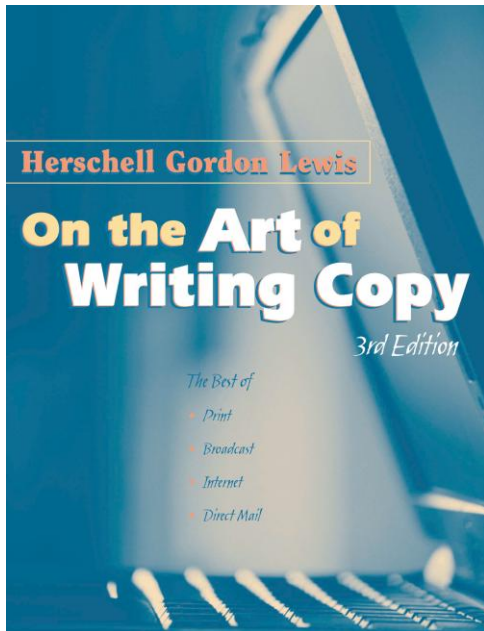


## On the Art of Writing Copy

by Herschell Gordon Lewis



What Are You Planning to Write?

**YOU HAVE IT ALL RIGHT HERE**—Everything You Need to Write More Powerful, More Profitable Copy

It's the Masterwork by the World's Master Copywriter.

If you have any interest in the power of the written word...or any control over what those words are supposed to accomplish...you're about to choose the right book.

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- How to write “killer” e-mail copy.
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- Why some of the old rules don't work any more.
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Here are hundreds of examples; some excellent and some so stupid you'll wonder how they ever made it into print, on the air, or through the computer.

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Published with the Direct Marketing Association.

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Advance Praise for  
On the Art of Writing Copy

A lot of direct marketing pros claim to know the secrets of successful copy. Herschell really does know the secrets – you can tell by his own entertaining yet authoritative writing style – and he's generous enough to share those secrets with the rest of us.

Sherry Chiger  
Editorial Director  
Catalog Age

Only Herschell Gordon Lewis gives clear insight into the marvelous potential of force communication.

His use of creative dialogue provides unlimited opportunities for all types of advertises to say it better and make selling more compelling in today's changing world.

So if it's the Internet, print, radio, TV or direct mail advertising, copywriters can turn to H.G. Lewis, the Master Wordsmith.

His writing is humorous, the illustrations are revealing, and his recommendations are relevant and precise.

The chapter that gives “thirty golden nuggets to help write dynamic copy” is a “page turner.” You'll read it over and over again.

It's a must-read for those in the communications business.

Robert Dunhill  
President  
Dunhill International List Company, Inc.

Nobody in the entire history of advertising – direct response or other – has marshaled the English language and sent it out to sell better than Herschell Gordon Lewis. A practitioner is nuts not to acquire this classic--and memorize it!

Denny Hatch  
Founder, WHO'S MAILING WHAT  
Author of Method Marketing and Million Dollar Mailing

Don't even think about putting pen to paper until you have read Herschell Gordon Lewis's *On the Art of Writing Copy*. Totally updated, this third edition will improved the writing skills of even the most experienced writer.

Katie Muldoon  
President  
Muldoon & Baier, Inc.

With many books and presentations, once you get beyond the window dressing you find that you've heard it all before. Not so with Herschell. Whether he is sharing his skills in the classroom, via articles he writes for the trade press, or in one of his many outstanding books, you know you're in the company of an absolute original. This, Herschell's latest work, has to be his best yet and that, as his many "fans" will tell you, is no mean feat.

Jane Revell-Higgins,  
Publisher Catalogue & e-Business Journal &  
Organizer of the ECMOD Catalogue Conference,  
Exhibition & Awards

Herschell Gordon Lewis is probably the greatest living practitioner of direct marketing, and he's also one of the field's best innovators. Not only does he have an extraordinary track record for producing copy that delivers results, he continues to epitomize the cutting-edge of what works, year after-year. Those who need to understand the latest and best practices in copywriting, can't afford to ignore the completely updated edition of Herschell Gordon Lewis *On the Art of Writing Copy*.

