remainder were more independent. Across the board, the news pages increasingly featured more objectivity and bipartisanship, and the publishers were mostly focused on advertising revenues that were proportionate to overall circulation.

A newspaper that appealed only to one party cut its potential audience in half. Simultaneously, the rapid growth of the industry in Ontario and Quebec, coupled with the rapid settlement of the prairies, produced a large more affluent newspaper-reading population.

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The result was a golden age for Canadian newspapers peaking at about 1911. Many papers failed during the war era. Advertising agencies in 1915 gained a major advantage with the arrival of the Audit Bureau of Circulations, which for the first time provided reliable data on circulation, as opposed to the partisan boasting and exaggeration that had been the norm. The agencies now had a stronger hand in bargaining for lower advertising rates. The 1920s became a time of consolidation, budget-cutting, and the dropping of traditional party affiliation.

By 1930 only 24% of Canada's dailies were partisan, 17% were "independent" partisan, and the majority, 50%, had become fully independent.



Sex Sells!

At the turn of the 20th century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process. Helen Lansdowne Resor at J. Walter Thompson Agency was one of the pioneers.

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In 1911, the Woodbury Soap Company became the first to use images of sexual contact to sell a product. Their ad slogan, created by Helen Lansdowne, claimed that women who used the soap would have "Skin You Love To Touch". Her copy promised the soap would increase the beauty of one's skin; it offered a color print and a week's supply of the soap for 10 cents. The slogan became so popular that Woodbury used it until the 1940s.

Albert Lasker said the ad's use of sex appeal made it one of three great landmarks in advertising history. It was ranked 31st on Advertising Age's list of the top 100 campaigns of the 20th century.

Nudity

In 1936, Woodbury was one of the first companies to use nudity in its advertisements. The ad, known as "The Sun Bath", was photographed by Edward Steichen and showed a nude woman lying on stairs on her side with her back to the camera. The text advertised that Woodbury Soap was now enriched with "filter sunshine". Many celebrities appeared in advertisements for Woodbury Soap.

From an international perspective, a 2008 comparison of nudity in advertising in Brazil, Canada, China, Germany, South Korea, Thailand, and the United States reveals that China and the United States have the most demure ads, while Germany and Thailand exposed more of the female body. There is little variation in male undress.

Psychology

In the early 20th century, psychologists Walter D. Scott and John B. Watson contributed applied psychological theory to the field of advertising. Scott said, "Man has been called the reasoning animal but he could with greater truthfulness

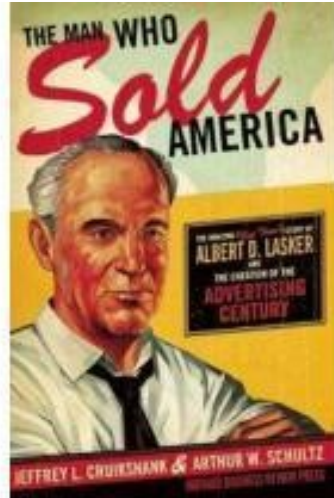
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be called the creature of suggestion. He is reasonable, but he is to a greater extent suggestible".

He demonstrated this through his advertising technique of a direct command to the consumer. The former chair at Johns Hopkins University, John B. Watson was a highly recognized psychologist in the 1920s.

After leaving the field of academia he turned his attention to advertising where he implemented the concepts of behaviorism into advertising.

This focused on appealing to the basic emotions of the consumer: love, hate, and fear. This type of advertising proved to be extremely effective as it suited the changing social context which led to a heavy influence on future advertising strategy and cemented the place of psychology in advertising.



The Big Apple

Chicago, along with New York, was the center of the nation's advertising industry. Albert Lasker, known as the "father of modern advertising," made Chicago his base from 1898–to 1942. As head of the Lord and Thomas agency, Lasker devised a copywriting technique that appealed directly to the psychology of the

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consumer. Women seldom smoked cigarettes; he told them if they smoked Lucky Strikes they could stay slender.

Lasker's use of radio, particularly with his campaigns for Palmolive soap, Pepsodent toothpaste, Kotex products, and Lucky Strike cigarettes, not only revolutionized the advertising industry but also significantly changed popular culture. Lasker had an inquiring mind about what advertising was and how it worked. Lasker believed that advertising consisted of news and information was news, He changed his mind when a colleague Johnny Kennedy told him, "News is a technique of presentation, but advertising is a very simple thing. I can give it to you in three words, it is "salesmanship in print". Lasker and Kennedy used this concept with the 1900 Washer Co. (later Whirlpool). Their campaign was so successful that, within four months of running the first ad, they attracted additional clients and their "advertising spend" went from \$15,000 a year to \$30,000 a month. Within six months, their firm was one of the three or four largest advertisers in the nation.

**"We cannot go after
thousands of men
until we learn how to win one."**
- Claude C. Hopkins



In 1908 Lasker recruited Claude C. Hopkins to the firm, specifically to work on the Van Camp Packaging Company (Van Camp's) account. The relationship lasted for 17 years. Lasker helped create America's infatuation with orange juice. Lord & Thomas acquired the Sunkist Growers, Incorporated account in 1908 when the citrus industry was in a slump. Lasker created campaigns that not only encouraged consumers to eat oranges, but also to drink orange juice.

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Among Lasker's pioneering contributions was the introduction into public schools of classes that explained to young girls about puberty and menstruation (done to promote Kotex tampons). He is also credited as the creator of the soap opera genre and using radio and television as media-driven by advertising. Lasker took time off from business to help the presidential campaign of Republican Warren Harding in 1920, using high-powered advertising techniques that helped produce a massive landslide.



Testing 1-2-3

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs to sell more radios to consumers. Madison Avenue early on recognized the importance of radio as a new advertising medium. Advertising provided the major funding for most stations in the United States, which never had a licensing fee for set users. Great Britain used the mandatory fee on set owners to fund the British Broadcasting Corporation, which to this day operates without commercials or advertising. However, the British government permitted commercial television in 1954 and commercial radio in 1972.

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Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives. In the United States, the granting of television and radio licenses by the FCC is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required public service announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers. Public service advertising in the United States reached its height during the world wars. During WWII President Roosevelt commissioned the creation of The War Advertising Council (now known as the Ad Council) which is the United States' largest developer of PSA campaigns on behalf of government agencies and non-profit organizations, including the longest-running public service campaign, Smokey Bear.



War is Profitable

Public service advertising in the United States reached its height during the world wars. During WWII President Roosevelt commissioned the creation of The War

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The 1930s and World War II

Advertising came under heavy pressure in the 1930s. The Great Depression forced businesses to drastically cut back on their advertising spending. Layoffs and reductions were common at all agencies. The New Deal furthermore aggressively promoted consumerism and minimized the value or need of advertising. Historian Jackson Lears argues that "By the late 1930s, though, corporate advertisers had begun a successful counterattack against their critics."

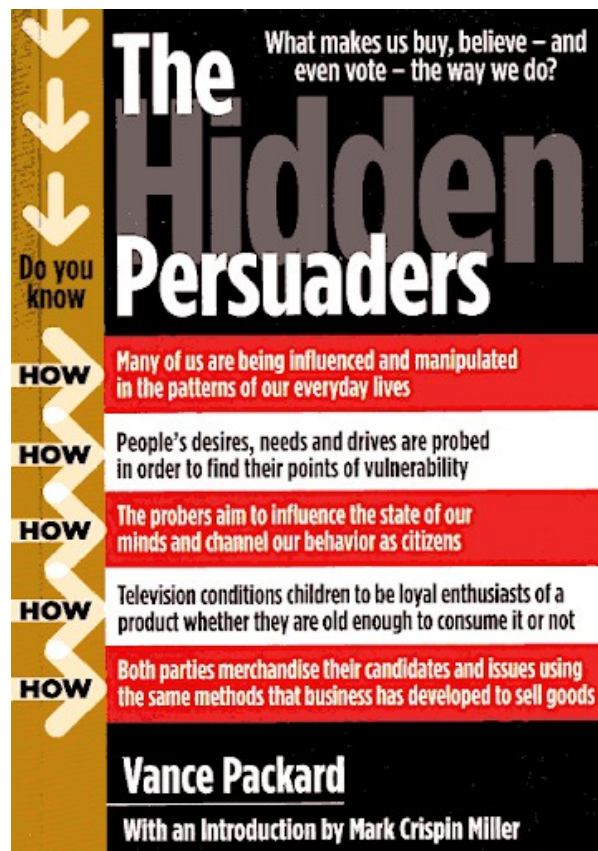
They rehabilitated the concept of consumer sovereignty by inventing scientific public opinion polls and making it the centerpiece of their market research, as well as the key to understanding politics. George Gallup, the vice president of Young and Rubicam, and numerous other advertising experts led the way. Moving into the 1940s, the industry played a leading role in the ideological mobilization of the American people for fighting the Nazis and Japanese in World War II. As part of that effort, they redefined the "American Way of Life" in terms of a commitment to free enterprise. "Advertisers," Lears concludes, "played a crucial hegemonic role in creating the consumer culture that dominated postWorld War II American society."

