

## **How Your Copy & Marketing Looks Is Critical for Maximum Response!**

*Remember, readership is NEVER guaranteed!*

## **Photos, Graphics, & Illustrations**

- One of the most often under-utilized copy cosmetic techniques
- 1991 Roper Starch Worldwide study:
  - Ads with 50% visuals were recalled 30% more often than ads with no visuals
  - Ads with 75% visuals were noted 50% more
  - Showing product attracts readers 13% more
  - Photos are the most compelling graphics

## **Photos, Graphics, & Illustrations**

- Drawings
- Photographs
- Clip art
- Maps
- Schematic diagrams
- Exploded views
- Block diagrams
- Graphs
- Pie charts
- Bar charts
- Tables

## Photos, Graphics, & Illustrations

- Show product in action
- Product installation
- People enjoying benefits of product
- Tables of product specifications
- Graphs showing performance

## Photos, Graphics, & Illustrations

- Captions are critical!
  - Read right after viewing the photo
- Create “headline-style” captions
- Put major benefits in captions

*Saves money: uses the same energy as a light bulb, so leave it on all day long and beat the sweltering heat*



■ **SAVES ON BILLS:** Everyone gets lower bills and still stays cool and comfortable. The new Cool Surge uses the same energy as a light bulb, yet it blasts out ice cooled air.  
■ **STAY COOL:** Everyone keeps cool with the Cool Surge. It's where the kids will play and the family will relax, especially on those hot summer days.  
■ **EASILY ROLLS ANYWHERE:** This is the Cool Surge portable air cooler that easily rolls from living room to bedroom. No vents, no windows and no freon. Just fill it up and plug it in.  
■ **GOOD NIGHT'S SLEEP:** The built-in sleep setting automatically adjusts the cooling level throughout the night. Everyone wakes up cool and refreshed.



## Photos, Graphics, & Illustrations

- Headshot or motion photos should direct your reader into your copy



## Photos, Graphics, & Illustrations

- Use close-ups for dramatic effect



# Superb!

Forget for the moment how easy Hydrox is to buy, to serve, to enjoy. Think only of this rich, delicious chocolate cookie and its creamy vanilla filling as a triumph of the baker's art! Because that's what Hydrox is! Finest ingredients, blended with true skill, just as you can delight in Sunshine Hydrox Cookies whenever you choose! When will it be? Soon? Dispatch!

the ORIGINAL cream-filled chocolate cookie

## The Fifth C?

*Cut, Color, Carat, Clarity...Chemistry?*

**I**f it is possible that the mind of a scientist can create more beauty and romance than Mother Nature! The laboratories at DiamondAura™ were created with one mission in mind: Create brilliant cut jewelry that allows everyone to experience more clarity, more stimulation and larger carat weights than they have ever experienced. So, we've taken 2 1/2 carats of our lab-created DiamondAura and set them in the most classic setting—the result is our most stunning, fiery faceted design yet! In purely scientific measurement terms, the refractive index of the DiamondAura™ is very high, and the color dispersion is **actually superior** to mined diamonds. **Perfection from the laboratory.** We named our brilliant cut stones

*"The color and clarity of DiamondAura™ rivals that of a flawless, D-colored diamond."*

*—Steven Rotensky  
Jewelry expert*

Give these scintillating DiamondAura™ Classique sterling silver stud earrings **FREE!**

Read details below.

**CONSIDER FOR YOURSELF AT 20% CARATS**

	Mined Flawless Diamond	DiamondAura™ Classique
Carat Weight	2.00	2.00
Color	D	D
Clarity	IF	IF
Dispersion	0.044	0.046
20 ct. ring	\$60,000+	\$145

**Rock solid guarantee.** This sterling silver ring is prong set with a 1 1/2 carat DiamondAura round brilliant in the center, showcased between two DiamondAura round brilliants of 1/2 carats each. Adding to your 4 Cs, we will include the DiamondAura stud earrings for FREE! Try the DiamondAura 3-Stone Classique Ring for 30 days. If for any reason you are not satisfied, simply return it to us for a full refund of the purchase price and keep the stud earrings as our gift.