I've seen first-hand what copy written by Herschell Gordon Lewis can do for the bottom line. Even after decades of setting the pace, he still knows how to deliver results. *On the Art of Writing Copy* shows virtually any good writer how to emulate "the master." Whether it's traditional magazine advertising, direct mail or web site copy, you can't find a better source helpful rules of thumb and useful examples.

I'm not only a heavy consumer of direct marketing copywriting, but I also read hundreds of business books every year as part of my job. *On the Art of Writing Copy* represents the latest and best "how to" thinking from one of the greatest practitioners and innovator in direct markets. But more important for the marketing executive, it puts the latest trends in media and copy into a broader business and marketing context. Therefore, it's a real asset to every marketer, whether you actually write copy or not.

Fred Rogers  
President

Audiotech

At last – a new edition of Herschell Gordon Lewis's classic on direct response copywriting. And it was worth the wait, for Herschell hasn't merely put a fresh gloss on old material – he has authored several new chapters that explain how to write for both offline and online media. This is a book for writers, written by one of the greatest advertising copywriters of all time.

Ray Schultz  
Editor  
Direct

Writing great advertising copy is a learned craft. No one teaches it better than Herschell Lewis. Make every word count, state the benefit, get action....This book shows you how.

Fred Simon  
Owner  
Omaha Steaks

Whenever industry experts list the Master Copywriters of the past 50 years, Herschell Gordon Lewis's name is among those at the very top of the list. This book is his magnum opus. It not only tells you how to write better copy; it gives you all the rules and tools for writing more forcefully and persuasively in all situations.

H. Robert Wientzen  
President and CEO  
The Direct Marketing Association

## About the author of

Herschell Gordon Lewis is one of the leading copywriters of the past half-century. He is author of 26 books, including *Marketing Mayhem*, *The Advertising Age Handbook of Advertising*, *Selling on the Net*, and *Sales Letters That Sizzle*.

Mr. Lewis has written for many trade publications, including *Direct*, *Direct Marketing Magazine*, *Selling*, *1 to 1*, *Direct Marketing News*, and is the copy columnist for *Catalog Age*. He also has addressed advertising and marketing audiences around the world. In 2003 he was inducted into the Direct Marketing Hall of Fame.

## Table of Contents

### Acknowledgments

### Introduction

1. Digging for Constants in a Changing Media World 1
2. Clarity: The Bridge Linking Art and Science 7
3. You, Me, and What Makes Us Respond 22
4. The Lean Machine: How to Use Words 40
5. Writing Motivational Copy 48
6. How to Use “If,” “Can,” and “Will” 68
7. The Pros and Cons of Comparative Copy 75
8. How to Write a Guarantee 93
9. Getting—and Keeping—Attention 100
10. Understanding and Using the Rules of Positivism 110
11. Getting to the Point—And Warming Up Your Copy 131
12. The Copywriter’s Private Short Course in Grammar and Usage 137
13. How to Write Direct Mail Letters 150
14. Direct Mail/Direct Response: 50 Profitable Rules and Tips 160
15. How to Write Speed Format Copy 188
16. Writing Television Copy 194
17. How and When to Use—and When Not to Use—Celebrities 207
18. How to Write Winning Radio Copy 218
19. Writing Copy for the Internet 228
20. Writing Effective Fund Raising Copy 244
21. Who’s Message Is It, Anyway? Writing for Special-Interest Groups 258
22. Specialty Ad-Writing: Lots and Lots of Media and Techniques 265
23. Sometimes a Hot Medium, Sometimes Cold: How to Write “Card Deck” Copy That Sells 280
24. Lots of Tips for Writing Catalog Copy 285
25. The Asterisk Exception 309
26. A Tip a Day ... So You Can Write Powerhouse Copy within One Month 316
27. A Concise Compendium of Rules for Effective Copywriting 332
28. A Glossary of Communications Terms 348

### Appendix

- Which Watch Is Worth Watching? 355

### Index