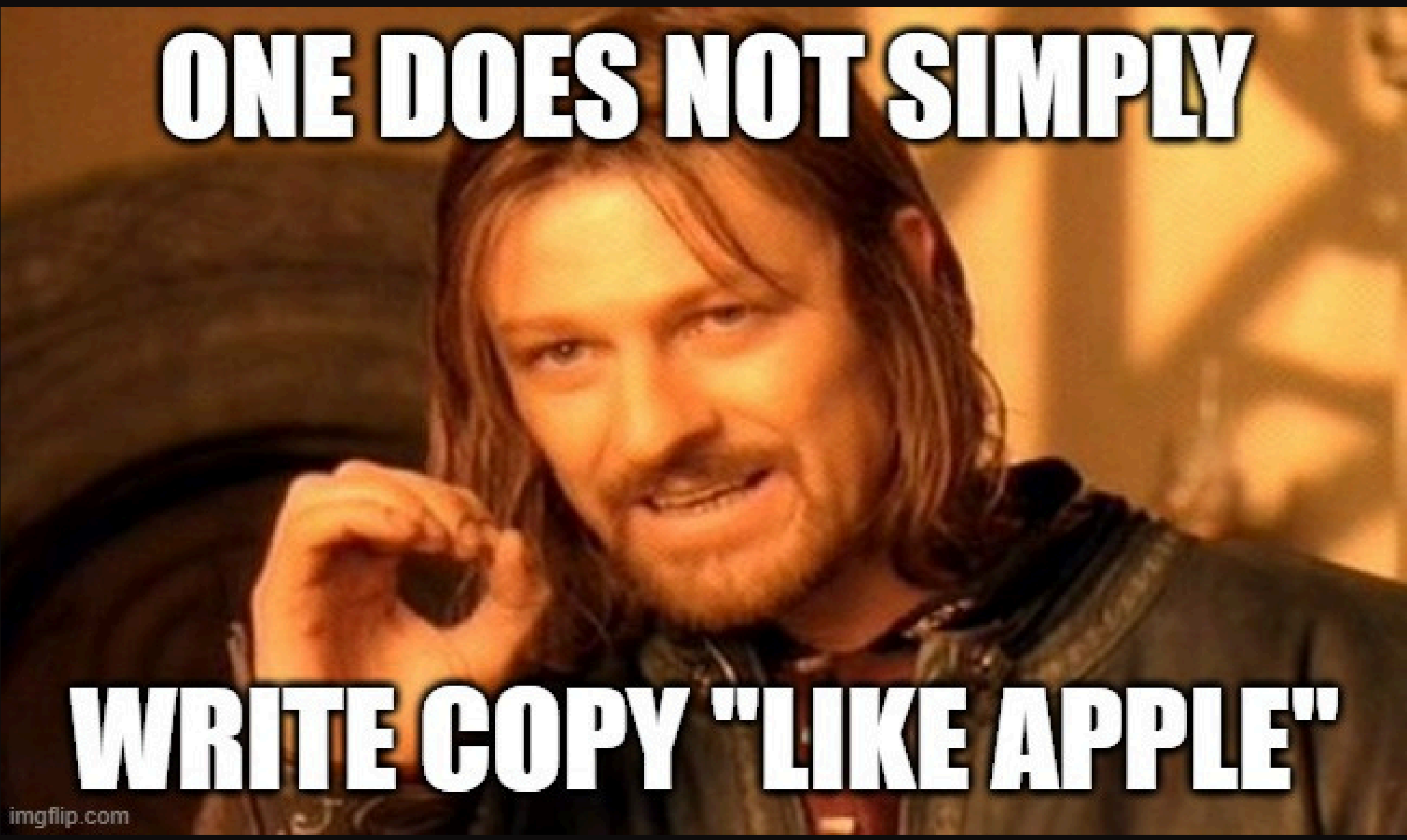
TODAY'S 1-MIN COPYWRITING TIP




ONE DOES NOT SIMPLY
WRITE COPY "LIKE APPLE"
imgflip.com



Only Apple can write copy like Apple.

Sorry, not sorry.



This is because what you see Apple do with copy today is the result of a slow, well-funded process of market education and experimentation.

(And by "slow and well-funded" I mean "40+ years and billions of dollars have gone into the making of their 3-word ads.")



When Apple first launched, people didn't even know why they'd need a personal computer.



So their ads had to educate the market about why they needed *a* computer.



And then their ads had to educate the market as to why they needed an *Apple* computer.



And it was only as market awareness grew of the category (personal computers) and Apple, that they were able to write much shorter copy.