**Not Available in Stores**  
DiamondAura™ 3-Stone Classique Ring (2 1/2 ct. tw.) • \$145 - \$48  
**FREE** stud earrings with purchase of Classique Ring—\$59.95 value! (available in ring sizes 6-10)

Call to order toll-free, 24 hours a day, 7 days a week.

**1-888-201-7095**  
Promotional Code DAE349-02  
Please mention this code when you call.

**Stauer** 1401 Southway Drive W.  
Dept. DAE349-02  
Burlington, Massachusetts 01557  
[www.stauer.com](http://www.stauer.com)

# Photos, Graphics, & Illustrations

- In action



**FANTASTIC PRICE BREAK!** (Our competitors are asking \$14.99!) **SAVE \$5. NOW ONLY \$9.99**

**Don't Call The Plumber... Reach For POWER PLUNGER**

**GUARANTEED TO OPEN ANY DRAIN—IN 10 SECONDS!**

Not \$20.00 Only **\$9.99** Not \$15.00

- No "Brute Strength" Needed — Easy for anyone to use
- No Dangerous Chemicals
- Safe For Pipes
- No Mess
- Fast & Powerful

**FULLY GUARANTEED** If it doesn't open your drain in seconds, simply return within 30 days for a full refund (except shipping & handling). No questions asked! Our policy is to process all orders promptly. Credit card orders are processed upon credit approval. Delays notified promptly. Shipment guaranteed within 80 days.

**SAVES BIG \$\$\$ ON PLUMBING BILLS—PAYS FOR ITSELF MANY TIMES OVER!**

Why worry about clogged drains... overflowing messes... budget-breaking plumber bills? With POWER PLUNGER you can easily handle the job yourself, in a hurry. This amazing hydraulic suction plunger has 3 times the power of ordinary plungers... it's guaranteed to loosen and clear any drain in only 10 seconds! What a relief... for you, and your budget!

**SAFE, POWER-PACKED, EASY TO USE... Ideal For Sinks, Tubs, Toilets** The POWER PLUNGER provides 200 lbs. of suction when you pull the handle... 100 lbs. of pressure when the handle is pushed down. That's enough to shake loose and force out the stubbornest "plug" from your drain. Yet it's lightweight, maneuverable—works with almost no effort at all. Designed to open drains with no strain, no waiting, no dangerous chemicals. Crafted of tough ultra-durable, high-tensile suction cups. E-grip handle works very well on sinks, toilets, bathtub, laundry tubs. Not just for emergencies... Use it regularly to prevent bothersome buildup of hair, grease, and lint. Mess-free, just 20 inches overall—Easy to store under the laundry or kitchen sink till you need it.

**Keystone Products, Remover, PA 17321**

**\* SATISFACTION GUARANTEED—MAIL TODAY!**

KEYSTONE PRODUCTS, Dept. 542-3204  
348 Paper St., Remover, PA 17321

Yes— Please rush me Power Plungers!  
(254791) as indicated below, on Full MONEY-BACK GUARANTEE.

One for only \$9.99 plus \$2.49 heavy-duty shipping & handling.

SAVE MONEY! Two for just \$16.98 plus \$4.99 heavyweight shipping & handling.

Enclosed is \$ \_\_\_\_\_ (Please add sales tax)

CHECK ONE:  Direct Club  VISA  American Express  MasterCard

Acc. No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ (please print)

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

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**Stratolounger® MEDICHAIR® at Sears**

For those with arthritis, back problems, and other physical difficulties... it sits you... reclines you... puts you back on your feet!

**\$999**

**ONLY \$20 A MONTH! (A MONTHLY FINANCING PLAN\*)**

**SEARS LISTED**

**MEDICARE MAY HELP YOU PAY PART OF THE COST OF A MEDICHAIR**

**Test this amazing chair at your nearest Sears Store Today!**

- Just touch a Button—MicroCush moves all your body—your chair's back to where it is!
- Adjustable arms to comfortably rest your arms with built-in handrests.
- Brand Patent Pending.