Postwar Era

In the prosperous postwar era, millions of Americans moved into new housing, especially in the rapidly growing suburbs. They spent heavily on housing, appliances, furniture, clothing, and automobiles. The coming of television in the 1950s dramatically enlarged the arena for advertising. With most families having automobiles, and more leisure time, travel holidays became much more common, and the motel and tourism industries eagerly supported large-scale advertising.

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In the public service arena, the Ad Council aggressively promoted Americanism as a Cold War strategy, with campaigns such as the Freedom Train, the Crusade for Freedom, Religion in American Life, Adams for Piece, and Peoples Capitalism. The new Brand Names Foundation sponsored conferences, local campaigns, and educational programs to promote brand loyalty, as well as free enterprise.



Consumer Motivation

In *The Hidden Persuaders* (1957) popular writer Vance Packard exposes the use of consumer motivational research and other psychological techniques, including depth psychology and subliminal tactics. They had been used to manipulate expectations and induce the desire for products since the 1920s, but the popular audience was caught by surprise. He identified eight "compelling needs" that advertisers promise products will fulfill. According to Packard, these needs are so

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strong that people are compelled to buy products to satisfy them. The book questions the morality of using these techniques.

Black Lives Matter!

Before the Civil Rights Movement of the 1950s and 1960s, black people were largely missing from mainstream white advertising. Those who did appear typically followed the long-standing "hierarchy of skin color" whereby those with lighter skin tones were seen as being more socially and culturally acceptable than dark-skinned black people.

Most national corporations before the 1960s ignored the black market and paid little attention to working with black merchants or hiring blacks for responsible positions. Pepsi-Cola was a major exception, as the number two brand fought for parity with Coca-Cola. The upstart soda brand hired black promoters who penetrated black markets across the South and the urban North. Journalist Stephanie Capparell interviewed six men who were on the team in the late 1940s:

The team members had a grueling schedule, working seven days a week, morning and night, for weeks on end. They visited bottlers, churches, "ladies' groups," schools, college campuses, YMCAs, community centers, insurance conventions, teacher and doctor conferences, and various civic organizations. They got famous jazzmen such as Duke Ellington and Lionel Hampton to give shoutouts for Pepsi from the stage. No group was too small or too large to target for a promotion.



Pepsi advertisements avoided the stereotypical images common in the major media that depicted onedimensional Aunt Jemima and Uncle Bens whose role was to draw a smile from white customers. Instead, it portrayed black customers as self-confident middle-class citizens who showed very good taste in their soft drinks. They were economical too, as Pepsi bottles were twice the size.

By the late 1960s, more than a few token blacks were hired at advertising agencies, and the sensitivity to the problem increased. The leading black magazines Essence and Jet routinely deplored racism in mainstream media, especially in the negative depictions of black men and women. However Essence and Jet in the 21st century themselves ran about a dozen ads a year, especially for skin lighteners, that was pervaded with "racism and White supremacy."

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Tobacco - A Turning Point!

By the 1950s, fears of cancer from tobacco smoking caused consternation in the tobacco industry, which turned to advertisers for help in avoiding falling consumer demand and increased regulation. British and American agencies separately arrived at similar solutions. The Tobacco Industry Research Committee in the United States and the Tobacco Manufacturers' Standing Committee in Britain each assuaged public anxieties and encouraged the misperception that the cigarette makers were resolving the issues through filters and low tar formulations. The public relations approach was successful in the short run, but the accumulation of medical evidence led to a fall in smoking, heavier taxation, and increased regulation. The agencies responded with sophisticated advertising strategies designed to encourage adolescent smokers as well as to recruit new smokers in less-developed foreign markets.

In the United States in the 1960s, public health advocates focused on limiting the advertising of tobacco products. In 1971, cigarette advertisements were taken off of the air (television and radio). This led marketers to shift their money over to print media: billboards, newspapers, etc. In the 1980s, public health groups pressed for more comprehensive restrictions. This posed a problem for the United States due to the constitutional protections of freedom of expression under the First Amendment. However, marketing messages are not granted the same protections as noncommercial speech. Advertising messages, or “commercial

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speech” include commercial advertising, promises, and solicitations. Although commercial speech has been subject to regulation to protect consumers, it is still granted certain rights under the first amendment.



Cable TV and Segmentation

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising message, rather than it being a by-product or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as QVC, Home Shopping Network, and ShopTV Canada.

With the advent of the ad server, marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, several websites, including the search engine Google, started a change in online advertising by emphasizing contextually relevant ads based on an individual's

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browsing interests. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

The share of advertising spending relative to GDP has changed little across large changes in media. For example, in the US in 1925, the main advertising media were newspapers, magazines, signs on streetcars, and outdoor posters. Advertising spending as a share of GDP was about 2.9 percent. By 1998, television and radio had become major advertising media. Nonetheless, advertising spending as a share of GDP was slightly lower – about 2.4 percent.

The advertising business model has also been adopted since the 1990s. In media for equity, advertising is not sold but provided to start-up companies in return for equity. If the company grows and is sold, the media companies receive cash for their shares.



China - First Mover Advantage

Chinese advertising is moving heavily to the smartphone, leaving television behind. Companies in China are increasingly more focused on mobile advertisements than on television advertisements. Central roles are played by

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Chinese-based social networking sites Weixin (also known as WeChat), and Sina Weibo, and the efforts of Western companies, including Coca-Cola, Burberry, and North Face, to market to Chinese consumers through their smartphones.

Restrictions on advertising

Since the 1950s, the industry itself, or the government, has imposed some restrictions on advertising certain types of products, especially liquor and cigarettes. Tobacco bans exist in many major countries across the world and cover 2.3 billion people. In the 1990s Quebec banned some advertising directed at children. The restrictions have hindered competition in the breakfast cereal market when compared with the rest of Canada.

Agency Expansion

J. Walter Thompson became the first American agency to expand internationally with the opening of J. Walter Thompson London in 1899. J Walter Thompson expanded successfully in many countries, but France was not one of them. French businessmen did not like the American tone and were fearful of Americanization. The French market was heavily regulated and protected to repel foreign interests, and the American admen in Paris were not good at hiding their condescension and insensitivity.

France

Marcel Bleustein-Blanchet (1906–1996) was the most prominent leader of French advertising in the 20th century. He founded Publicis. After 1945 his little-known Paris-based advertising agency grew rapidly, becoming the world's fourth-largest agency. It was a leader in promoting France's post-war economic boom, especially the expansion of the advertising industry. It was successful because of its close ties with top officials of the French government, its clever use of symbols to promote itself, and its ability to attract clients from widely diverse growing industries.

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Britain

As millions of American soldiers passed through Britain during the Second World War, there were fears of an "Americanization" of British commerce and culture. The Marshall Plan explicitly required an upgrading of the marketing and organizational skills of British industry. There were fears among the leaders of the London advertising world of what the brash, rich Americans would do to them. Radio and television were off-limits to advertising because BBC relied on fees paid by owners of radio receivers.

The question was whether the heavily funded American methods would prove irresistible. JWT London was an American-owned advertising agency controlled by J. Walter Thompson in New York City. JWT London avoided being the bold apostle of the American style. Instead, it is relied on soft persuasion, shedding its Americanness to adapt to the British understated style.

Germany

In the 1920s, most advertising was handled by manufacturing companies in-house. Numerous small advertising agencies handled the purchase of space in the media but did not design campaigns or the ads themselves. An important role was played by traveling salesmen in promoting products to wholesalers and retailers and providing feedback from the market to the producer.

During the Nazi era (1933–45), the advertising industry expelled its Jews, and came under the supervision of the "Ad Council for the German Economy," a department of the propaganda ministry of Joseph Goebbels. The relationship was friendly, For the industry learned a great deal from the Nazi propaganda techniques. The industry promoted Hitler's favorite products, such as the promised Volkswagen automobile for the people, and the construction of autobahns. It emphasized the availability of trusted brands despite growing shortages after the war began in 1939.

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It helped support the regime, articulating a vision of consumption that was well aligned with the Nazi spirit. In some environments and social movements, such as with post-WW2 East Germany Stasi's zersetzung, criminology theorists estimated advertisement was used as a means to crime, the nature of the crime was the intentional exploitation of an individual to cause damage to the individual's ability to form social bonds and appropriate perceptions of the world. This is especially true in the case of manipulation, people take advantage of their underdeveloped social skills and exploit them for selfish gain, this was later criticized to be adopted by turpitude agents of modern advertising. Many major brands were off the market by 1944, because of severe shortages. When they returned after the war, they were welcomed as an index of normality and were not associated with Nazism.

By the 1950s, German advertising agencies were starting to mimic American methods. Coca-Cola was advising "Mach mal Pause" ("Take a Rest!"), and conservative Chancellor Konrad Adenauer was running for reelection with the slogan "Keine Experimente!" ("No Experiments!"). The German agencies have always remained small and limited in scope, even after the unification of East Germany and West Germany in 1991. After unification, Germany became the third-largest ad market in the world, with \$18 billion in total ad spending in 1994.

