7 Copywriting Examples to Copy and 3 Copywriting Mistakes to avoid

following „31 Rules of Reason-Why Marketing“ by Claude Hopkins, *Scientific Advertising* (1923)

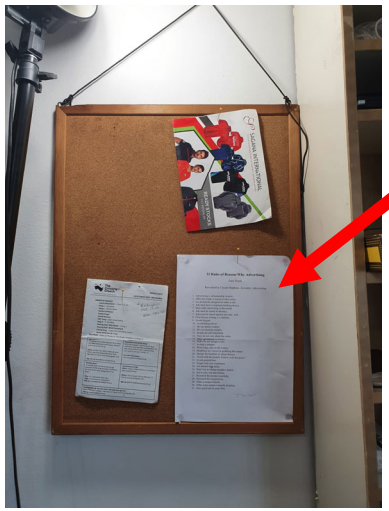
Examples taken from Zain Kahn (LinkedIn)

Rule #31: Save good ads in your files.

The Greatest Danger in Business

The greatest danger in business is not failure, but to be successful without knowing why you are successful.

Learn the rules of good copywriting. Print them out. And hang them to the wall in front of you, at your desk.



31 Rules of Reason-Why Advertising

Gary North

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.

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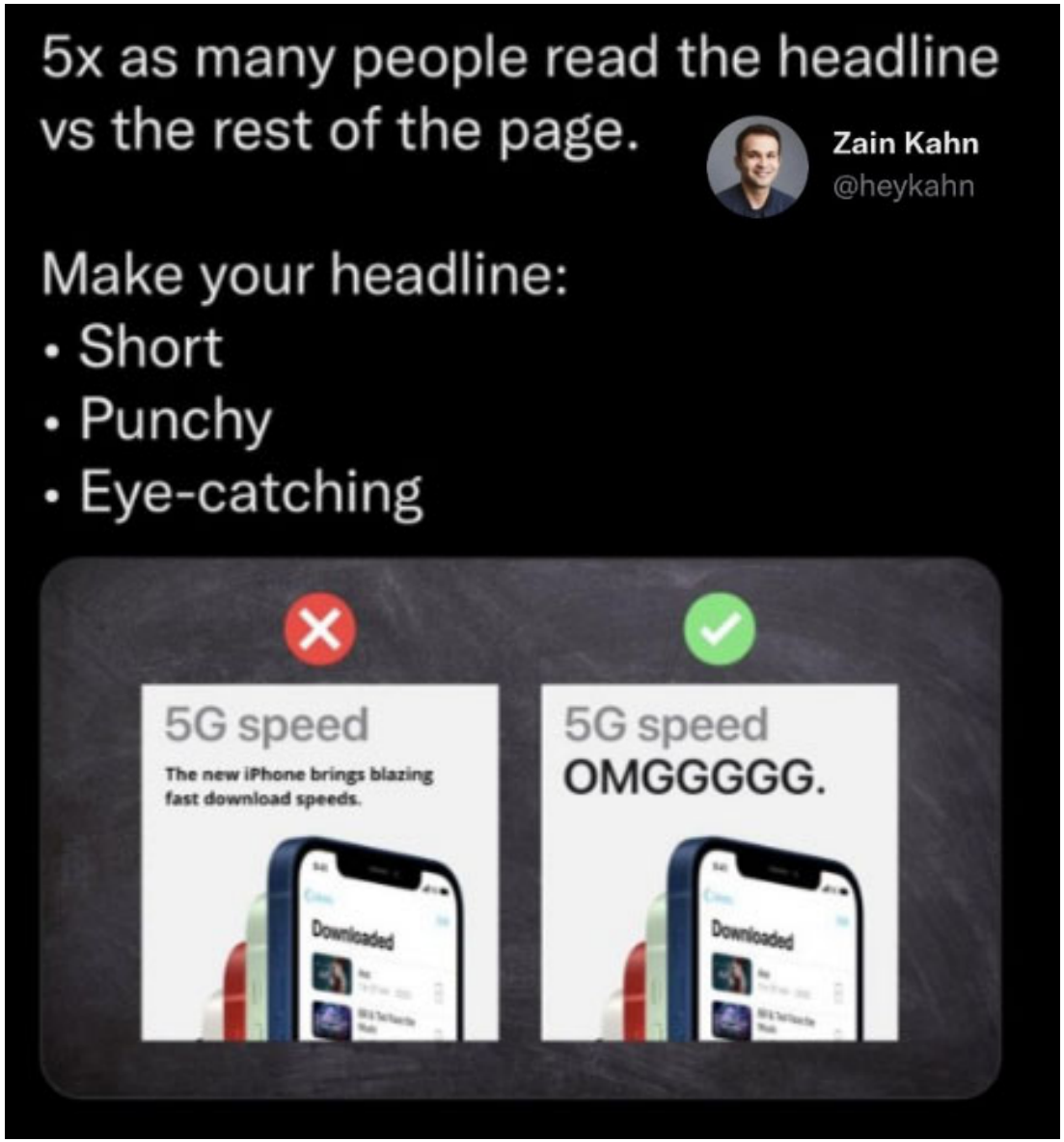
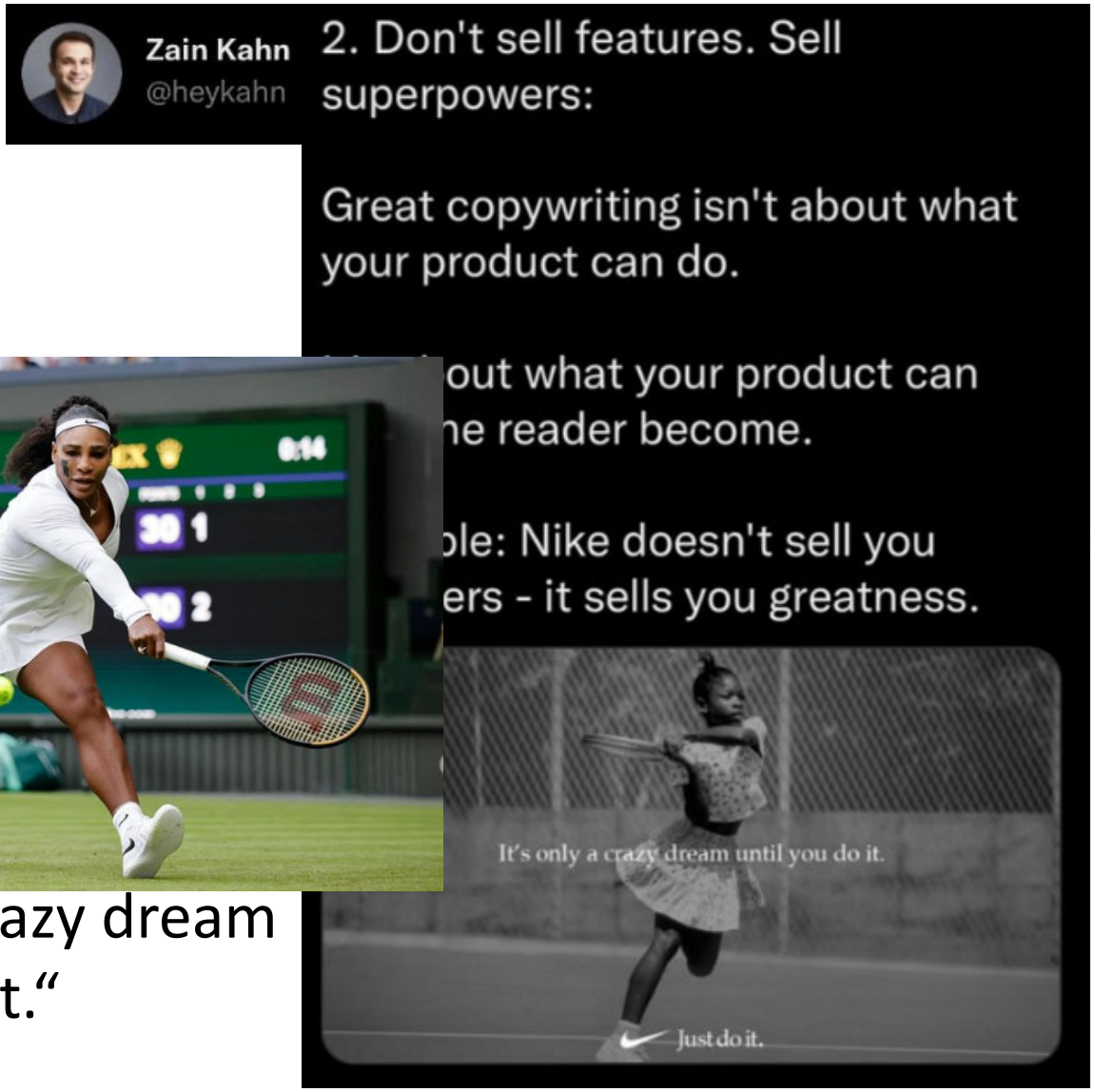
Rule #19: headlines are crucial to grabbing the reader
Rule #20: design the headline to attract buyers
Rule #21: lead with the benefit, follow with the proof