**SEARS**  
Your money's worth and a whole lot more.

# Photos, Graphics, & Illustrations

- Remove backgrounds for visual impact



# Photos, Graphics, & Illustrations

- Use “interesting” photos or elements to grab attention







*Robert Thompson's shirt is a lightweight Dacron, woven from Dacron and cotton.*

**Hathaway improves the drip-dry shirt—\$6.95 in India Ivory**

INDIA IVORY is the world's most subtle shade of coloring. British army officers discovered it in the forests of Madras. It is less lustrous than white. It never glows—and a gown with any tie or neck London's custom shirtmakers were quick to realize the practical possibilities of this ivory tone. Now Hathaway brings it to America in a drip-dry shirt—what

in versatility will be a daily garment. If you are still doubtful about shirts that don't need ironing, Hathaway's new drip-dry fabric will change your ideas. We spent years tracking down the exact blend of Dacron and cotton that would satisfy our精益求精 custom. It was worth the wait. Hathaway's blend dries as sprightly as if it were ironed. And it is as light and

cool as any fabric. A Monday in summer. Saturday now Hathaway drip-dry shirts at stores that keep up the grand tradition. Both sport and dress shirts cost only \$6.95 in India Ivory, Bermuda Blue or white. Dress shirts come in short sleeves, with six collar styles. For more information, write C. F. Hathaway, Waterville, Maine. Telephone OXford 7-1166 in New York.

# Photos, Graphics, & Illustrations

- Use before & after photos

**Forget the Gym...  
Get Beautifully Fit with  
Beautique Medical Spa**



**Now You Can Have  
the Body You've Always  
Wanted Without Going  
to the Gym**

**Do You Long For A More  
Tightened, Toned, And  
Contoured Body?**

Get the results you want to see with Thermage!

**Monday's Special on  
Thermage April 16, 2007**  
In fact, how fast do you want  
your skin tightened?  
Beautique Medical Spa...  
...without having to go to the gym!

Register in our FREE seminar,  
being hosted at our SEMINAR  
to receive your one.

Space limited! Only 10 spots available  
during the FREE seminar on  
Monday, April 16, 10:00 am-12:00 pm.

Call us to reserve your seat and find  
out how you can get the best results  
you've always wanted without  
having to go to the gym.

**Be A Knockout With Body by Thermage™**  
The ONE procedure that tightens and contours your  
body in a SINGLE TREATMENT — without surgery or  
medication and practically NO downtime!

**How do you know if Thermage™  
is right for you?**  
If you want tighter, smoother, younger skin, **THERMAGE**  
helps you get it between 28 and 65 years old. You  
can call (800) 864-1234 and schedule your FREE  
**90-MINUTE Q&A** consultation 100% free.

Be sure to bring 1-2 photos of yourself for us to compare your  
contouring and you will be eligible for a special  
**FREE** 100% FREE Q&A and before/after photos.

**Before & After**  
  
Thermage.com

**Do You Long For A More  
Tightened, Toned, And  
Contoured Body?**

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**Monday's Special on  
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Register in our FREE seminar,  
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Call us to reserve your seat and find  
out how you can get the best results  
you've always wanted without  
having to go to the gym.

**Lipo-DSSOLVE™** Call 800-864-1234  
for details and  
before/after photos!

**You'll Watch The Fat Melt Off Your  
Body with Lipo Dissolve**

This non-surgical alternative to liposuction helps to  
dissolve small amounts of unwanted fat in targeted areas  
of your body such as Thighs & Hips, upper & lower  
abdomen, upper & lower abdomen, neck, fat  
deposits in the back of the knees and legs.

**UNLIMITED TREATMENT OFFER**

Only 12 Lipo - Dissolve Special Offers Available  
Buy 4 Sessions for only \$997 (Reg. \$1199  
and Receive 2 Sessions FREE (\$399 value)  
The deal ends 4/16/07

Find out how you can receive 1-8 treatments without  
any downtime or bruising with Lipo-DSSOLVE!

