



## Direct Response Advertising Made Easy

*Entrepreneur Press, Roscoe Barnes III*

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## **Double Your Ad Campaign Results!**

Successful direct-response advertising persuades its target audience to act immediately. In this insider tutorial, award-winning copywriter Roscoe Barnes III divulges the tricks of the trade of crafting effective, hard-hitting ads that generate leads, increase store traffic, make direct sales and pull orders.

Action-oriented advice covers:

- The 18 most common mistakes in advertising
- 18 ways to create copy that induces response
- 16 ways to stop prospects in their tracks
- 20 great ideas to increase visibility

Double the response of your next advertising campaign and give an immediate lift to your bottom line.

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