Twitter Thread by ■ PROFESSOR EHRICH SWAG WEISS



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@FrazzleDazzzled



Books you MUST read to get gud at copy:

1. Scientific Advertising by Claude Hopkins
2. How to Write a Good Advertisement by Victor Schwab
3. A Technique for Producing Ideas by James Webb Young
4. Influence by Cialdini
5. My Life in Advertising by Hopkins
6. Obvious Adams by Robert Updegraf

7. Turning Pro by Steven Pressfield
8. The Dip by Seth Godin
9. Irresistible Offer By Mark Joyner
10. The Great Formula By Mark Joyner
11. Great Leads
12. breakthrough advertising

Other notable mentions:

The Baron letters By Halbert
Alchemy by Roy Sutherland