Caution

Rule #10: Avoid being clever



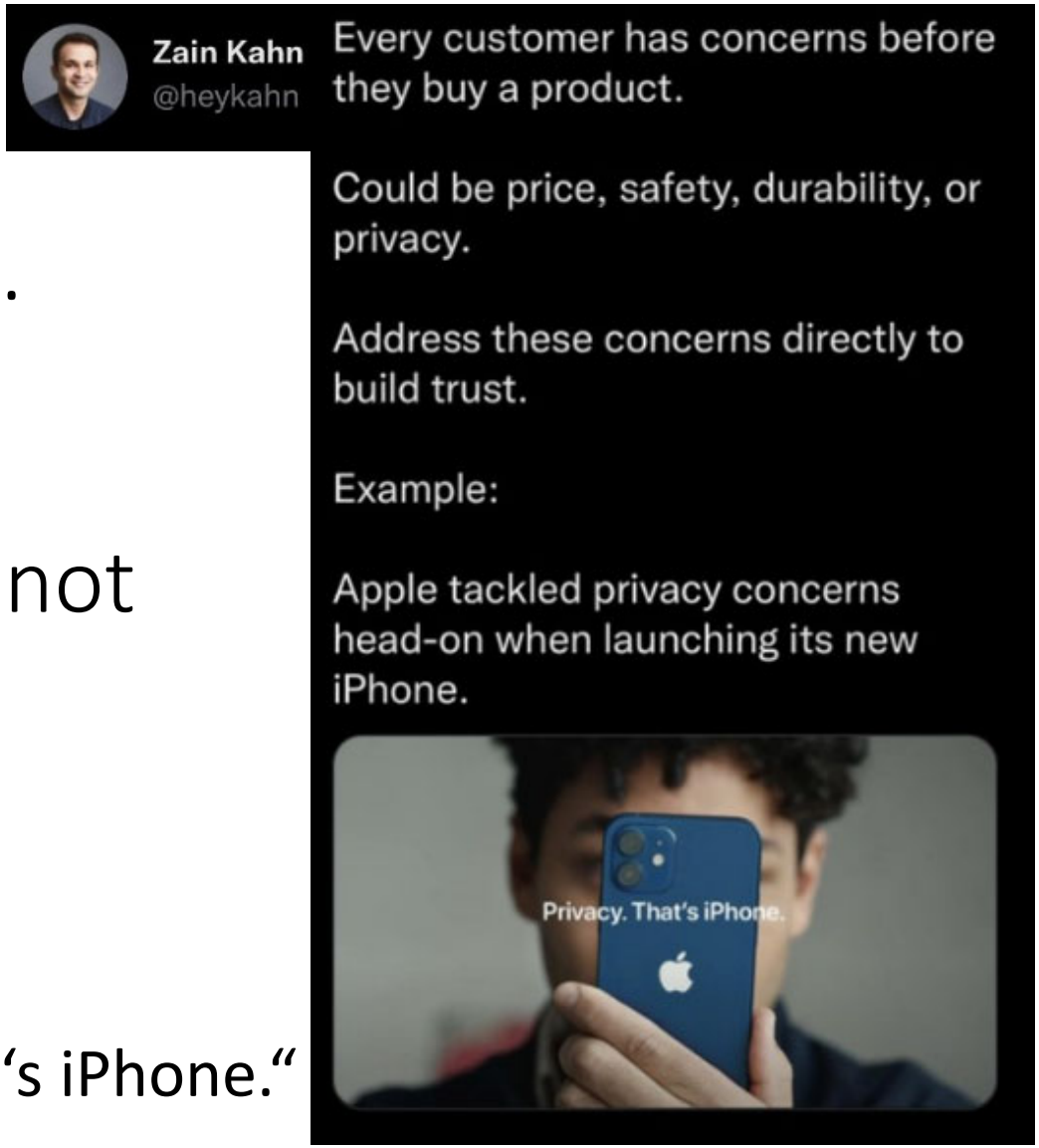
Rule #13: people are self-interested
Rule #14: they don‘t care about the seller
Rule #15: offer advantages to buyers