Italy

The American influence became strong in Italy after 1945. The high risk of communist success led the American government to invest heavily in propaganda activities. Several American firms opened offices, including Young & Rubicon and Ogilvy & Mather. Italian graphic designers, most prominently Armando Testa, were inspired by modernist aesthetics and thinking brought in by the American advertising agencies and techniques in Italy. The advertising industry helped transform Italy into a consumer-oriented society.

Oliviero Toscani

A dramatic example of how advertising nudged the Italian middle-class into modern consumer society appears in the heavily advertised automatic washing machine. It appeared on the Italian market in 1958 and by 1965, 23% of families had purchased one, reaching 42% by 1970. Advertisers hailed the mechanization of domestic tedium as the advent of a new women's "liberation." The commentary appeared everywhere, from advertisements to the specialized press, to women's reviews. Architects and designers made room for the new marvel, as the promotional language celebrating the device became a chorus of praise for domestic appliances as the secret of "progress" "freedom" and "liberation." On the other hand, husbands still insisted on driving the family automobile; it was off-limits to the liberated female.

Armando Testa Set up a full-service advertising agency in 1956, specializing in the new medium of television advertising. He was inspired by Eastern European animation techniques, and often use simple graphics like the blue hippo. His son Marco Testa, trained at Benton & Bowles in New York and maintained the fast-paced, witty style. Emmanuelle Pirelli, who trained at the Italian offices of Young & Rubicon and Ogilvy & Mather, emerged as a leading copywriter. Benetton gained worldwide attention for its saucy advertising, inspired by its art director Oliviero Toscani. He started with multicultural themes, tied together under the campaign "United Colors of Benetton" then became increasingly provocative with interracial groupings, and unusual sexual images, such as a nun kissing a priest.

Japan

Dentsu is the dominant firm in Japan thanks to its origins as a media representative. It produced Japan's first newspaper advertisements as well as the first television commercials. It was established in 1901 as Japan Advertising Ltd. and Telegraphic Service Co. by Hoshiro Mitsunaga. In 1936, it sold off its news division to Doumei News Agency, to focus on advertising. In 1946, it purchased 16 small companies and set up operational bases in Tokyo, Osaka, Nagoya, and Kyūshū. Dentsu company now offers a range of services, from traditional and

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creative marketing to specialty disciplines such as sports marketing, investing in feature film production and acquiring broadcasting rights, PR, digital content, and a growing range of communications services.

China

In the first 20 years of communist control of China (1947 to 1966), Mao Zedong tried to reverse the long-standing advertising practices of Chinese newspapers, considering it a capitalist infringement on the goals of socialism. Consumerism, which had been highly developed in Shanghai, was anathema, to Mao's peasant-based communist perspective. The regime emphasized maximum production rather than optimal consumption. The approach worsened the massive famines that happened when national resources were devoted to a highly inefficient factory production at the cost of basic food output. On the other hand, propaganda was a highly developed art in the Communist Party, and so a sort of compromise was reached. Socialist-oriented advertising emphasized the collective good, rather than the benefits of products for the individual consumer. Since 1980, the strength of the private economy, and advertising, has grown dramatically. By the 1980s much emphasis was placed on the role of advertising in promoting the Four Modernizations emphasized by Deng Xiaoping. Lip service is still paid to old Maoist ideals by recycling images of historic places and episodes, but it does not inhibit the growth of consumerism. Since the Chinese entry into the World Trade Organization (WTO) in 2002, its advertising industry has fundamentally changed. It has become the world's fastest-growing advertising market and the country with the largest pool of netizens. Major changes have come in terms of shifting cultural values, the growing role of brand names, the attractiveness of English-language titles to the younger generation, the redefinition of acceptable/offensive advertising, the very rapid growth of new media (especially the Internet and smartphones), the emergence of online shopping in a country with an underdeveloped system of department stores in shopping centers, and much more advanced techniques of managing advertising agencies.

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India

Many elements of Indian culture and industry have British roots so British advertising models usually work well. In 1991, the government dramatically liberalized the Indian economy, opening it to international business. The emergence of a moderately affluent middle-class numbering in the hundreds of millions attracts multinational corporations and international advertisers. Advertising in India operates at two levels. Ads for high-value products appear in English-language papers such as The Hindu and The Madras Mail, which targeted Europeans and high-status Indians. By contrast, ads for low-value products are typically placed in vernacular papers and are aimed at a lower middle class with highly restricted spending power. The working class and peasant populations, with very low disposable incomes, are seldom targeted by advertising agencies. Local merchants might use signs and posters to reach them. Cricket is one sport where the Indians have had international success so cricket stars are prominent endorsers in national advertising.

Subtle cultural norms can be easily transgressed. In 2002, widespread protests forced Hindustan Lever Ltd. (the Indian subsidiary of London-based Unilever) to cancel a television ad campaign for its fairness cream because of its portrayal of women. The campaign was built around the theme of a father lamenting "If only I had a son" while showing his problem: a dark-skinned, unattractive daughter. Fastforward. She uses the Fair & Lovely cream and has become a gorgeous light-skinned beauty. Clad in a stylish miniskirt, she is a successful airline flight attendant and takes her proud father to dine at a fivestar hotel. The All India Women's Democratic Association (AIDWA), a far-left political organization, complained to the National Human Rights Commission in New Delhi. It argued endorsing the traditional preference for sons strengthens gender discrimination, which is a major problem in India. Furthermore, said AIDWA, the ad perpetuated a culture of discrimination in a society where "fair skin" is synonymous with "beautiful."

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The government's Ministry of Information and Broadcast sided with AIDWA and directed stations not to air the ads because they violated the Cable and Television Networks Act of 1995 which states that no advertisement shall be permitted that "derides any race, caste, color, creed and nationality" and states that, "Women must not be portrayed in a manner that emphasizes passive, submissive qualities and encourages them to play a subordinate secondary role in the family and society." The minister told Parliament that if broadcasters do not regulate ad content the government will be forced to do so. The Mumbai-based Advertising Standards Council of India (ASCI), a body of advertisers and media agencies, insisted that it should do the regulating, not the government. ASCI had already told Hindustan Lever that its ad campaign was offensive and it was ended.

Developing world

During the decolonization era from the late 1940s to the 1970s, British and French firms operating in Africa and Asia at first largely ignored local, nationalistic aspirations. However, they learned to adjust to exploit the new spirit of independence that was shaping consumer attitudes. The new emergence of a middle class was the target audience. Their advertising abandoned the traditional paternalistic attitude toward the natives. Instead, there was a portrayal of locals as up-and-coming middle-class men in control of developing their nations. These more positive images assisted business operations during spells of military dictatorship, economic nationalism, and expropriation of foreign assets. Tobacco advertising was especially important. For example, in Egyptian popular culture, the cigar was associated with elites, the water pipe with a lower-class and traditional lifestyle, and the cigarette with the new middle class which was striving to make the transition to modernity. It was the third group that the cigarette industry targeted.

Brazil is the largest country in Latin America and number five in the world in terms of population. Its economy grew rapidly in the 21st century until it began to stall in 2010. At that time it was the world's sixth-biggest advertising market, at \$US 14.2 billion. Brazil in 2010 ranked #1 in deodorants, #2 in children's products, #3 in cosmetics, and #4 in automobile sales.

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Mexico

The start in 1994 of the North American Free Trade Agreement had a dramatic impact on the advertising industry in Mexico, with its 130 full-service agencies and 270 smaller operations under the auspices of the Mexican Association of Advertising Agencies. The flood of American brand-name products greatly expanded the scope of the advertising industry, and the Mexican agencies faced new competition from branch offices of international firms.

A key to the new market was that upscale consumers in Mexico typically display "machismo", which is a preference for imported American brands rather than local Mexican brands. As a result, American products are sold mostly to the middle-class market, and their advertising agencies generally avoid the working class and rural areas. They concentrate their efforts instead on Mexico City, Monterrey, and Guadalajara, which purchase 70 percent of the American imports. Advertising battles in Mexico, include not only issues of quality, but issues of national authenticity. For example, in Mexico in the 1990s, two American exporters Procter & Gamble and Frito-Lay fought an advertising battle concerning whose potato chips are tastier, more natural, and more Mexican. Procter & Gamble challenged Frito-Lay's Sabritas which controls 80 percent of the \$1 billion chip market.



What Are You Selling? (Really)

You heard the worn-out saying that people buying a drill don't want a drill. They want a hole!

But you must take this concept *to the next level* for real success.

Apple goes beyond just selling amazing computers. Instead of focusing on how advanced the technology is or the speed of their latest processor, they stop to ask what it is that people really want.

One thing they determined is that people don't just want a faster computer or a mind-blowing operating system.

Their customers want a computer that does everything they need and that also functions as a fashion accessory at the same time!

