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Apart from running my business, I spend most of my time reading, learning, developing skills and helping other people develop theirs.

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Prepare yourself for a unique learning experience as author Drew Eric Whitman takes you on a wild roller-coaster ride through the streets of New York's famed Madison Avenue and teaches you the specific psychological techniques that

today's top copywriters and designers use to influence the masses...and how you can use them to rapidly increase your sales, no matter what you sell.

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Always use imagery and examples to describe what is being sold in order to create a "movie" in the audience's head. PRACTICAL APPLICATION: Challenge yourself to make your copy a lot longer and more descriptive, with tons of adjectives. The eight desires should always be considered in your copy.

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Author Brian Kurtz takes you inside the craft to help you use all the tools at your disposal - from the intricate relationship between lists, offers, and copy, to continuity and creating lifetime value, to the critical importance of multichannel marketing and more - so you can succeed wildly, exceed all your expectations, and overdeliver every time.

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The book is a collection of techniques and hints that can help boost advertising efficiency and sales for almost anything. It's uplifting, it makes you think a lot about things to try out (or avoid!), it's full of tricks and provides lots of examples that are easy to follow.

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This one is an exceptional resource that took exhaustive levels of experience and research to the author. There are so many topics that Drew condenses into simple, concise, fluff-free, & to the point nuggets of wisdom on a ton of topics relevant to marketers & advertisers.

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How to Use More Than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone. Selling is a fundamental activity. Yet, so many people face bad results, because they do not know how to advertise their product properly.. To sell successfully, it is crucial to know people's primary drivers and desires.

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About the Author Shane Melaugh I'm the founder of ActiveGrowth and Thrive Themes and over the last years, I've created and marketed a dozen different software, information and SaaS products. Apart from running my business, I spend most of my time reading, learning, developing skills and helping other people develop theirs.

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