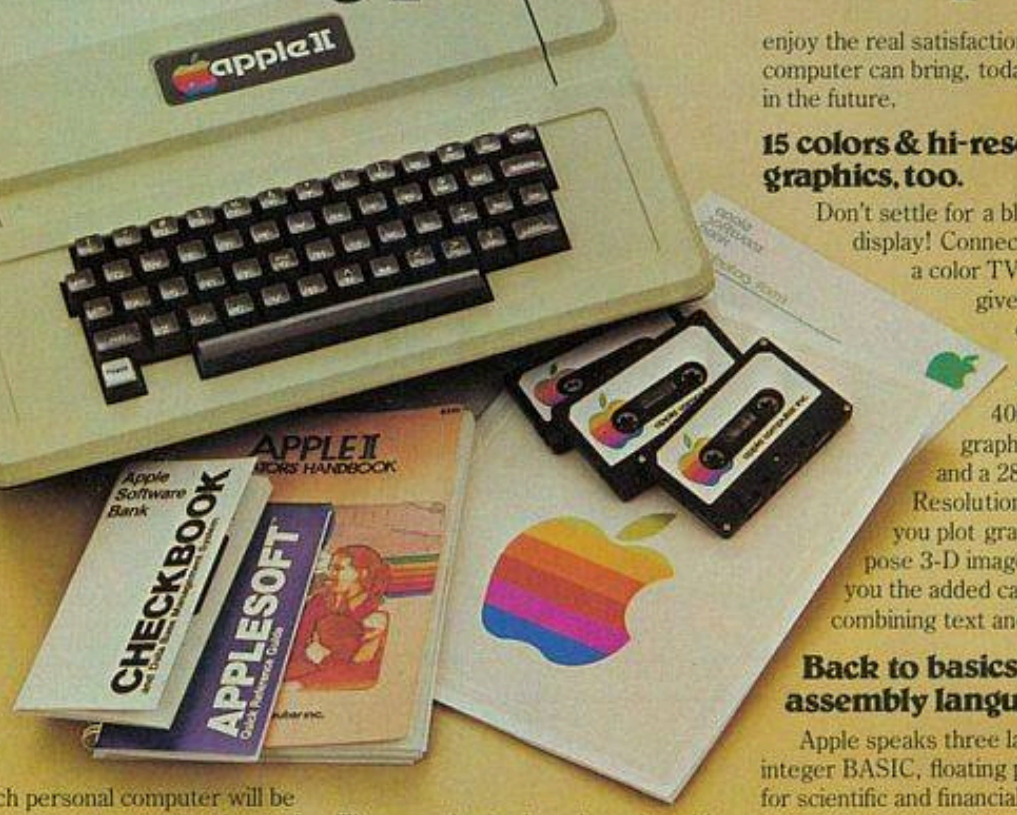


Let me show you what I mean.



1978

Why Apple II is the world's best selling personal computer.



enjoy the real satisfaction a personal computer can bring, today and in the future.

15 colors & hi-resolution graphics, too.

Don't settle for a black and white display! Connect your Apple to a color TV and BASIC gives you instant command of three display modes: Text, 40h x 48v Color-graphics in 15 colors, and a 280h x 192v High Resolution array that lets you plot graphs and compose 3-D images. Apple gives you the added capability of combining text and graphics, too.

Back to basics, and assembly language too.

Apple speaks three languages: fast integer BASIC, floating point BASIC for scientific and financial applications, and 6502 assembly language. That's maximum programming flexibility. And, to preserve user's space, both integer BASIC and monitor are permanently stored in 8K bytes of ROM, so you have an easy to use, universal language instantly available. BASIC gives you graphic commands: COLOR=, VLIN, HLIN, PLOT and SCRN. And direct memory access, with PEEK, POKE and CALL commands.

Software: Ours and yours.

There's a growing selection of pre-programmed software from the Apple Software Bank—Basic Finance, Checkbook, High Resolution Graphics and more. Now there's a User Section in our bank, to make it easy for you to obtain programs developed



Which personal computer will be most enjoyable and rewarding for you? Since we delivered our first Apple® II in April, 1977, more people have chosen our computer than all other personal computers combined. Here are the reasons Apple has become such an overwhelming favorite.

Apple is a fully tested and assembled mainframe computer. You won't need to spend weeks and months in assembly. Just take an Apple home, plug it in, hook up your color TV* and any cassette tape deck—and the fun begins.

To ensure that the fun never stops, and to keep Apple working hard, we've spent the last year expanding the Apple system. There are new peripherals, new software, and a 16-chapter Owner's Manual on "How to Program in BASIC." There's even a free Apple magazine to keep owners on top of what's new.

Apple is so powerful and easy to use that you'll find dozens of applications. There are Apples in major universities, helping teach computer skills. There are Apples in the office, where they're being programmed to control inventories, chart stocks and balance the books. And there are Apples at home, where they can help manage the family budget, control your home's environment, teach arithmetic and foreign languages and, of course, enable you to create hundreds of sound and action video games.

When you buy an Apple II you're investing in the leading edge of technology. Apple was the first computer to come with BASIC in ROM, for example. And the first computer with up to 48K bytes RAM on one board, using advanced, high density 16K devices. We're working to keep Apple the most up-to-date personal computer money can buy. Apple II delivers the features you need to

1979

What every educator should know about desk-top computers.

