

Claude C. Hopkins

Quotes

*Writing, People, Advertising, Men, May, Winning, Attention, Wish, Taken,
Customers, Art, Doe, Dollars, Claims, Long, Path, Qualifications, Disaster,
Yellow, Profitable*

Almost any questions can be answered, cheaply, quickly and finally, by a test campaign. And that's the way to answer them - not by arguments around a table

~Claude C. Hopkins

Remember the people you address are selfish, as we all are. They care nothing about your interests or profit. They seek service for themselves

~Claude C. Hopkins

Ads are planned and written with some utterly wrong conception. They are written to please the seller. The interests of the buyer are forgotten.

~Claude C. Hopkins

Human nature is perpetual. In most respects it is the same today as in the time of Caesar. So the principles of psychology are fixed and enduring

~Claude C. Hopkins

Platitudes and generalities roll off the human understanding like water from a duck.

~Claude C. Hopkins

Curiosity is one of the strongest human incentives

~Claude C. Hopkins

The man who wins out and survives does so only because of superior science and strategy.

~Claude C. Hopkins

The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales.

~Claude C. Hopkins

Do nothing to merely interest, assume or attract. This is not your

province. Do only that wins the people you are after in the cheapest possible way

~Claude C. Hopkins

Most national advertising is done without justification. It is merely presumed to pay. A little test might show a way to multiply returns

~Claude C. Hopkins

Fine writing is a distinct disadvantage. So is unique literary style. They take attention from the subject

~Claude C. Hopkins

Changing people's habits is very expensive

~Claude C. Hopkins

The writing of headline is one of the great journalistic arts. They either conceal or reveal an interest

~Claude C. Hopkins

The time has come when advertising has in some hands reached the status of a science.

~Claude C. Hopkins

Impressive claims are made far more impressive by making them exact

~Claude C. Hopkins

A man coined to superlative must expect that his every statement will be taken with some caution

~Claude C. Hopkins

If a claim is worth making, make it in the most impressive way.

~Claude C. Hopkins

The product itself should be it's own best salesman. Not the product alone, but the product plus a mental impression, and atmosphere, which you place around it

~Claude C. Hopkins

Genius is the art of taking pains

~Claude C. Hopkins

People don't buy from clowns.

~Claude C. Hopkins

The weight of an argument may often be multiplied by making it specific

~Claude C. Hopkins

Picture what others wish to be, not what they may be now

~Claude C. Hopkins

The compass of accurate knowledge directs the shortest, safest, cheapest course to any destination

~Claude C. Hopkins

We cannot go after thousands of men until we learn how to win one.

~Claude C. Hopkins

No generality has any weight whatever. It is like saying "how do you do?" When you have no intention of inquiring about ones health. But specific claims when made in print are taken at their value

~Claude C. Hopkins

One may gain attention by wearing a fools cap. But he would ruin his selling prospects

~Claude C. Hopkins

In the old days, advertisers ventured on their own opinions. The few guess right, the many wrong. Those were the time of advertising disaster

~Claude C. Hopkins

Never be led in new paths by the blind

~Claude C. Hopkins

Advertising is much like war, minus the venom

~Claude C. Hopkins

Literary qualifications have no more to do with it than oratory has with salesmanship. One must be able to express himself briefly, clearly, and convincingly, just as a salesman must.

~Claude C. Hopkins

Address the people you seek, and them only

~Claude C. Hopkins

Don't think of people in the mass. That gives you a blurred view.

~Claude C. Hopkins

Don't, to gain general and useless attention, sacrifice the attention that you want

~Claude C. Hopkins

Names which tell stories have been worth millions of dollars. So a great deal of research often precedes the selection of a name.

~Claude C. Hopkins

The advertising man who spares the midnight oil will never get very far.

~Claude C. Hopkins

The only readers we get are people whom our subject interests. No one

reads ads for amusement, long or short... Give them enough to take action

~Claude C. Hopkins

Scientific advertising has altered many old plans and conceptions. It has proved many long established methods to be folly

~Claude C. Hopkins

This is no lazy mans field

~Claude C. Hopkins

Whatever claim you use to gain attention, the advertisement should tell a story reasonably complete.

~Claude C. Hopkins

The one just consider the average reader s only once a reader, probably. And when you fail to tell them in that ad is something he may never know

~Claude C. Hopkins

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