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of the most
famous

copyrighters of
all time) put
together a list
of 35 headline
formulas in his
book, Tested
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Methods. I've
pulled all 35 of
them for this

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post. I even included guidelines for how to use each group. You'll never draw a blank on headlines again.

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John Caples was

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Caples

a naval engineer turned advertising man, and like all engineers, he thrived on feedback and analysis. The only thing that interested him was advertising that sold and he systematically tested small

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changes to see
if he could find
things that
worked even
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also a creative
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extensive
research. He was
the author of
several books,
including
' 'Tested
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Methods, ' '...

~~John Caples, 90,
Author in 1926
Of 'They Laughed
When ...~~

One of those

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Caples

advertising
career spanned
49 years,
starting at age
25 during the
"Roaring
Twenties." Among
the
advertisements
that he wrote

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was a classic
for U.S. School
of Music, "They
Laughed When I
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Caples was
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About John

Caples: Born in
New York, May 1,
1900; graduated

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from the U.S.

Naval Academy at
Annapolis, 1924;
began his career
in advertising
at Ruthrauff ...

~~John Caples
(Author of
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