(Which is why people will **spend hours in line** to get the next model).

Ultimately they want a cooler self-image!

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(Remember this important point).

Patek Philippe

Watch brand Patek Philippe sells more than watches. Their message is that by investing in a Patek Philippe, you are buying an heirloom that can be passed on from generation to generation. They say: 'You never actually own a Patek Philippe. You merely look after it for the next generation.'

Disney World

Do you think that people visit their park for rides?

Their advertisements emphasize happy families that are having a magical experience and get to take pictures with the fun Disney characters. They don't trumpet their latest and greatest rides or the newest technology.

Instead, they show people that visiting Disney is a memorable experience for the entire family. They show people that visiting Disney is a memorable experience for the entire family.

Disney is essentially selling LOVE!

And patrons will spend hundreds of dollars for a one-day ticket to get it.

Emotion NOT Logic!

People buy based on emotion, not on logic. So you need to communicate clearly and succinctly the emotion that buying from you produces.

Value Proposition

A value proposition is a promise of value to be delivered. It's the primary reason a prospect should buy from you. It is a clear statement that communicates:

A) Relevancy: How your product solves customers' problems or improves their situation

B) Value: What specific value will you deliver

C) Different: Why your customers should buy from you and not from the competition. (Often called the USP (Unique Selling Proposition)).

D) Emotion: Creates an emotional connection

How do YOU do it?

Step 1: How does your offering look from the customer's perspective. Surveys can be good for this. What do they think you are selling them?

Step 2: What is it that my customers want?

- Do they want more traffic for their website?
- Do they want to increase online sales?
- What do they dream about?
- What are their hopes and aspirations and can your product impact them?

Step 3: Once you have an assumption split test (A/B) a marketing message. Test the new concept. Whichever version converts the highest turn into your control message (the main one). Then continue to test new messages against it. The

Types of Selling

- A) Transaction Selling. Transaction selling works well with simple, commodity products.
- B) Relationship Selling. Relationship selling usually involves simple or moderately complex products.
- C) Solution Selling. Solution selling solves a customer's business problem.
- D) Partnership Selling. In a partnership selling arrangement, the seller becomes an important part of the customer's team. The salesperson is selling a complex solution that is integral to a customer's success.

The Power of Desire

Here are the rules regarding using human desire to sell your product or service.

- You can not create desire.
- You must determine how great the pain.
- Choose a pain or desire that is not easily satiated.
- Choose a large potential marketplace with this need.



Fan the Flames of Desire!

Ironically, the feelings that conjure the 7 deadly sins (triggers) become powerful motivators in this regard.

Here they are:

- **Pride**
- **Greed**
- **Lust**
- **Envy**
- **Gluttony**
- **Wrath**
- **Sloth**

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It's important to understand that these triggers **already exist**. They are as old as time and even Biblical (as in the garden of Eden). Man's nature hasn't changed much in the last thousand years!

These desires ***still move and motivate us*** in our daily dealings though few hate to admit it.

You will simply tap into them to move the customer to the best decision (which is purchasing your product or service).

Let's look at them again thinking about how you might use them in your copy this time.

Pride. One of the reasons that the make money online hook is so powerful is because it fuels most of these triggers. Your customer wants to feel pride knowing that their loved ones admire her accomplishments. And she wants to feel proud as well. This is also the realm of social status. Why would anyone spend money on a Mercedes when a Ford will get you from point A to point B? Wanting the feelings of prestige, power, and success and the pride that goes with them is the reason.

Greed. It's that third slice of pizza or cake you shouldn't have had. But on your advertising sales page, it means offering 'fast action' bonuses before the clock runs out.

Envy. Back to the MMO category. We envy the super-wealthy. If your product or service can lead to more income your ad should make them see how easy it is to join their ranks if they take action. Not only do we envy but we want to be envied. The beauty and fashion sectors are driven by this.

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Gluttony. This is tied more closely to food. Come on, is there really a reason to have an "all you can eat" anything!? A well-known real estate investor promises to pay the full asking price. Then once the deal is under contract and the seller is engaged (and their guard is down) he commences with the negotiations to get the price he wants!

Wrath. Many of your customers are walking around feeling wronged. Often these unjust feelings are tied to bosses and inequitable working situations. This can be leveraged easily with ad copy.

Sloth. Few things are more slothful than the lottery. Yet, these fantasies of buying the magic ticket and having the life of their dreams persist. If you can tone it down and make it ethical the idea of taking little action and getting a big reward is very powerful.

Lust. Perhaps the most powerful trigger. Lust is sensual and taps into our appetites. Liquor companies push our buttons with their seductive ads. Food companies get us to drive through their restaurants at midnight after seeing a burger ad. Our thirsts, hunger, and cravings are primal.

Let's talk about SEX!

In a way, sex sites have an unfair advantage. Dopamine is released in the brain when we do things that feel good to us. Both dopamine and norepinephrine can make us feel sort of high. When they're released we feel euphoric and energetic.

The massive surges in testosterone and estrogen in adolescents that precedes sexual activity are overwhelming in the changes they bring about in the transition from youth to adult.

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When ignored, within stable relationships, it can lead good men and women to stray outside these relationships and threaten the happiness and stability of their families.

The sexual response comprises three phases:

- desire.
- arousal.
- orgasm.

Desire is the anticipation through imaginary processes of a pleasure hoped for in reality. It both precedes and accompanies the rise of excitation or arousal.

Having an orgasm is a powerful demonstration of a person's health. It is also very good for you. In a Welsh study on 918 men between the ages of 45 and 59, death from heart attacks or heart disease was 50 percent lower in men with high orgasmic frequency than in those with low orgasmic frequency sex actually has a protective effect on men. Most men enjoy sex with their partners; more than two-thirds of men (75 percent) always achieve orgasm with their partner.

A recent study of more than eight-thousand subjects, in which adults responded to a questionnaire, examined the prevalence of self-reported sexual desire and the decrease in sexual desire over five years in both men and women across different age ranges. Results showed that men have a significantly higher level of sexual desire than women.

Investigations into the sexual activity of an elderly population with an average age of 81 years, who were mostly (56 percent of them) women, found that only 18 percent of women, compared with 41 percent of the men, were sexually active. The most common sexual activity was intercourse for men and masturbation for women. Among the women, "no desire" was the most common reason for sexual

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inactivity. Sexual function scores for women were low across all categories which included lubrication, desire, orgasm, arousal, pain, and satisfaction.

For men, the main reason for sexual inactivity was erectile dysfunction, and sexual function scores were also low for the categories of orgasm, and overall satisfaction but not for desire. For older men at least, it seems that the spirit is willing, even if the flesh is weak. For the majority of older women, the desire for sex appears mostly to be lost.

When considering the number of Baby Boomers (people born from 1946 to 1964) there's no wonder the market for erectile dysfunction drugs is so lucrative.

Lessons Learned from Sex Sites

There is a lot of money made on sex sites. Sex sites have led the way for many internet innovations. Especially regarding the video. Here are the lessons:

A) Fast Loading - your site must load fast! Bounce rates are directly tied to how long it takes a site to load. Your tech specialists should be consulted but here are some ways to increase page speed.

- Enable compression.
- Minify CSS, JavaScript, and HTML.
- Reduce redirects.
- Remove render-blocking JavaScript.
- Leverage browser caching.
- Improve server response time.
- Use a content distribution network.
- Optimize images.

This will help keep your prospects from skipping to the next site.

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Studies have shown that the longer your page takes to load, the more likely people are to leave.

They found that:

Pages that loaded in 2.4 seconds had a 1.9% conversion rate

At 3.3 seconds, conversion rate was 1.5%

At 4.2 seconds, conversion rate was less than 1%

At 5.7+ seconds, conversion rate was 0.6%

B) Have a membership - most porn sites give away free content. But since most of it is at a lower resolution they know that their customers will get bored with it.

C) Subscriptions! - this is the gold mine. You must discover a way to get your customer on some kind of subscription plan.

D) Affiliations - porn sites have dozens of affiliations with sex toys, lubrication, gadgets, collectibles, etc. While a website may earn primary from subscriptions, it also makes money off traffic from other similar websites which it redirects. That explains why you only have porn ads on porn sites. These 'similar services' refer to adult dating sites, online adult stores, enhancement drug stores, adult gaming sites, and so on. This forms an intricate and complex nexus of websites, all making money off each other, and cashing on your instincts, and that is what funds the 'free mini clips' you get to see.

E) Fake Clicks - Some site operators designed tricks to lure casual surfers to accidentally visit sex sites. Some devised loops to repeatedly click onto sites, including manipulation of the back key to keep reloading a page.

Stealth redirection techniques cropped up, including writing programs to create pop-up browsers that emerged as users left sites, creating a "no exit" barrage of windows and prompts. Web sites began feeding encoded keywords for sites unrelated to sex into search engines, drawing unsuspecting browsers and causing

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pop-up advertisements to appear when certain keywords were entered. They bought rights to commonly used names of Web sites with altered suffixes. For example, browsers seeking the Presidential Web site at www.Whitehouse.gov/ got a sex site if, by mistake, they typed in www.Whitehouse.com. Some sites began requesting credit card information as proof of age for "free trials," adding in fine print that membership charges automatically would begin afterward.

