

31 Rules of Reason-Why Advertising

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Revealed by Claude Hopkins, *Scientific Advertising*

1. Advertising is salesmanship in print.
2. Offer the reader a reason to take action.
3. An ad must be designed to make a sale.
4. Ads must have a response-tracking device.
5. Mail order advertising is the model.
6. Ads must be tested in advance.
7. Ads must be tested against new ads: A/B.
8. Fine literary writing is a liability.
9. Avoid slogans.
10. Avoid being clever.
11. Do not amuse readers.
12. Do not entertain readers.
13. People are self-interested.
14. They do not care about the seller.
15. Offer advantages to buyers.
16. Make the advantages clear.
17. Include a coupon.
18. Write long copy to tell a story.
19. Headlines are crucial to grabbing the reader.
20. Design the headline to attract buyers.
21. "Lead with the benefit. Follow with the proof."
22. Avoid generalities.
23. Target only new customers.
24. Art should tell a story.
25. Don't try to change people's habits.
26. Sell a cure, not prevention.
27. Research the product carefully.
28. Research the competition.
29. Offer a unique benefit.
30. Offer a pre-emptive benefit (Schlitz).
31. Save good ads in your files.