

Scientific Advertising



By Claude C Hopkins

In 3 parts – Free ‘Masters Success Book’ from CSL Marketing Ltd – www.cslmarketing.co.uk

Part 1 of 3

Claude C. Hopkins (born 1866) was one of the great Advertising Pioneers, he believed advertising existed only to sell something and should be measurable and justify the results that it produced.

Hired by Albert Lasker owner of Lord & Thomas advertising in 1907 at a salary of \$185,000 a year, Hopkins insisted copywriters researched their client products and produce reason-why copy. He believed that a good product was often its own best salesperson and as such he was a great believer in sampling.

To track the results of his advertising he used key coded coupons and then tested headlines, offers and propositions against one another. He used the analysis of these measurements to continually improve his ad results, driving responses and the cost effectiveness of his clients advertising spend.

His classic book, **Scientific Advertising**, was published in 1923, following his retirement from Lord & Thomas, where he finished his career as President and Chairman. He died in 1932.

Scientific Advertising

by Claude Hopkins

In This Book Part 1 of 3

Chapter 1.	How Advertising Laws Are Established	} Part 1
Chapter 2.	Just Salesmanship	} Part 1
Chapter 3.	Offer Service	} Part 1
Chapter 4.	Mail Order Advertising – What It Teaches You	} Part 1
Chapter 5.	Headlines	} Part 1
Chapter 6.	Psychology	} Part 1
Chapter 7.	Being Specific	} Part 1
Chapter 8.	Tell Your Full Story	} Part 2
Chapter 9.	Art In Advertising	} Part 2
Chapter 10.	Things Too Costly	} Part 2
Chapter 11.	Information	} Part 2
Chapter 12.	Strategy	} Part 2
Chapter 13.	Use Of Samples	} Part 2
Chapter 14.	Getting Distribution	} Part 2
Chapter 15.	Test Campaigns	} Part 3
Chapter 16.	Leaning On Dealers	} Part 3
Chapter 17.	Individuality	} Part 3
Chapter 18.	Negative Advertising	} Part 3
Chapter 19.	Letter Writing	} Part 3
Chapter 20.	A Name That Helps	} Part 3
Chapter 21.	Good Business	} Part 3