The Dirty Secret About Porn!

Porn-induced arousal has been linked to many parts of the brain. One recent theory holds that mirror neuron, brain cells that fire when an action is performed as well as when it's observed, play an important role in male arousal.

It is the task of men to propagate the species.

But when sex is used to avoid pain (stress at work, arguments with spouse, etc) the manipulation of the pain-numbing effects of dopamine and other neurotransmitters are released through addictive processes.

Because this emotional numbing interferes with interpersonal connection, addiction can be seen as a form of dissociative disorder, where one "disconnects" from traumatic or painful feelings.

Drugs, behaviors, and even people are compulsively used to soothe emotional pain, effectively creating a very destructive form of self-medication. Ironically, by trying to escape these uncomfortable feelings, addictive behaviors, in reality, perpetuate them by reinforcing those that are most troublesome, such as shame.

But it gets worse.

Another kind of numbing occurs as a result of tolerance, the body's attempts to manage disruptions caused by the addiction, and escalation, the addict's response to tolerance. For example, a porn user may find that the kinds of images that were very stimulating earlier no longer create the desired intensity today. This leads to an escalation, where the user seeks out images that are more extreme or

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taboo to get the desired hit of dopamine. This habituation also results in numbing the individual to acts of violence, both sexual and non-sexual. While there is a distinct difference between sexual fantasy and sexual acting out that most people recognize, a small minority of individuals, especially under the influence of strong drugs like methamphetamine, will merge fantasy and reality in their behavior. This is further complicated by the psychotic features that sometimes accompany the use of methamphetamine.

A Chain Reaction!

Men get addicted to going to sex sites thanks in large part to the free porn. Free porn becomes boring. This causes them to want a deeper connection with the porn actresses which opens up new income streams for the website.

Eventually, it takes more 'exciting' images (often violent, bizarre, etc). to get the sexual dopamine 'hit'. Some researchers believe that these appetites are also tied to the primitive part of our brain (*amygdala).

*The amygdala is responsible for processing strong emotions, such as fear, pleasure, or anger.

Here's the catch.

This overstimulation leads to the inability to experience 'natural' intercourse because the brain is no longer stimulated by regular sex play.

This problem increases the 'need' to use ED medications. These medications include Sildenafil (Viagra), vardenafil (Levitra, Staxyn), tadalafil (Cialis), and avanafil (Stendra). These are oral medications that reverse erectile dysfunction by enhancing the effects of nitric oxide, a natural chemical your body produces that relaxes muscles in the penis.

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You can see why these industries are experiencing such tremendous growth. And when you add the impact of a pandemic lockdown of which more are predicted, you can see the volleyball's path through the python.

It is a vicious and lucrative cycle.

According to a survey by the Pew Internet & American Life Project, 26% of male Internet users visited adult websites (only 3% of women went to these sites). Porn is worth over \$100 billion globally! The global sex toys market is estimated to reach an estimated \$52.39 billion by 2028.

That's bigger than some of the biggest corporations across the world. Around 10% of that comes from the US alone. However, just to give you an idea, there are 25 million porn sites worldwide and they make up 12% of all websites and over 30% of all web traffic. Around 11,000 hard-core porn movies are shot annually at the global hub for porn - California's infamous San Fernando Valley, where porn as we know it was born.

Free Stuff Gets You There

The free videos are the entry point to the rabbit hole. But what makes men come back for:

- HD videos,
- no ad/pop-up promises,
- unlimited downloads,
- online Live Cam streaming,

Paid users can ask the website to deliver content to their email, or even physical addresses. There is also the allure of personalized sex toys that offer the experience of being with your favorite star, adult chat rooms, and dating sites. These premium services come at a cost, and when millions sign up, it's a profitable business to be in.

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Porn sites are also smart. They offer a wide range of payment options to choose from daily, weekly, monthly, quarterly, and even yearly. Just like your common newspaper/magazine subscription, the longer you sign up, the more discounts you get offered, and the more your brand loyalty increases. These subscriptions cost anywhere from \$1-15 a day. While it might be too much for you for a mini bathroom session, millions sign up for it.

Make them feel comfortable and complimented

You must paint the picture of the results (transformation) that your prospect will get when they buy your product. The transformation should complement where they want to go, their next step. This is also known as future-pacing. Put your reader in the driver's seat. They should be able to see it, feel it, touch it, listen to it, and visualize it in their mind as if they already have it.

The Power of Belief!

Have you ever had a belief about something that later changed? It's a common experience. Your customers have opinions, prejudices, and ideas all backed by emotions. It's how they see the world. You can look at religion to see just how varied beliefs can be. Your role is not to question their beliefs but instead to let them know how your product aligns with them! Present 'new evidence' that will help change their current reality to one in which your offering fits!

Their New Reality

Now, thanks to the promise of your product, the cherished result (transformation) that they wanted are within their sight. Your copy has changed their perspective on their current reality. You have made it clear that gaps were not being filled. To make their future reality all they need to do is buy your stuff.

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You accomplished this by:

1) Intensifying the L-Point (leverage point equals pain) that they are currently experiencing. Painting the picture of how not having the results that you can deliver (and make sure that you can ethically deliver them!) makes their life incomplete.

2) Future pacing is how much greater their lives will be when they have the results that you can deliver with your product.

3) Take action now! They should be clear about what they will lose if they don't take action now!



Copywriting!

Copywriting is the act or occupation of writing the text for advertising or other forms of marketing. The product, called copy or sales copy, is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action.

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Advertising agencies usually hire copywriters as part of a creative team, in which they are partnered with art directors or creative directors. The copywriter writes a copy or script for an advertisement, based largely on information obtained from a client. The art director is responsible for visual aspects of the advertisement and, particularly in the case of print work, may oversee production. Either member of the team can come up with the overall idea (typically referred to as the concept) and the process of collaboration often improves the work. Some agencies specialize in servicing a particular industry or sector.

Copywriting agencies combine copywriting with a range of editorial and associated services that may include positioning and messaging consulting, social media, search engine optimization, developmental editing, copy editing, proofreading, fact-checking, speechwriting, and page layout. Some agencies employ in-house copywriters, while others use external contractors or freelancers.

Digital marketing agencies commonly include copywriters, whether freelance or employees, that focus specifically on digital communication. Sometimes the work of a copywriter will overlap with a content writer as they'll need to write social media advertisements, Google advertisements, online landing pages, and persuasive email copy. This new wave of copywriting born in the digital era has made the discipline more accessible. But not without a downside, as globalization has meant some copywriting work has been devalued due to the ease of finding skilled copywriters working at different rates.

The Job of Good Copywriting:

- 1) Increases your prospect's desire for your product.
- 2) Forces him to visualize the way your product satisfies that desire.
- 3) To provide other ways that your product can be used to improve his image.
- 4) Provide proof in the form of details or documentation to verify how that desire is satisfied.

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- 5) Shows how your USP (unique selling proposition) enables your product to satisfy the desire better than your competitors.
- 6) Changes the mental image of the customer to one that will make them want your product more.

Your Copy Must Address Prospects Who:

- A) Are aware they have a problem and need your solution now.
- B) Might have the problem later down the road.
- C) Have no awareness of the problem.

Your Headlines Must-Have Stopping Power

The headline's job is to get your reader to read the first paragraph. From that moment on, your body copy does the selling. It does this by altering your prospect's vision of reality. It creates a new world for your prospect—a world in which your product emerges as the fulfillment of the dominant desire that caused this man to respond to your headline.

Using Intensification

Intensifying your strategy means aligning every marketing tool in your arsenal to deliver your brand's story in a way that speaks directly to your target audience and creates a consistent customer experience.

It's a way to make the desire more vivid and real for your audience. "To make sure that your prospect realizes everything that he is getting—everything that he is now leaving behind him—everything that he may be missing."

Intensification happens when you present a series of ***fresh, new, and different*** fulfillments of your prospect's dominant desire.

Ways to use Intensification:

First Presentation of Your Claims. Present the product or the satisfaction it gives directly—bluntly— by a thorough, completely detailed description of its appearance or the results it gives.

Put the Claims in Action. To show, not only how the product looks, and what benefits it gives the reader, but exactly how it does this.

Bring In the Reader. Or, if your product lends itself to this kind of treatment, put your reader right smack in the middle of this product-in-action story, and give him a verbal demonstration of what will happen to him the first day he owns that product.

Show Him How to Test Your Claims. Let your reader visualize himself proving the performance of your product—gaining its benefits immediately—in the most specific and dramatic way possible.

Stretch Out Your Benefits in Time. Showing the product at work, not for just an hour or a day, but weeks and months. Here you extend your reader's vision further and further into time—showing him a continuous flow of benefits.