„It‘s only a crazy dream until you do it.“

Rule #15: Offer advantages to buyers.
Rule #16: Make the advantages clear.
Rule #26: Sell a cure, not prevention.
Rule #30: Offer a preemptive benefit (Schlitz)

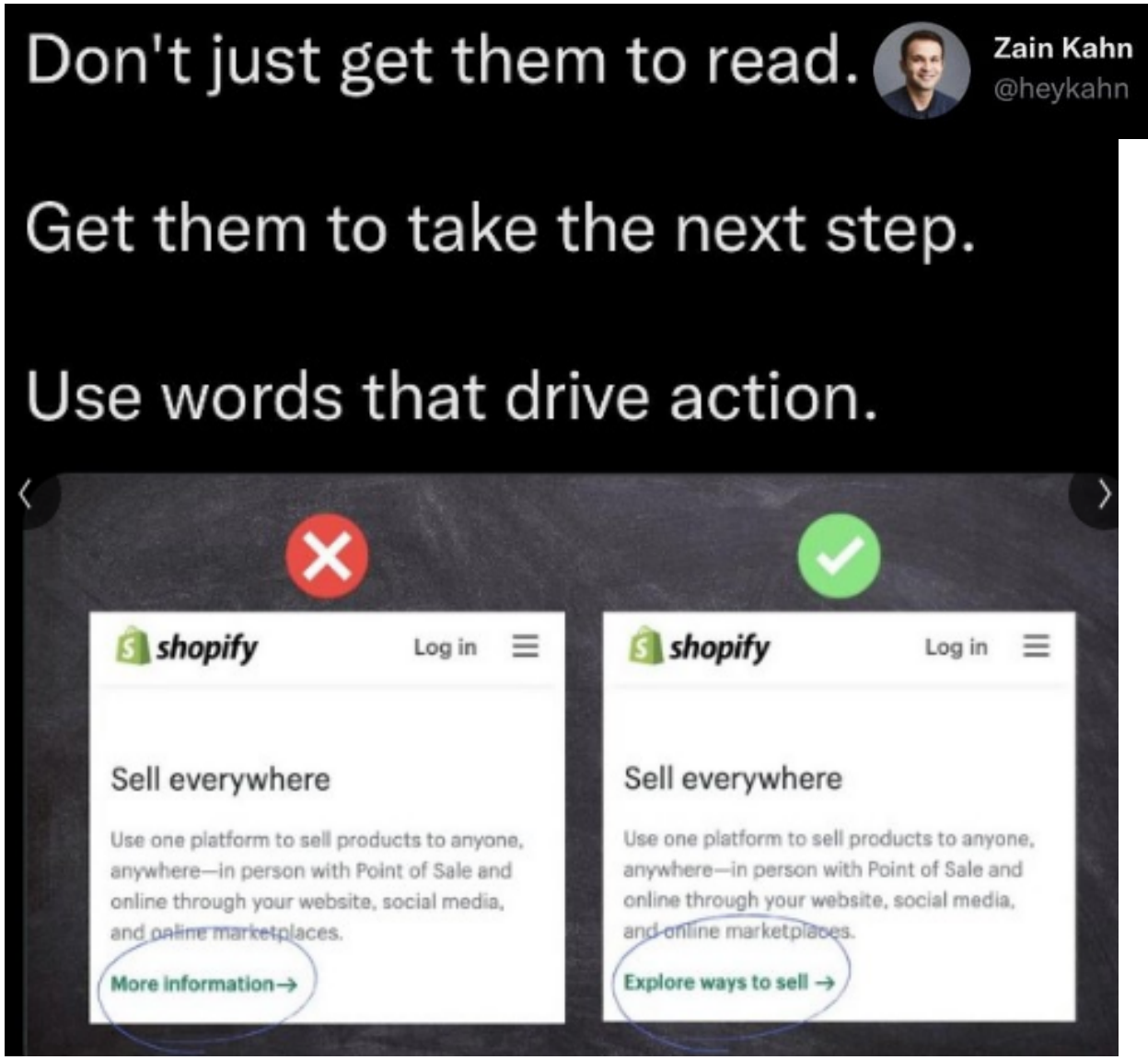
„Privacy. That‘s iPhone.“



Rule #10: Avoid being clever. Rule #11: Do not amuse readers. Rule #12: Do not entertain readers

Caution

Rule #1: Advertising is salesmanship in print
Rule #2: Offer the reader a reason to take action.
Rule #3: An ad must be designed to make a sale



Rule #15: Offer advantages to buyers.