It's easy to get into classroom computing. What's tough is to do it right. With so much talk about computers in the classroom, educators like yourself want all the facts before they recommend any system for classroom use. That's why Apple Computer's new "Curriculum Materials Kit" can help, with answers to your questions and some very important data you may not have considered before.

Who uses desk-top computers.

Hundreds of innovative educators have already discovered the Apple Computer for instructional applications from kindergarten through college. Apple gives you computer-assisted instruction capabilities, including drill and practice, tutorial, problem-solving, games, simulations, and more.

Apple engages student interest with sound and color video. In fact, your students will be able to write programs and create high-resolution graphics. And you can use your Apple for testing, counseling, even classroom data processing. That's just the beginning.

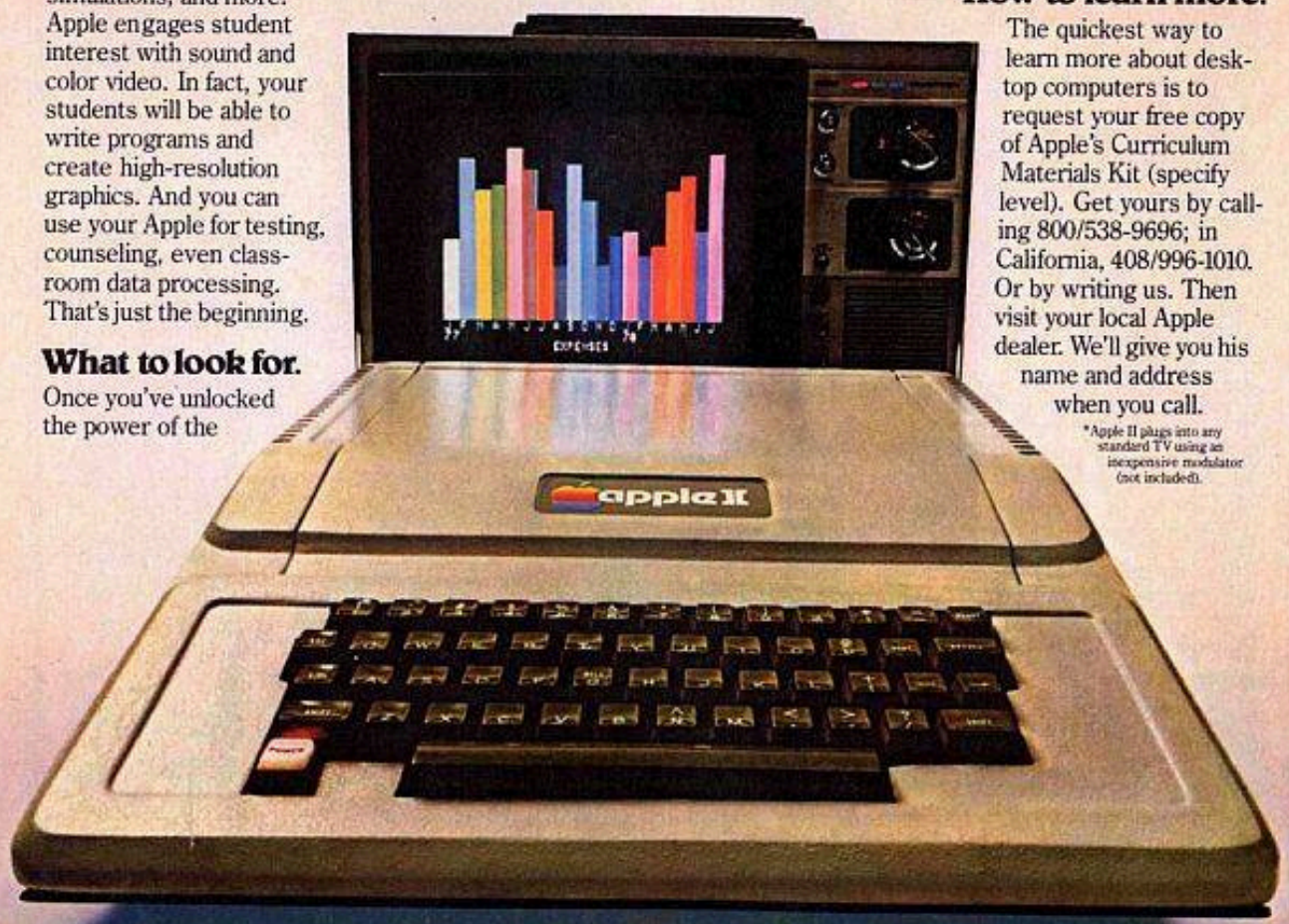
What to look for.

Once you've unlocked the power of the desk-top computer, you'll be using Apple in ways you never dreamed of. That's when the capabilities of the computer you recommend will really count. You don't want to be limited by the availability of pre-programmed cartridges. You'll want a computer, like Apple, that you can also program yourself. You don't want to settle for a black and white display that limits you to just putting words and numbers onto the screen. You'll want a computer, like Apple, that can turn any color tv into a dazzling array of color graphics.* The more you and your students learn about computers, the more your imagination will demand. So you'll want a computer that can grow with you as your skills and experience grow. Apple's the one.