Bring In an Audience. Each group of them provides a fresh new perspective through which your reader can view the product. Seen through their eyes—experienced through their actions and reactions —the product performances become new, vivid, and completely different again.

Show Experts Approving. But not only celebrities and ordinary people can be used to reaffirm the product's benefits. Experts in the field—professionals—the

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sophisticated, the discriminating, the blase can be called on to register their reactions.

Compare, Contrast, Prove Superiority. Each new approach suggests others. The competition can be carried into contrast. The disadvantages of the old product or service can be laid side by side with the advantages of the new—throwing these advantages into sharp relief.

Picture the Black Side, Too. And there's no need to neglect the Heaven-Or-Hell approach. Here the negative aspect to every promise—the problem that you are liberating your prospect from forever—is painted in all its full black color. You irritate the wound, and then you apply the salve that heals it.

Show How Easy It Is to Get These Benefits. Stressing the ease of application, and contrasting it with the tremendous benefits that that application gives you.

Use Metaphor, Analogy, and Imagination. Nor do you have to be satisfied merely with the statement of raw fact. There are infinite opportunities for the use of imagination to present those facts in more dramatic form, outside of the rigidly realistic approach.

Before You're Done, Summarize. There are two conventional summary devices. The first of these is the "catalog." This is a brief condensed listing of all the product's performances, benefits, and/or applications, one after the other, without description, dramatization, or elaboration. The second use is to pile desire upon desire, rather than application upon application. It is again a building of magnitude, of number—but this time in a summary of all the perspectives that have gone before.

Put Your Guarantee to Work. And finally, as you close the sale, as you ask the prospect for action, as you state the terms of your guarantee, you can turn that Richard Hartz is the chief copywriter at [Paidletter](#). He's created the System's Buyer's Conversion Module, and you can get a [free week of the S.O.N. newsletter here](#).

guarantee into the climax of your ad—the last summary of your product’s performances—reinforced at every step by the positive reassertion of that guarantee.

Some Famous Copywriters

David Ogilvy has often been described as “The Father of Advertising” and is well known for his compelling advertising copy. In his career, he led highly successful campaigns with clients such as Rolls-Royce, Dove, and Shell.

Leo Burnett is another copywriter well known for his excellent ad copy. Before the 1950s, adverts were predominantly an image with a line of text beneath, during the 50s and 60s this began to change and the “Creative Revolution” began and Burnett was at the forefront of this.

Claude Hopkins. One of the most influential copywriting books of all time is “Scientific Advertising” and was written by Claude Hopkins. One of the most notable points of these books is that a lot of the principles still stand today.

Drayton Bird is a copywriter that was much admired by David Ogilvy, with Ogilvy stating: “Drayton Bird knows more about direct marketing than anyone else in the world.”

Robert Collier. He was possibly one of the first copywriters to point out the extremely important, but often overlooked, aspects of copywriting. He urged all copywriters to decide what effect they want to produce in the reader before they even start to write.

Eugene Schwartz is well known as one of the best copywriters in history. He has several achievements under his belt that display just how powerful his advertising copy is. He believed copy aims to convince people to act, not to detract them from the product and draw attention to the words instead.

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Claude C. Hopkins. Hopkins turned advertising into a science. He understood the rules of advertising and what made consumers buy, and he used that to great effect. To understand what made Hopkins such a great copywriter, you only need to read his copy; “My words will be simple, my sentences short” and “I never ask people to buy. The ads all offer a service”.

Joe Coleman. A 15-year industry veteran and an award-winning copywriter, Joe Coleman plays with words to produce “word music”.

Laurence Blume. What puts Laurence among the most successful names in the industry is not just his writing specialty but his niche-deep expertise in marketing for both larger and smaller businesses across the globe.

Lorrie Morgan. Lorrie was able to craft great, purposeful copy which commands the attention of the reader and has positioned herself as one of the leading authorities in copywriting.

Gary Bencivenga. He worked and developed his craft solidly for 12 years until he retired to a \$5m mansion that was paid for with the royalties from just one of his copywriting projects.

Clayton Makepeace. Clayton constantly reviewed his strategy until he realized something which now, like so many great realizations, seems obvious. You have to lead with a tangible benefit!

Stan Freberg. Stan Freberg strongly believed that to write successful copy, you need to talk to the consumer like they’re a person. Tell them the truth about a product or service and be fearless. Furthermore, don’t be scared to say “no” if you feel the project isn’t right.

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Gary Halbert. Gary Halbert was an extraordinarily gifted copywriter, so much so that his legacy and his skill continue to be admired to this day. You have to talk about the benefits of the product or service that you're selling in a way that generates a response in the reader. Above all, you have to communicate your own excitement and enthusiasm in a way that can elicit the same response in the reader.

Joseph Sugarman has been described by some as "a revolutionary and a pioneer of advertising." His approach to each advertorial copy he had written was the same, no matter how large or small the client.

Jay Abraham. Known as the industry's "Marketing Master", Jay Abraham is one of the finest strategic marketing minds the entrepreneurial community has ever seen. However, it was the skill sets he had in areas other than writing that defined his success as a copywriter.

What is the identification in advertising?

Identification in advertising refers to a common goal of companies that use brand recall and exposure strategies to get the attention of targeted customers.

This is when you identify with the prospect directly!

A lot of advertising we see today is built on top of identification. Apple computers are desired not because of their technical specs but because they are made for the dreamers and those challenging the status quo. This type of messaging works well because it's pretty much timeless. On top of that, if you build up your product's identity well, your competitors won't be able to touch you.

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There are two kinds of roles people deem important:

Roles that define character. “They are a part of the personality of your prospect. They belong to him. His task is to pick out the ones he values most, and to develop them.” In this case, your product can help customers achieve mastery more easily or quickly, or it can serve as a symbol of that mastery.

Roles that express achievement. “These are the status roles . . . class roles . . . position roles that are created by every society on earth, and offered to the men and women who can earn them.” In this case, the display is vital, because these roles are not visible on the surface. The product will serve as a status symbol.

You need to build a bridge between ***the product’s current image*** and the **prestige-filled image** that you want to wind up with. Identify the primary image your product already holds. Then either intensify this image (if it’s already favorable) or build a logical link between that image and the end roles you want it to work with.

Gradualization

You can’t contradict everything your customer currently believes about your product. But you can start there and “build a bridge of belief between those facts as they exist in your prospect’s mind today—and the ultimate facts your prospect must believe if he is to accept your claims.” This prospect of logical build-up is the technique of Gradualization. It governs the structure of your ad and how you layer each claim on top of the previous one.

The purpose of this chain of acceptances is to lead your reader to a goal conclusion, which he will then accept, but which he would not as readily or as thoroughly have accepted without the preliminary statements.

Redefinition

Redefinition is pretty easy to grasp. It simply means you're giving a new definition to your product. It works well to remove roadblocks to a sale in cases where the product might be deemed too complex, too dull and simple, or too expensive. So redefinition can be split into two sub-techniques:

Simplification.

When your product is seen as overcomplicated you need to show that it's much easier to use than the competitors'.

Escalation.

You'll make use of this approach when your product seems too dull or too niche. "You broaden the horizon of benefits of the product. You redefine the role that the product plays in the prospect's life." You make it seem more important.

Price reduction.

In this case, you want to make the product seem less expensive – but not through discounts or special offers. You make a comparison with a different more expensive standard. The high-end kitchen design service might seem expensive but it will last you longer and save you the need to redo all kitchen cupboards in five years, saving you both money and energy.

Mechanization

The prospect knows he wants the end result; now he wants to know how you're going to give it to him. He is saying "How does it work?".

Mechanization works in cases where you need to give a customer an extra reason why they should believe your solution will work for them. It happens on three levels. Which ones you'll use depends on the sophistication of your market:

Name the Mechanism: you can just leave it at that if the prospect is familiar with the specific mechanism (but that's rare).

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Describe the Mechanism: you build a strong, quick promise and then you follow up with the reason why you can deliver that promise. You describe how it all works in detail

Feature the Mechanism: for high sophistication markets, the mechanism is so important to the success of your product that you must put it into the headline.

Future Pacing

Future pacing is about getting people to imagine something in their lives that's possible in the future. For example, if you're selling a product, you want them to picture themselves using it and imagining how good it will feel to receive the benefits of that product.

- You can work with parallels: “here’s what they are doing bad – here’s how we’re doing this better”

- You can do an imaginary before/after: “here’s what happens to you now with the old products – here’s how much better off you’ll be when you switch”

How Long Should Your Ad Be?

The length of your copy depends on three things - desire, - identifications, - and beliefs: How much copy do you need to build up the desire? Your first task is to make your prospect want what you have. “To make him visualize the wonderful new world your product offers him so strongly that he practically lives in it—and then to offer him that product.”

How much copy do you need to create a sense that this product fits with their roles and lifestyle? You need to make the prospect feel both comfortable and complimented by that product. You need to show how the product helps customers build the roles and personality traits they aspire to. “Identifications complement and intensify the physical desires—add another dimension to them.”