Rule #16: Make the advantages clear.

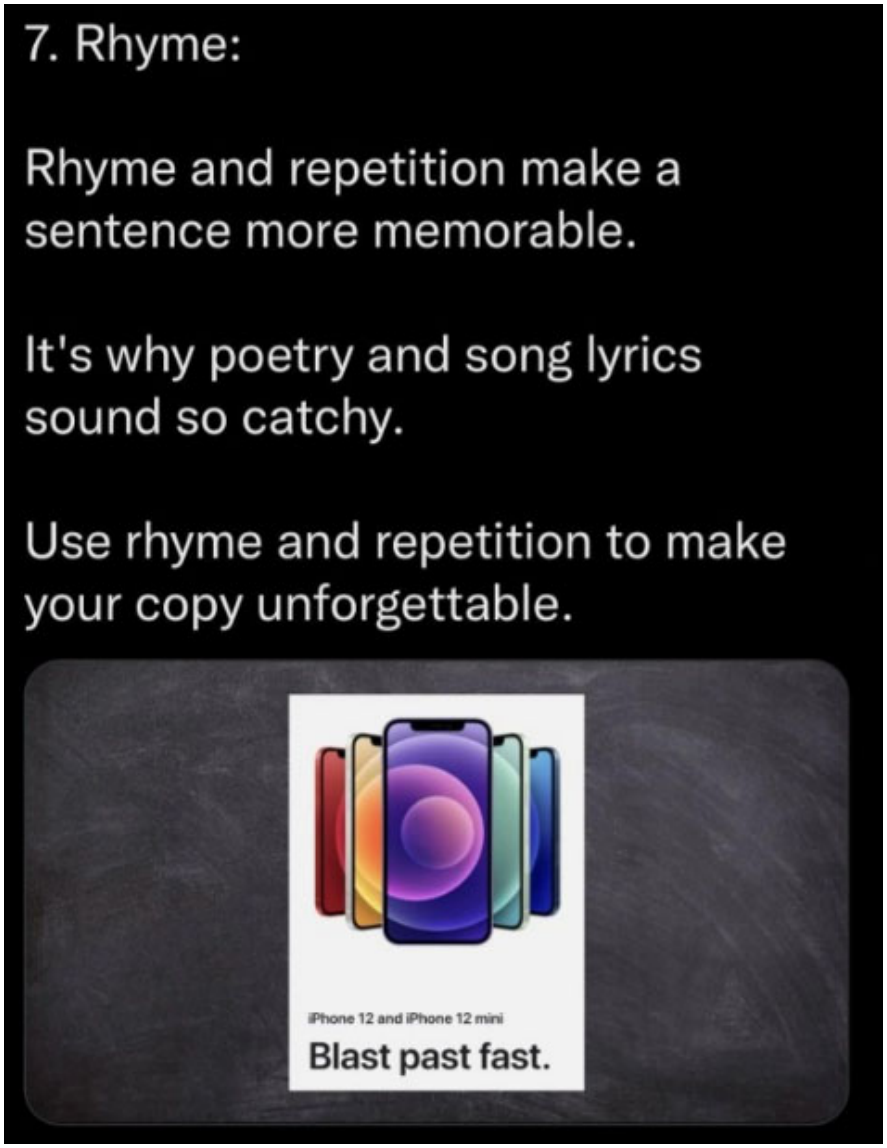
11% thinner
15% smaller
16% lighter

Caution

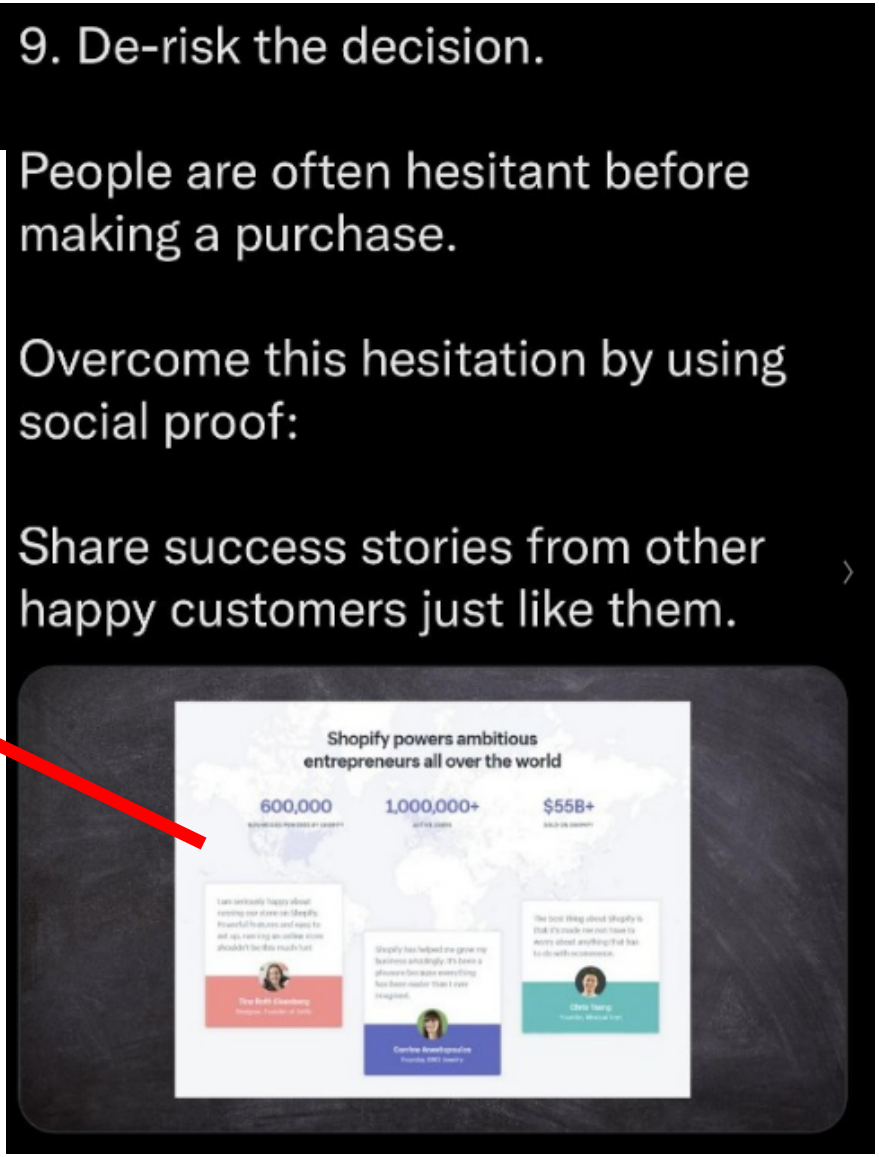
Rule #8: Fine literary is a liability.

Rule #9: Avoid slogans.

Rule #24: Art should tell a story.



Rule #32: Pre-suasion.