How to learn more.

The quickest way to learn more about desk-top computers is to request your free copy of Apple's Curriculum Materials Kit (specify level). Get yours by calling 800/538-9696; in California, 408/996-1010. Or by writing us. Then visit your local Apple dealer. We'll give you his name and address when you call.

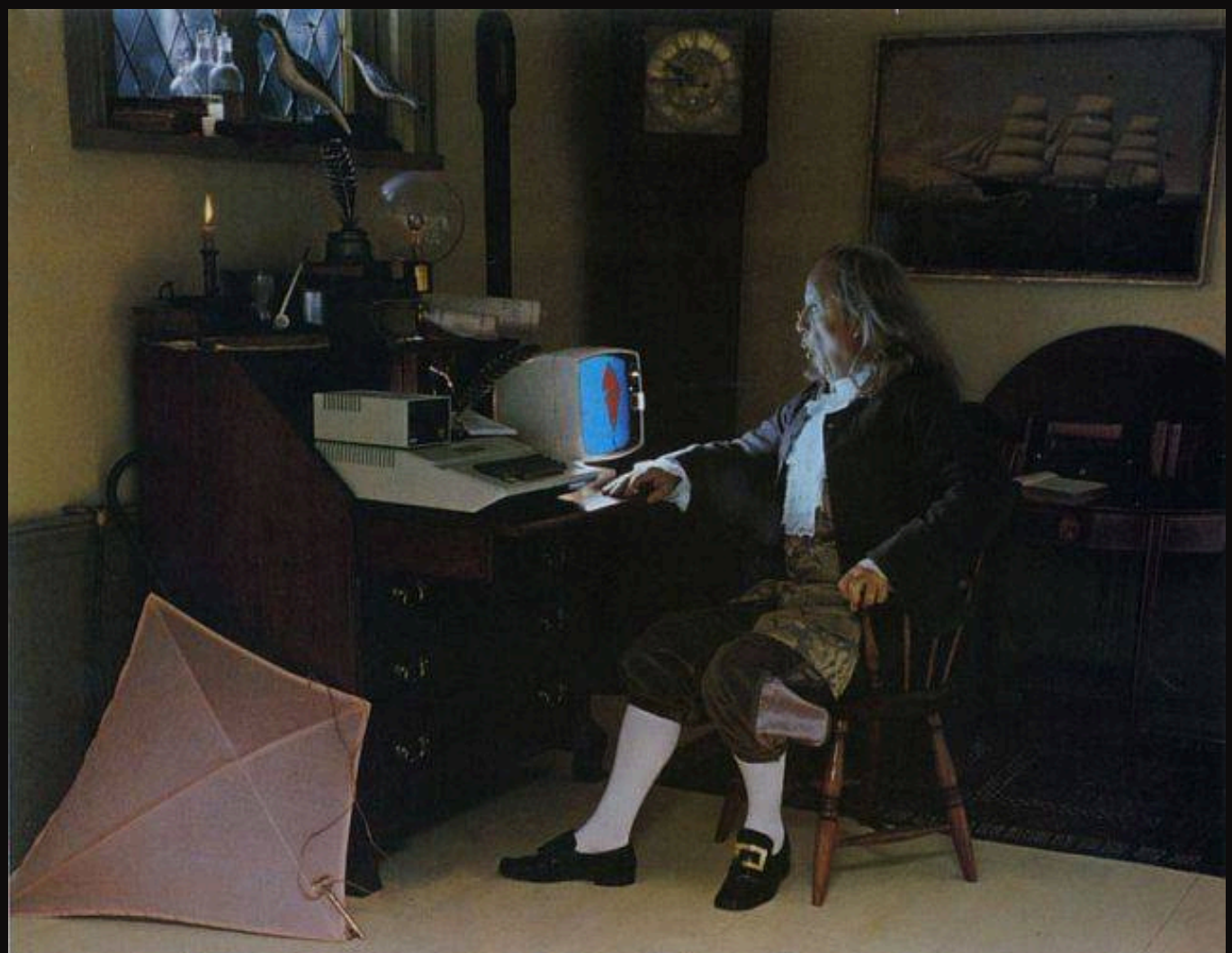
*Apple II plugs into any standard TV using an inexpensive modulator (not included).



apple computer™
10260 Bandley Dr., Cupertino, CA 95014

Reader Service Number 2

1980



What kind of man owns his own computer?

Rather revolutionary, the whole idea of owning your own computer? Not if you're a diplomat, printer, scientist, inventor... or a kite designer, too. Today there's Apple Computer. It's designed to be a *personal* computer. To uncomplicate your life. And make you more effective.

It's a wise man who owns an Apple.