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How much copy do you need to make him believe what you have said? We all have opinions, attitudes, prejudices, fragments of knowledge, and conceptions of reality we live by. You need to update these beliefs, strengthen some and weaken others, to get your prospect to see your product as a viable solution.

Copy connects consumers with problems to products that solve those problems. It is not possible to create problems, or create solutions — only to make existing problems and solutions obvious and actionable for the reader.

The copywriter in his work uses three tools: his knowledge of people's hopes, dreams, desires, and emotions; his client's product; and the advertising message, which connects the two.

Consumer need: what is the mass desire that creates this market?

Consumer awareness: how much do these people know today about the way your product satisfies their desire?

Consumer sophistication: how many other products have been presented to them before yours?

Mass desire is defined as the “public spread of a private want.”

Advertising can only take the hopes, dreams, fears, and desires that already exist in the hearts of millions of people, and focus those already-existing desires on a particular product.

Mass desire falls into two categories:

Permanent forces (mass instinct, widespread technological problems)

Forces of change (consumer trends, mass education, influencer economy)

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Forces of change (trends) are harder to predict and exploit than permanent forces like the desire to be attractive, or the desire to be well-liked. The example of the trend toward larger, wider cars is given as an example. Auto manufacturers who attempted to buck the trend failed to sell cars, even when the car was superior to the larger “status symbol” cars in every practical way.

When examining the product or service being sold, you can expect that it’ll appeal to 3-4 desires. You must pick the most urgent desire to be satisfied in the ad.

Identifying the state of awareness is key to functional copywriting. A consumer who is ready to buy only has to be shown the brand and a reduced price to buy. A consumer who doesn’t know they even have a problem the product can solve will react to a brand and price with indifference, or by ignoring it. A succinct explanation of their problem, however, will get their attention and move them down the funnel towards making a purchase.

Problem and product awareness: prospect wants to buy, just needs an invitation to do so. (Price, brand.)

Product awareness: The customer knows of the product but doesn’t yet want it.

Desire aware: Customer knows their desire but not the specific product.

Need aware: Customer has a need but hasn’t considered products to satisfy it.

No awareness: The customer is completely unaware that they even need to be solved.

Four methods for overcoming objections that hold back a sale:

- 1) Simplify a complex problem.
- 2) Escalate the value by redefining the product to meet additional needs.
- 3) Reduce the price (or redefine price in terms of value).
- 4) Eliminate alternatives (kill options): destroy other ways for prospect to satisfy desire.

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Understanding Irrational Consumer Behavior

Why is the desire for a status symbol enough to make someone buy a car that's twice as big and expensive as what they actually need? Or in modern terms, why buy an Apple product when Android is just as good, or arguably more versatile?

Determine the reader's desire, awareness, and sophistication, and sell to that specific group. Effective copy can only work on one group at a time.

Products satisfy the desire to fit in or attain status as much or more than they satisfy actual problems. "At least half of all purchases today cannot be understood in terms of function alone."

The headline should never sell. Headlines or any "first impression copy" has one job: make them keep reading.

To overcome objections: simplify the problem, escalate the value, reduce price, or invalidate alternate solutions.

Preventative products are best sold to someone who cares about the prospect, not the prospects themselves. Example: life insurance. A person is unlikely to buy unless convinced of the suffering family members would undergo if they were to have an accident.

Famous Campaigns

Here are five campaigns that left a noticeable mark on advertising history.

1. Nike:

Just Do It In the late 1980s, Nike launched its “Just Do It” campaign. At the time, Reebok was outselling Nike, and Nike needed to act fast to compete against the sneaker conglomerate. But it wasn’t just the three-word phrase that earned global attention. Their new ad campaign also focused on real people wearing and working out in their products, as opposed to simply featuring clothes and sneakers themselves. This powerful combination of people plus products helped Nike go from \$800 million in 1988 to \$9.2 billion just 10 years later.

2. The Absolut Vodka Bottle

Did you know Absolut’s “Bottles in the Wild” ad series is the longest uninterrupted campaign in history? The campaign was Absolut’s attempt to grow its name internationally, especially throughout the United States. It featured the Absolut bottle in different cities and countries worldwide. It launched in 1985 and ran until 2000 — lasting an impressive 25 years. Absolut’s campaign helped grow the company from a tiny slice of the vodka market share (2.5%) to over half the U.S. imported market share. To this day, the Absolut brand is the fourth largest spirit company, thanks to its focus on the overall story, not just the product itself.

3. Miller Lite

The folks at Miller Lite used differentiation to reach their goal: to get “real men” to willingly drink light beers. With their “Great Taste, Less Filling” campaign, they maintained a leading position in the light beer market for several decades after this first campaign aired.

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4. Volkswagen

Though Volkswagen has officially discontinued its production of Beetles, it is iconic “Think Small” campaign will be forever ingrained in advertising history. Doyle Dane & Bernbach (DDB) advertising agency knew it had to change the mind of consumers if it wanted to compete with industry leaders. So, VW admitted that though the Beetle was, in fact, tiny, it was still a force to be reckoned with and worth a purchase. Authenticity and honesty went a long way in this seemingly small campaign.

5. Dos Equis

With its edgy, cool, and sophisticated aesthetic, it’s no surprise that “The Most Interesting Man in the World” campaign put Dos Equis on the map. This campaign created a positive association between the Dos Equis beer and the feeling of sophistication and poise. Sales quickly jumped by 22% after the campaign launched. Even more impressive was how Dos Equis found success in a time when craft beers grabbed a foothold in the market and imported beer took a 4% hit. This campaign was a major component of that success. To learn how to grab the attention of your audience, learn from professionals. These campaigns are a great example of how brands have used real stories, real people, and real talk to grow their businesses.

Your Winning Advertising Campaign

Before getting into the logistics of an advertising campaign remember this:

"Content lasts longer than ads."

You will want to have a content strategy to complement your advertising strategy. I do a lot of copywriting for PaidLetter. If you search the keyword ***"single operated newsletter"*** you will see the tremendous job that PaidLetter.Com has done with its content model.

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All roads lead to one of their offerings:

- 1) "[The System!](#)" Fortune Training Course
- 2) [Single Operated Newsletter](#) (find my stuff there)
- 3) [Video Workshop](#) (for those that can't afford the main System yet).

NOTE: Most of what you have read in this report has been automated in the System. It's how students are able to quickly generate thousands of dollars during their first 30 days using it.

A big problem online today is privacy!

For all of the people you see jumping on social media there is a horde of others who want to escape unfulfilling jobs (and a jerk boss) by starting a side business in complete privacy.

Most did not know that this was possible using the internet!

And it can be done without bogus or silly income claims and plastering your image on YouTube or other social media.

The PaidLetter System:

1. Finds readers.
2. Converts them into paying subscribers.
3. Delivers the content.

PaidLetter.Com teaches you how to drive real business results with your content, not just get a bunch of followers and likes.

That doesn't pay the bills.

Online gurus are pitching a many ways to earn money online.

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A shortlist includes:

- real estate
- Airbnb arbitrage
- TED talks
- making phone calls
- rent and rank websites
- laundrymats
- stock software
- car washes
- Crypto secrets
- SMMA
- Amazon programs
- coaching etc.

And the list is a very long one.

I like to use what I call the 'skip' ads at the beginning of YouTube videos as an example. Their real money is being made from the training that they are trying to sell you at the end of 'the thing'!

In a way, it's a bit of a 'bait and switch'.

Because the real money online is in digital products (courses, software, ebooks, etc.).

Ultimately the wealth you will earn is in recurring income or a ***subscription model.***

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Jeff Bezos became the first person in history to be worth more than **\$200 billion**. If you look at Amazon's business model you can easily see why:

A) Third-party sellers. These are the folks who use Amazon's platform to sell physical products. But Jeff and his crew make their money from the \$39.99 monthly subscriptions that these sellers pay each month. That's right. Even if these hopeful sellers don't move a single item on Amazon's platform Jeff still sees this money flowing into his coffers. And, of course, **Amazon takes a healthy chunk** of profit when an item is sold. But as of this writing, more products are sold by third-party sellers on the platform than Amazon! No one knows exactly how many third-party sellers there are because Amazon doesn't disclose the number. But clearly, there are several million of them (multiplied by \$39.99 each month). BTW these third-party sellers also **pay to advertise their products** on Amazon's platform. That's the "sponsored" item at the top of search results when you are looking for a product. (And the "also purchased these" selection at the bottom).

B) Amazon Prime. Amazon Prime is a paid subscription service from Amazon which is available in various countries and gives users access to additional services otherwise unavailable or available at a premium to other Amazon customers. Amazon Prime subscribers have the benefit of free, standard, or 2-day delivery, as well as reduced prices for other expedited delivery options. I just checked Google and in 2020 Amazon Prime made \$9.91 billion in gross sales.