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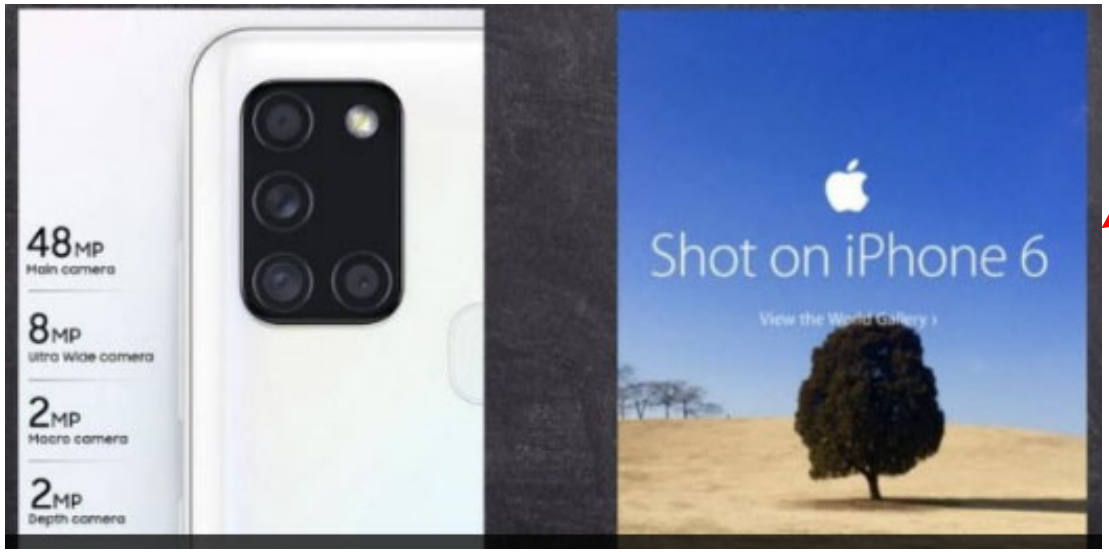
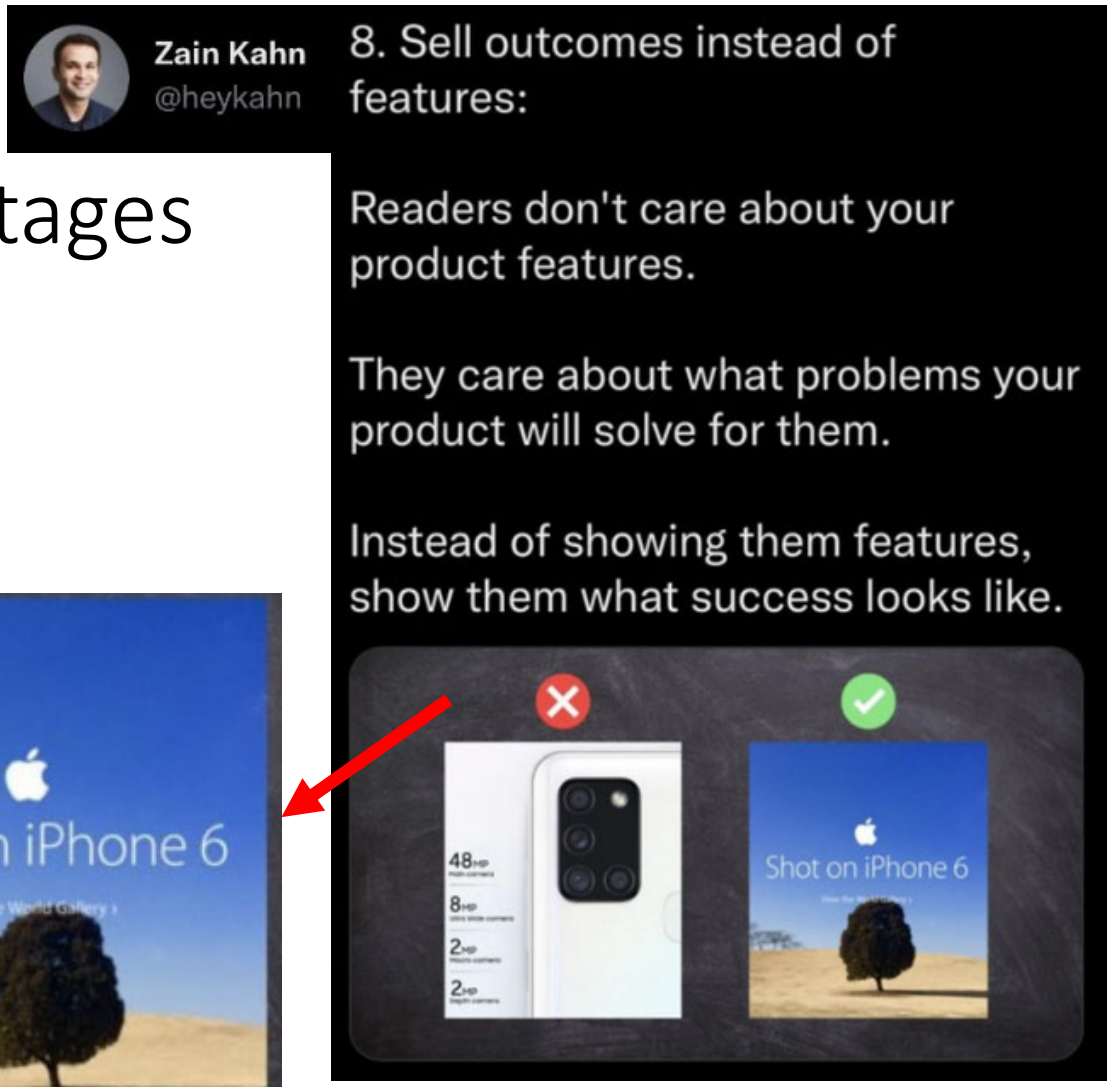
Rule #15: Offer advantages to buyers.
Rule #16: Make the advantages clear.

