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New Book Reveals Little-Known Secrets of Advertising Psychology That Persuade Millions to Buy

Teaches You How to Use More Than 100 Techniques to Boost Your Company's Sales

FRANKLIN LAKES, New Jersey--Barely one in a hundred businesspeople know these facts about creating powerful advertising:

FACT! 60% of people read headlines only. The headline must stop the reader or the campaign will likely fail.

FACT! Captions under photos get 200% greater readership than non-headline copy.

FACT! Ads with sale prices draw 20% more attention.

FACT! Quadrupling an ad's size doubles its attention value.

FACT! Four-color ads are up to 45% more effective than black-and-white ads.

FACT! New York's biggest agencies use dozens of these little-known secrets every day to influence people to buy. And now—thanks to *CA\$HVERTISING*—you can, too.

Every business can benefit from more effective advertising: from mom-and-pop pizza shops to international corporate giants. That's because the techniques presented in *CA\$HVERTISING* are based on human psychology. They work no matter what the product or where it's sold. And the best part? Most don't cost a penny to use.

CA\$HVERTISING teaches readers:

- How to create powerful ads, brochures, sales letters, websites, and more.
- How to make people believe your claims
- Tactics of influence that persuade people to respond.
- Proven tactics for writing irresistible, "magnetic" headlines.
- The psychology of ad design, positioning, color, and pricing.
- Expert formulas, guidance, tips, and strategies.

This practical, fast-paced book is like a wild roller-coaster ride through the streets of New York's famous advertising district. Packed with humor and straight-talking intensity,

(more)

CA\$HVERTISING teaches the tips, tricks, and strategies that Madison Avenue's top-gun copywriters and designers use every day to persuade people to buy like crazy.

CA\$HVERTISING: How to Use More Than 100 Secrets of Ad-Agency Psychology to Make Big Money Selling Anything to Anyone (EAN 978-1-60163-032-2, pages: 207, price: \$14.99) is published by Career Press. The book is available at Barnes & Noble, Borders, Amazon.com, and many other booksellers.

For more information about **CA\$HVERTISING** and other new releases, visit the publisher's website at www.CareerPress.com.

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Author Drew Eric Whitman is known internationally as a dynamic advertising consultant and business trainer who smashes old marketing myths like a bull in a china shop. His work has been used by companies ranging from small retail shops to giant, multi-million dollar corporations, including: Day-Timers, Advertising Specialty Institute, American Legion, Texaco, and Combined Life Insurance Company of America. Visit the book website at www.Cashvertising.com.