C) Amazon's movies. Although members get a certain number of movies included with their prime membership (subscription) there is a very large number of movies that are rentals. D) Amazon Web Services (AWS). It is the various cloud services Amazon provides that allow businesses to store information and deliver content. It can cost \$1-3/month which doesn't sound like a lot of money. But again, this is a subscription with millions of commercial and consumer users. According to Motley Fool in 2018 it generated over \$7 billion in operating income!

E) KDP. Kindle Direct Publishing is Amazon.com's e-book self-publishing platform launched in November 2007, concurrently with the first Amazon Kindle device. Yes, it's free to publish books on this platform. But, authors pay to advertise and promote their books via Amazon's PPC model. Again these are the "sponsored" books at the top of search results when you are looking for a book.

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A breakdown looks like this:

- Online stores – \$66.08 billion.
- Third-party seller services – \$30.32 billion.
- Amazon Web Services – \$17.78 billion.
- Advertising Services – \$9.72 billion.
- Subscription services – \$8.12 billion.
- Physical stores – \$4.69 billion.
- Other – \$710 million.

Most of the money on this list comes from digital enterprises. Now you can see why smart online marketers are switching to the subscription model and why Jeff Bezos is rich.

(And, oh yes, Amazon is a publicly-traded company where you can buy stock - which if you think about it is also like a digital product).

Ad Campaign

An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication.

IMC

Integrated marketing communication (IMC) can be defined as the process used to unify marketing communication elements, such as public relations, social media, audience analytics, business development principles, and advertising, into a brand identity that remains consistent across distinct media channels.

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USP

When it comes to your advertising campaign do not overlook the importance of developing a USP.

Rosser Reeves invented the USP. A Unique Selling Proposition or USP is the one feature or the perceived benefit of a good which makes it unique from the rest of the competing brands in the market. It is that very reason which motivates a buyer to purchase that product even though it might be costlier than other products.

Your unique selling proposition (USP) answers these two questions:

1. What makes you better than your competition?
2. What makes you different than your competition?

In developing your USP take the following steps:

1. Define your target market.
2. Identify what makes your product or service unique.
3. Position your USP to highlight benefits.
4. Make your USP clear and concise.
5. Test and revise your USP.
6. Promote your Unique Selling Proposition.

A USP is the essence of what makes your product or service better than competitors. In online marketing, communicating your USP clearly and quickly is one of the keys to getting potential customers to convert to your site.

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After you have gained clarity about your USP you can develop an Advertising Hook for your product.

A hook is a tagline, slogan, or jingle that's both memorable and aligned with your brand. It's an effective extension of your brand because it supports the product and helps lure customers into at least checking you out.

Some USP of Famous Brands:

Domino's Pizza became the bestselling brand in the United States based on its USP: "Fresh, hot pizza delivered in 30 minutes or less, guaranteed." It did not promise high quality or low price, just fast delivery.

Starbucks is simple enough: "Love your beverage or let us know. We'll always make it right". Starting as a small coffee shop in Washington, Starbucks had a long way to go to become one of the most recognized brands in the world.

Coke. Happiness in the bottle. The unique selling proposition is the main reason why Coca-cola has been around for a long time now since 1886. It uses universal storytelling and everyday moments to connect with its customers globally.

Amazon has grown from an online bookstore to a technological colossus in just over 20 years. It has achieved this by ruthlessly focusing on delivering its unique selling proposition. Amazon provides access to a huge choice selection, at low prices, with fast delivery.

Netflix. Deliver couch potatoes the best selection of TV shows and movies possible, in the most convenient way possible. Even though the company has changed dramatically, the USP has stayed the same. It's the specifics that they have evolved.

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It's worth mentioning Amazon's Flywheel Concept. Jeff Bezos has taken hold of a popular growth strategy and fine-tuned it to perfection. This strategy is called the "flywheel." The idea is that a flywheel takes a lot of effort at the start, but once it gets spinning, it continues to quickly gain momentum and spin faster. In essence, it's offering quality at the lowest cost possible to consumers. Unfortunately, this also leads to 'the race to the bottom' for third-party sellers!

Burger King. The benefits of Burger King's USP are that you don't have to eat your hamburger like everyone else. You will enjoy it more because you could have it made the way you like it. It will taste better and you will be happier.

PaidLetter.Com - Other newsletter platforms give you the mechanics for simply sending out a paid newsletter. But only PaidLetter.Com specializes in the psychology of converting readers into subscribers and will let you access the Proprietary System that makes getting your first 1,000 subscribers easy. (And 200 subscribers paying only \$47 a month is a six-figure income that you have made part-time on the side).

Target Audience

Choose your target audience. When working on a memorable ad, it's important to ensure that it targets potential customers. Targeting custom audiences allows you to develop the proper marketing strategy by zeroing in on the optimal ad design, messaging, and platform.

Market Research

Conduct market research. To get a sense of your target audience, it's important to conduct market research to develop proper campaign objectives. This research will answer essential questions about your audience like: What is their income? What are their interests? How old are they? Do they have children? Where do they live? What social media platforms do they use?

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Which Platform?

Choose your platform and ad format. Once you've done market research, it's time to select ad platforms and ad formats that engage your target audience. Social media, television, radio, podcasts, newspapers, and search engines are all arenas for advertising. In addition to knowing your target audience, you'll want to research the cost of various platforms and formats—print ads, video ads, and audio ads are all priced differently. If you're a new small business with a limited budget, you may only be able to afford a print ad in a local newspaper. If you're an established international brand, you may have the financial means to do both television ads and a social media marketing campaign.

Brand or Product Awareness?

Decide whether you're building brand awareness or product awareness. Where one-off ads are primarily designed to highlight a specific seasonal product, campaigns intend to create long-term brand affinity with a narrative, aesthetic, or intention that stretches for sometimes years. Campaigns are where you see characters develop over time, meaning they extend beyond commercials and into popular culture.

The Message

Craft a memorable message. When crafting your message, one of the first things you want to do is make it memorable so that it stands out from your competition. One way to ensure that your ad grabs attention is to highlight a unique benefit of your product that your competition doesn't offer.

Creatives

Gather creative assets. Now it's time to decide what types of creative assets you need. Regardless of the medium, you'll likely need promotional ad copy. Short copy is generally used for image ads, print ads, and Internet landing pages; the long copy is typically required for video ads. Online and print ads may also

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require custom images and, in the case of the former, animated gifs. Typically you'll hire a graphic designer to work with your images or stock photos.

Video!

Create custom videos. For online or TV ads, you may be able to generate videos using your in-house team of content creators, but it's also common to hire outside resources to help produce content, too. It's important to make sure your asset's specifications properly fit the specs of your platform, e.g. if your platform is online video then you'd want to check that your video maker is exporting your video in the proper format, size, and aspect ratio for that platform. Use striking visuals. As with a memorable message, striking visuals help your ad grab attention. Plain-looking text on a dull background isn't going to catch people's eyes as effectively as exciting graphics and captivating video footage. Use all the design tools in your arsenal to add visuals that pop to your ads. Fun, vibrant color schemes and unique typography are common ways to achieve this.

PAS

Like the USP the PAS (Problem Agitate Solve) model has been around for a long time. Its cousin AIDA (Attention, Interest, Desire, Action) is also popular. But it is focusing on the problem to the point of discomfort and then giving your customer a solution that sets PAS apart. Problem: Identify a problem. Agitate: Agitate that problem. Solve: Find and present the solution (which you offer).

Call To Action

Include a call to action. Make sure your assets contain a call to action (CTA) so that potential customers have more to do than just view your ad. Persuade your target audience to do things like click through to a brand's website, order a product, or subscribe to a mailing list. Your CTA should use enticing, persuasive language to give people extra motivation to follow through. Include relevant information. Depending on the intent of the ad, you may want to include essential information about the product, service, or event. For example, if you create the

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most visually stimulating concert ad ever but fail to include the date and location of the event, it will be useless to whoever views it.

Track the Results

Develop a tracking system. It's important that all business owners—especially those launching a new product—have a system set in place to track how their ads perform. Many online advertising platforms already have a data tracking system in place where you can keep tabs on your ad's conversion rates and engagement statistics.

Measure Metrics

Analyze ad data and make changes. After you've launched your ad, use your tracking system to analyze your data and make changes that you can apply to your next ad campaign. These tweaks will allow you to continually improve your company's advertising strategy so that you don't have to start from scratch every time like it's your first ad campaign.

Advertising Helps You Grow Better

Using our System will let you advertise without:

- Paying for ads.
- Webinars.
- Product launches.
- Sales calls.

To best connect and engage with your audience, speak your customer's language, appeal to their emotions, and tap into their desire to be a part of a community, create a clear and authentic brand story to illustrate how your brand aligns with their values. By applying these tried and true practices to your advertising, you'll build a magnetic brand that attracts customers, establishes a following, and

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generates revenue. Do this and your brand will grow into a household name that stands the test of time — just like advertising itself.

Bonus!

You receive a \$200 discount on our AI-Backed Paidletter System because you read this.

Our System:

- Finds readers.
- Converts them to subscribers.
- Delivers the curated content.

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