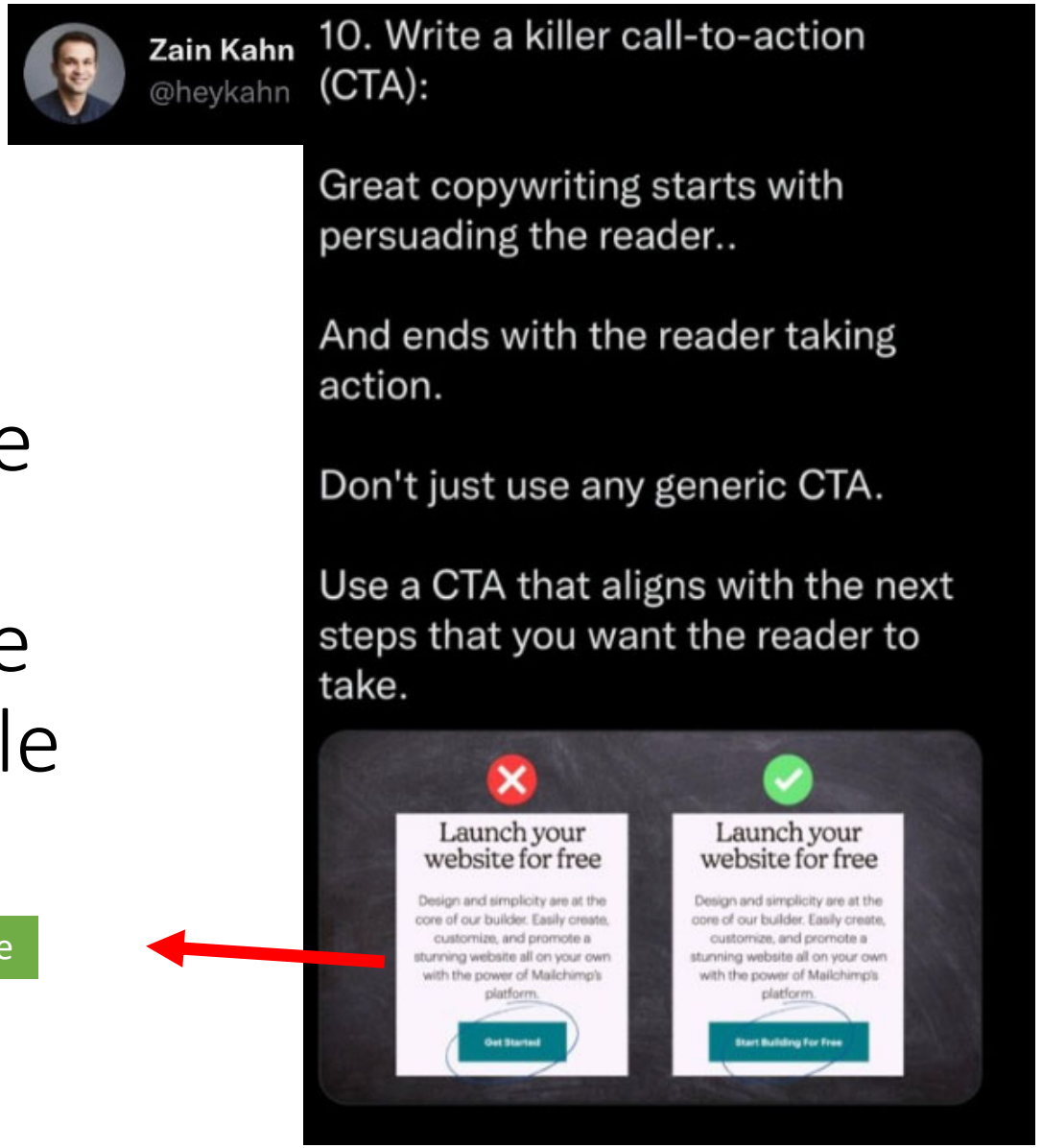




Rule #1: Advertising is salesmanship in print
Rule #2: Offer the reader a reason to take action.
Rule #3: An ad must be designed to make a sale

Get Started

Start Building For Free



Call to Action

Rule #31: Save good ads in your files.

Look out for ads.

Then determine which “Scientific Advertising” rules these ads keep and which ones they infringe.

Then archive these ads in your Evernote account.