If your time means money, Apple can help you make more of it. In an age of specialists, the most successful specialists stay away from uncreative drudgery. That's where Apple comes in.

Apple is a real computer, right to the core. So just like big computers, it manages data, crunches numbers, keeps records, processes your information and prints reports. You concentrate on what you do best. And let Apple do the rest. Apple makes that easy with three programming languages — including Pascal—that let you be your own software expert.

Apple, the computer worth not waiting for.

Time waiting for access to your company's big main-frame is time wasted. What you need in your department — on *your* desk — is a computer that answers only to you... Apple Computer. It's less expensive than timesharing. More dependable than distributed processing. Far more flexible than centralized EDP. And, at less than $2500 (as shown), downright affordable.



Visit your local computer store.

You can join the personal computer revolution by visiting the Apple dealer in your neighborhood. We'll give you his name when you call our toll free number **(800) 538-9696**. In California, **(800) 662-9238**.

Apple Computer, 10260 Bandley Drive, Cupertino, CA 95014.

apple computer

CIRCLE NO. 5 ON FREE INFORMATION CARD

1981



Ford spent the better part of 1903 tackling the same details you'll handle in minutes with an Apple.

Henry Ford knew how crucial it was to handle business details on time and on budget. Today you have a solution that keeps you in control *and* saves time and money. The Apple personal computer.

Information at your fingertips.

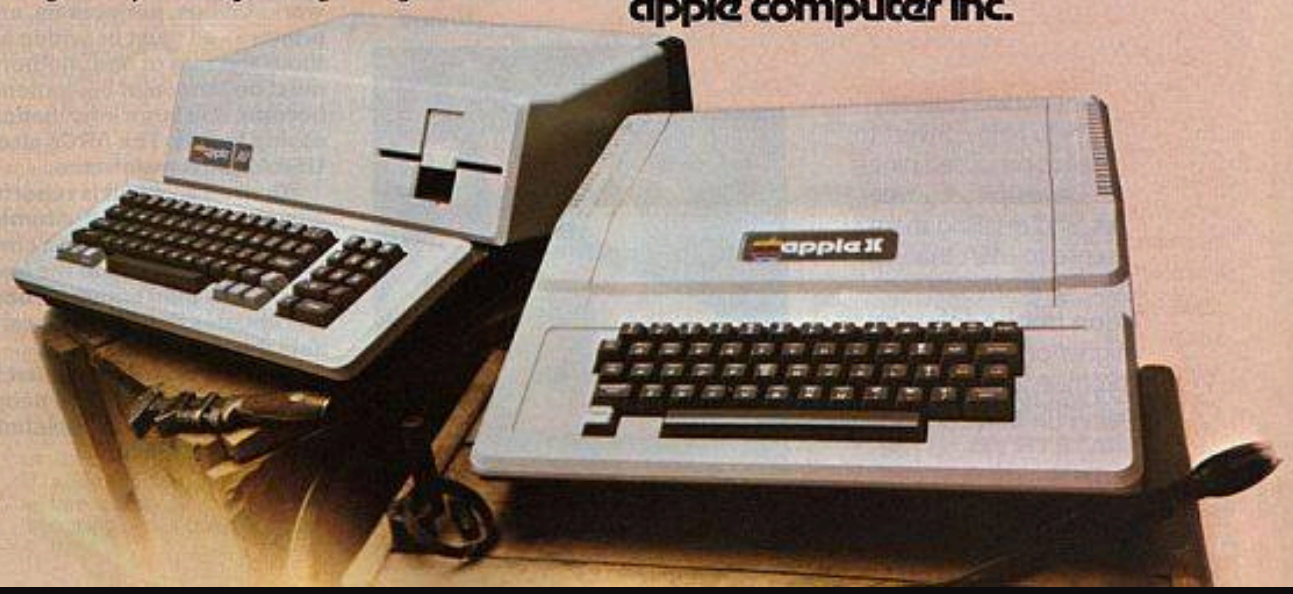
Why be bogged down with tasks like accounts payable/receivable, general ledger, writing checks and paying bills? The Apple can do it all for you. The same system can even handle word-related tasks like writing letters, printing sales reports and maintaining your mail lists.

Since Apple saves you so much time on day-to-day details, you get more time to focus on where your business is headed. Apple helps you there, too — with on-target sales forecasts, P/L projections, budget analyses and planning strategies.

The Apple and the Model T.

Before the Model T, only mechanics could run cars and only millionaires could afford them. Before the personal computer, only big corporations could afford to buy powerful systems and hire data processing experts. Now, with an Apple system from $2,300 to $5,000, you get big computer power without big computer headaches. A few minutes with your Apple dealer and you'll be running Apple like a pro. He'll guide you through Apple's extensive line of hardware and software solutions. He'll prove that Apple is the business solution to keep you in the driver's seat. Don't let history pass you by. Visit your nearest Apple dealer, or call 800-538-9696. In California 800-662-9238.

apple computer inc.



1983

How to seek lesand find more.