**Beautique** Dr. Michael J. Sanchez  
Medical Director  
956.664.1234

www.beautiquemedicalspa.com | 501 N. Warr Rd., McAllen, TX 78501

**LOOKS SO DARK AND RICH, SHOULDN'T YOU SWITCH?**

Each cup was made with the same amount of coffee. But not the same kind. Mountain Grown Folgers® dark, sparkling Crystals are the difference.

**Is your son the "once-over-lightly" type of toothbrusher?**

Does he give his teeth a "tick and a promise" instead of a thorough cleaning? If he's this type, he'll brush his teeth better with BROXODENT, the automatic-action brush for teeth and gums from Squibb, leader in dental research.

BROXODENT brushes gently up-and-down — 120 times a second. Dislodges even tiny food particles, refreshes gums, leaves mouth feeling tinglingly clean. There's constant power — no batteries to run down. Convenient on-off switch. BROXODENT was tested 4 years in dental clinics. Ask your dentist about BROXODENT. Supplied with four different colored snap-on brushes. Additional brushes available. At your druggist's.

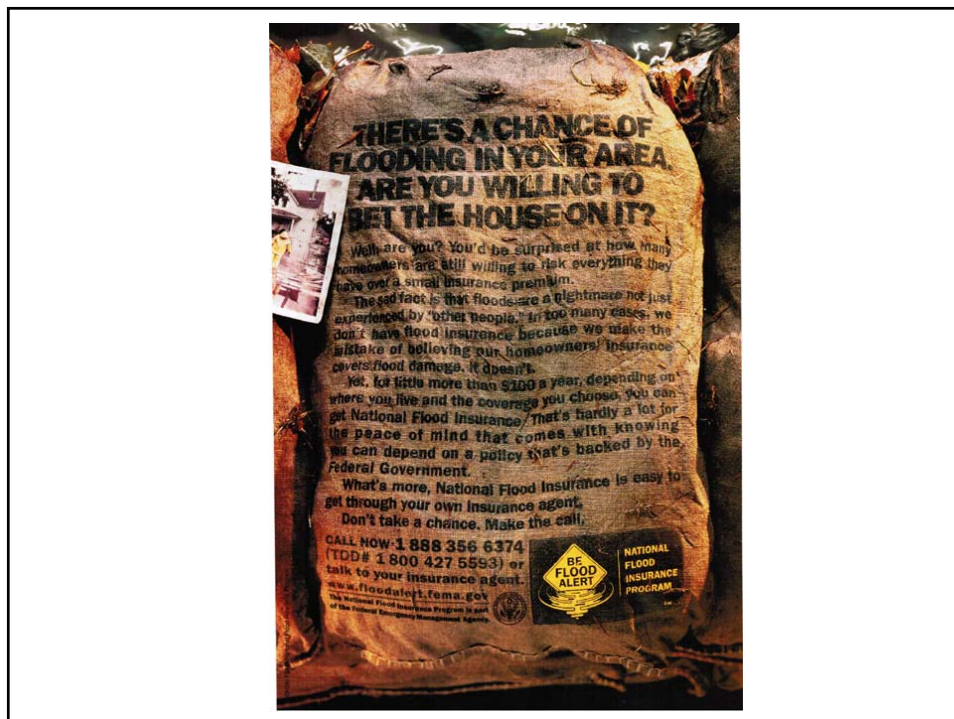
**Whatever his type, he'll brush his teeth better with Broxodent**

**Broxodent™ from SQUIBB**

BROXODENT™ — THE AUTOMATIC ACTION BRUSH FOR TEETH AND GUMS FROM SQUIBB. MADE IN GREAT BRITAIN. BROXODENT™ IS A TRADEMARK OF SQUIBB DIAGNOSTIC DIVISION

## Photos, Graphics, & Illustrations

- Be very careful with placing text over photos



# Photos, Graphics & Illustrations

- Pictures of people (especially headshots) grab attention!

**ENTREPRENEUR?**  
Your Dedicated Assistant can handle:

- Internet Research
- Phone Support
- Email Support
- Appointment-setting
- Order processing and much more

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Over 12,800 hair salons worldwide, over 2,000 franchised locations in North America. Our experience of operating successful salons is undeniable.

