
Scientific Advertising Summary PDF Cheatsheet —

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? 1. Test Your Ads: Measure the sales from each advertising campaign—that's the only way to become a more successful marketer

Follow a scientific approach to advertising—measure, test small, and continually optimize. Back in Hopkins' day, sales from individual ads were tracked using coupons printed with unique code, but today it's much easier with digital tools.

?? 2. Advertising is Salesmanship: Picture your ad as a salesperson in front of your customer, not as an entertainer

Always remember to treat your ad as a salesperson, not an entertainer. Visualize a good salesperson pitching your product to one potential buyer. If they wouldn't say something to that buyer face-to-face, then it doesn't belong in your ad! Invest many hours into deep research, so you can uncover facts on which to build a unique marketing campaign.

? 3. Make Your Claims Specific: People trust hard facts, not boasting or bragging

Beware making vague claims like “highest quality,” which make no impact whatsoever. Instead, transform your claims into hard, specific facts—usually featuring a number that has been measured and proven.

?? 4. How to Name Your Product: One type of name to avoid, and three naming formulas that increase odds of success

A name that is too generic like “Toasted Corn Flakes” invites easy competition. Better are storytelling names that paint a picture like “Cream of Wheat,” or branded names that can't easily be copied like “Kleenex” or even the owner's personal name like Kellogg's which is more relatable.

? 5. Utilize FREE Samples: Launch a new product or business fast with this powerful marketing strategy

Free samples were, and continue to be, one of the most powerful marketing strategies. Instead of asking people to “buy my product” you're offering value by saying “try it free, then decide.” Additional benefits of samples include lowering your overall cost of advertising, accelerating distribution, and lowering friction for your customers.

?? 6. Tell More, Sell More: Debunking the common myth that ads need to be short

Many believe ads must be short, but testing proves that “the more you tell, the more you sell.” At least, if someone is really interested in your product. So think twice about pictures used only for decoration, share your product's “full story” and benefits in every ad, and study effective ads and sales funnels.

? 7. The Psychology of Advertising: Key principles that can multiply the effectiveness of your sales messages

To writing effective ad copy, it greatly helps to understand human psychology. It's about strategically leveraging natural human desires—like curiosity, perceived value, personalization, and limited offers. And most of all, we're just channeling existing mass desires onto our product, not trying to create new desires.

This is just a sample!

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