There are more people in more places doing more things with Apples than with any other personal computer in the world.

Which covers a broader range of activities than most people care to deal with. So we'd like to detail just one of the many powers an Apple® Personal Computer can put in your hands.

It's called "data base management," a computer term for a human activity which, if you've ever looked up a word in a dictionary or a number in a phone book, you're quite familiar with.

Faster ways to get at the facts.

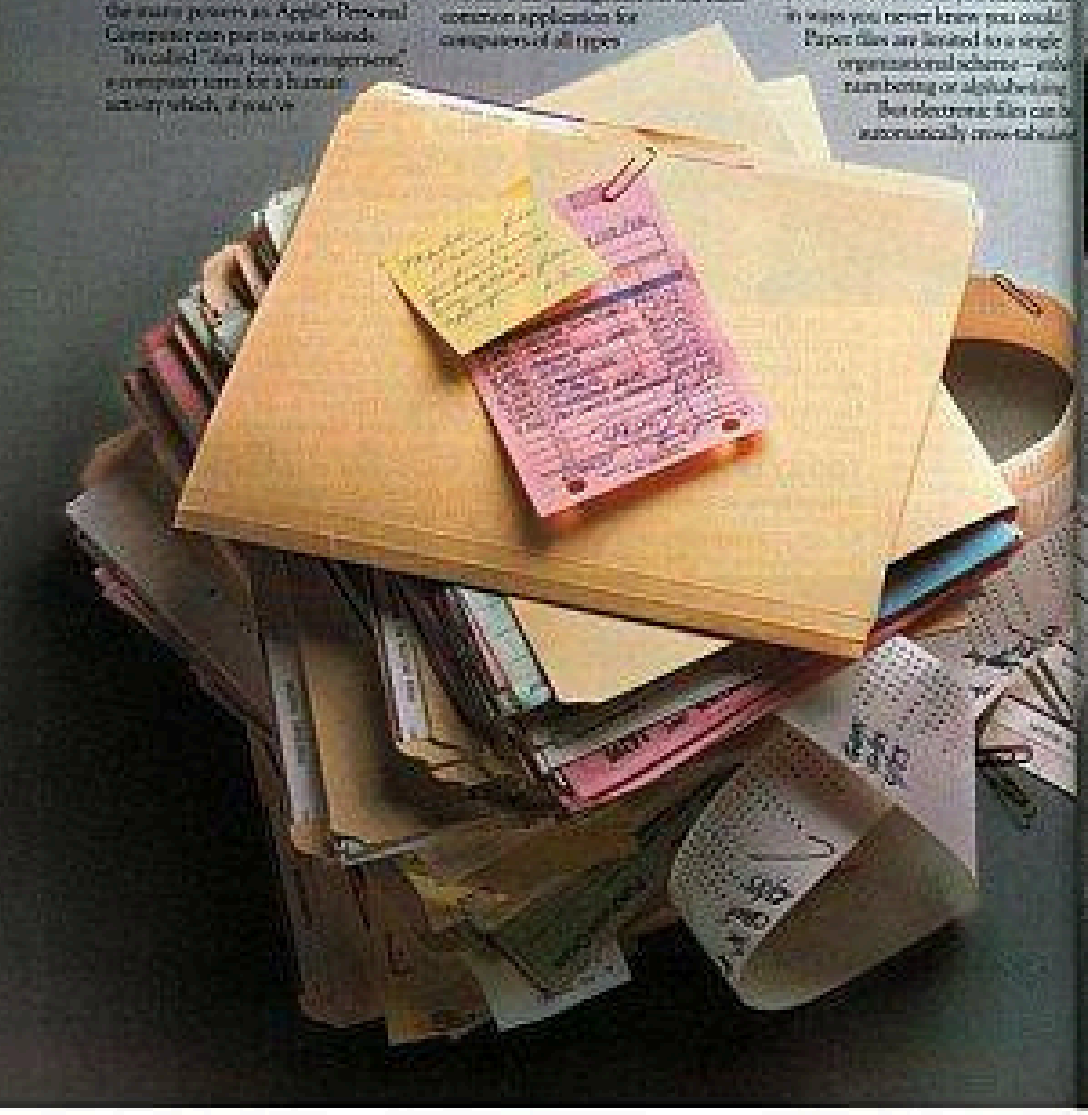
Data base management is the most common application for computers of all types

and vital to the world's governments and major corporations. But since the advent of Apples, it's also become a powerful personal tool.

Because when you turn your paper files into electronic files with an Apple, you can look at what you need to know in ways you never knew you could.

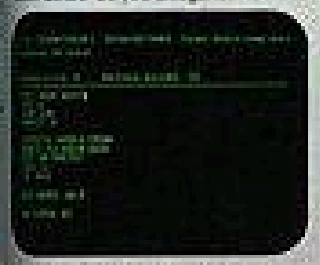
Paper files are limited to a single organizational scheme – alphabetical, numbering or alphabetizing.