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COOL CUTS HAIR | HAIRCUTS | PRO-CUTS  
EVO | CITY LOOKS | K&N

**"Mother and baby doing fine"**  
(Why childbirth is safer now than ever before)

Wonderful progress has been made in preventing the loss of mothers and babies. In fact, last month alone, maternal deaths were down by 10 percent.

Never before has childbirth been so safely—thanks to medical progress, care and improved obstetrical techniques.

Equally important, every 10 percent of babies' before are born to new mothers—where most birth complications can be handled promptly and effectively.

**Information for expectant mothers:** If your general health is good—if you have no history of diabetes, kidney, heart or other medical illness—if you smoke and abstain from alcohol—disorders are minimal and, therefore, that no major complications will occur before your baby's arrival.

However, for your own and your baby's health, your obstetric team suggest these safeguards if your condition is normal:

- **Take a variety of births.** Your baby will be no sicker or sicker than the healthy average your obstetrician, first you and your baby, is treated best to be.
- It should include a quart of milk daily to meet the baby's needs for calcium. Meat, fish, fruits, vegetables, or leafy green vegetables, contain calcium and a moderate amount of iron or are themselves iron-rich.
- **Watch your weight.** Too much weight means too much fat and sugar. General guidance is around 25 to 30 pounds. Your doctor will decide how much you should gain.
- **Get enough rest and exercise.** Walking is one of the best exercises and it's usually all right to play golf and there is the middle months of pregnancy.
- **Get plenty of sleep and at least an hour of relaxation every afternoon.**
- **Keep in touch with your doctor.** It may sound odd to know that no serious problems develop during pregnancy without a warning signal. Your doctor will know and act to avoid difficulties—if he's consulted early and as often as necessary.
- **Take care of your work.** There are jobs that cause your health and an otherwise usual work is necessary. Check daily work at the work is important during pregnancy.
- **Make your hospital arrangements early.** The nearest hospital should be arranged to receive you later.
- **Take a calm, happy, confident attitude toward pregnancy.** In an ideal job, a relaxed attitude and a proper sense of self help to encourage an easy delivery.
- **Never believe too true there is a year like birth—when birth is in the end, we baby to care and healthy for you, your baby and your husband.**

**Metropolitan Life**  
INSURANCE COMPANY

THE "LIFE" THAT'S BEST

**Boy or Girl?**

Only a short time ago this baby's parents were wondering what would be the sex of the child—a boy or a girl? Now it matters not at all that they were blessed with a son instead of a daughter. And questions of a far deeper nature are on their minds—how to insure his steady physical and emotional development, how to give him ideas and protect him from their mistakes.

Every new baby you see has been made right from the start—the loving attention of both mother and father. They make the first weeks of his life the foundation for a friendly disposition and the kind of character and personality that all parents want their child to develop.

Particularly during the first year, he should have monthly check-ups. At about three months of age, the first check against diarrhea, sleeping enough, weight and pulse are usually started. If all is still healthy and normal following the check, the usually means that he is building up normally.

Things you may not realize it, mothers take the first of their pregnancies, especially when they begin to crawl, stand and walk. Mothers, fathers, cleaning materials and the like must be kept beyond a child's reach. Great interest should be made and if you are able, should be given.

How to get baby will grow and develop, when he will read from the time of being born from the hospital until the first birthday is told in an attractive 16-page book by Metropolitan Life, called "Your Baby." Send in the coupon below for your free copy.

**Metropolitan Life**  
INSURANCE COMPANY

**Metropolitan Life**  
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## Photos, Graphics & Illustrations

- Be creative!



## Photos, Graphics & Illustrations





For a more in-depth study of photographs and 20+ other copy boosting strategies, check out my Copy Boosting Profit Secrets course!

<https://mikecapuzzi.infusionsoft.com/app/storeFront/showProductDetail?productId=4>

## Copy Boosting Profit Secrets Course



<https://mikecapuzzi.infusionsoft.com/app/storeFront/showProductDetail?productId=4>