

# John Caples

## Quotes

*Headlines, People, Trying, Looks, Ifs, Self, Long, Curiosity, Advertisements,  
Simple, Use, Want, Important, Writing, Way, Hours, Over You, Majority,  
Succeed, Doe*

Remember that the reader's attention is yours for only a single instant. They will not use up their valuable time trying to figure out what you mean.

~John Caples

What good is all the painstaking work on copy if the headline isn't right? If the headline doesn't stop people, the copy might as well be written in Greek.

~John Caples

The purpose of the headlines must be to convey a message to people who read headlines, then decide whether or not they will look at the copy.

~John Caples

If you use a poor headline, it does not matter how hard you labor over your copy because your copy will not be read.

~John Caples

Remember that the headline and the appeals are **ONE AND THE SAME**. In successful ads, the appeal is almost always expressed in the headline.

~John Caples

The best headlines are those that appeal to the reader's self-interest, that is, headlines based on reader benefits. They offer readers something they want - and get from you.

~John Caples

Don't underestimate the value of beginning a headline by naming the people you want to reach.

~John Caples

Even today you can look through almost any consumer or professional

publication and find headlines that possess not a single one of the necessary qualities, such as self-interest, news, or curiosity.

~John Caples

Avoid the "hard-to-grasp" headline - the headline that requires thought and is not clear at first glance.

~John Caples

In striving to produce an attractive headline, the copywriter should not emphasize the "quick, easy way" to such an extent that the headline becomes unbelievable.

~John Caples

The headlines are critically important. The majority of the public reads little else when deciding whether or not they are interested.

~John Caples

An advertisement will be a good one - that is if the headline is really a "stopper."

~John Caples

A long headline that really says something is more effective than a brief heading that says nothing.

~John Caples

Make an offer they can't refuse.

~John Caples

A good headline can make an advertisement good even if the picture is poor.

~John Caples

Get the big point of your advertisement into your headline. Use your headline as a hook to reach out and catch the special group of people

you are trying to interest.

~John Caples

Unsuccessful headlines were not written without a strong appeal, but it was the wrong appeal for that product and that audience.

~John Caples

For every curiosity headline that succeed in getting results, a dozen will fail.

~John Caples

If you are going to emphasize certain words in the headline, be sure that they are the words that say something.

~John Caples

The advertiser's logotype at the bottom of the ad can be considered as part of the headline. After reading the headline, the reader instinctively looks down at the logotype to see the company name.

~John Caples

If the headline is a good one, it is a relatively simple matter to write the copy.

~John Caples

The success of an entire advertising campaign may stand or fall on what is said in the headlines of the individual advertisements.

~John Caples

The business of judging a headline AFTER you read the copy is wrong. It takes for granted that everybody reads the copy.

~John Caples

Now I spend hours on headlines - days if necessary. And when I get a good headline, I know that my task is nearly finished.

~John Caples

Readers know what the copy is going to say.

~John Caples

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