But electronic files can be automatically cross-tabulated

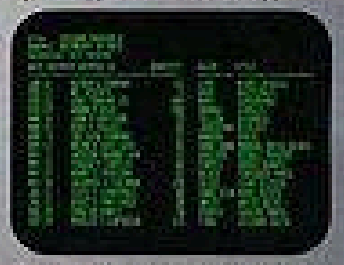


you can get any information you want, in any order you specify, and get it a lot faster from an Apple than from a file cabinet.

You can selectively retrieve your information – like the name and address of your top salesperson on the East Coast. Or you can generate a







variety of reports – like a listing of all your accounts ranked alphabetically, by profitability, size, age, or any other way you specify.

Give yourself instant recall.

It's easy to understand the value of data base management to the IRS or the Pentagon. But what can it do for you?

Yes, it can shrink your paper files. Apple's ProFile™ storage system can hold up to 5000 pages of double-spaced text.

Yet, it can put the information you need at your fingertips – sales records, personnel files, expense reports, mailing lists, appointment calendars, price lists and inventories.

These benefits alone have led thousands of Apple owners (and potential Apple owners) to

more time deciding how to use it.

It means a totally private information library that you can use as a management tool.

And it means the flexibility to consider information easily in many different ways, allowing you to develop an instinctive feel for the facts and make better decisions.



More ways to establish order.

There are more ready-to-use data management programs available for Apples than for any other personal computer you can buy. Although many are specialized packages for specific types of businesses, Apple

offers several data base packages adaptable to any office.

Quick File, for example, is designed for individual use by managers or professionals. It's extremely flexible, easy to use, and works with a wide variety of applications.

Put this in your memory bank.

For more information, Apple has more ways to obtain, store and retrieve information than any other personal computer. We also have more dealers to show you how it works and keep it working – over 1300 of them.

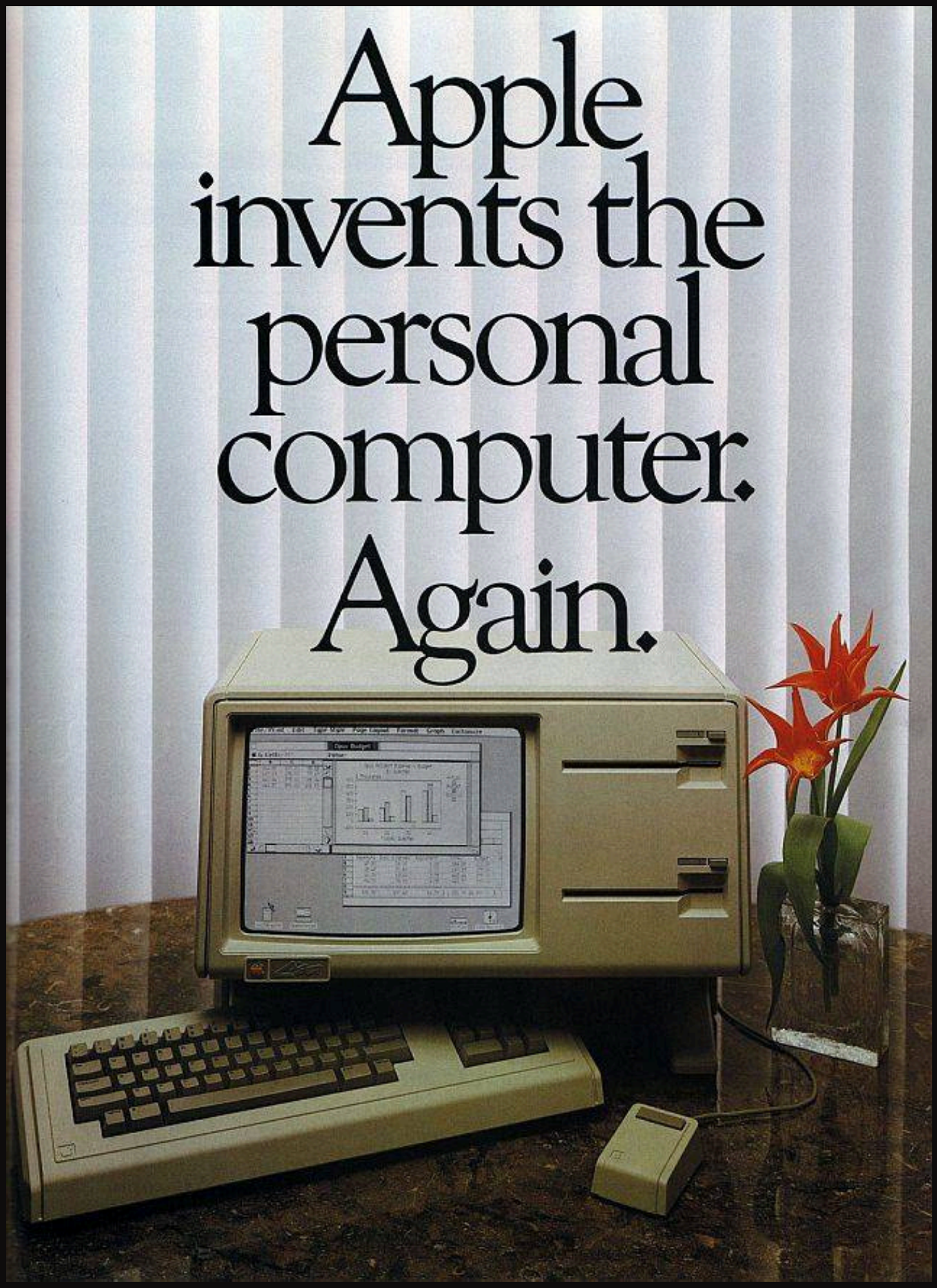
So call the number below to find the authorized Apple dealer nearest you.

And learn how to manipulate the facts to your advantage.

apple

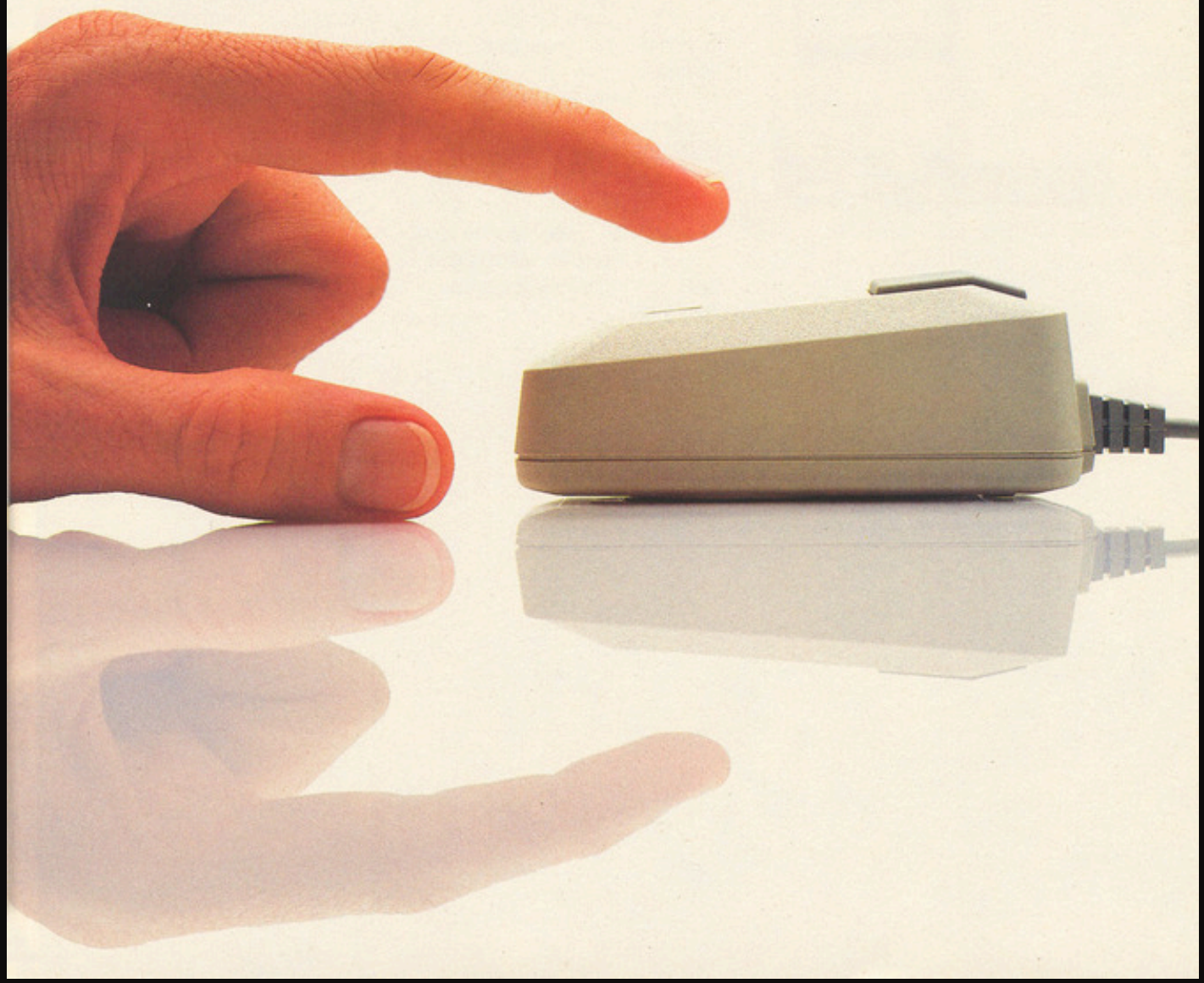
The most personal computer.

1983



1984

A funny thing
happens when you design
a computer everyone
can use.



1986

It can paint
like Kandinski,
play like
Paderewski,
and teach you
who both
of them are.

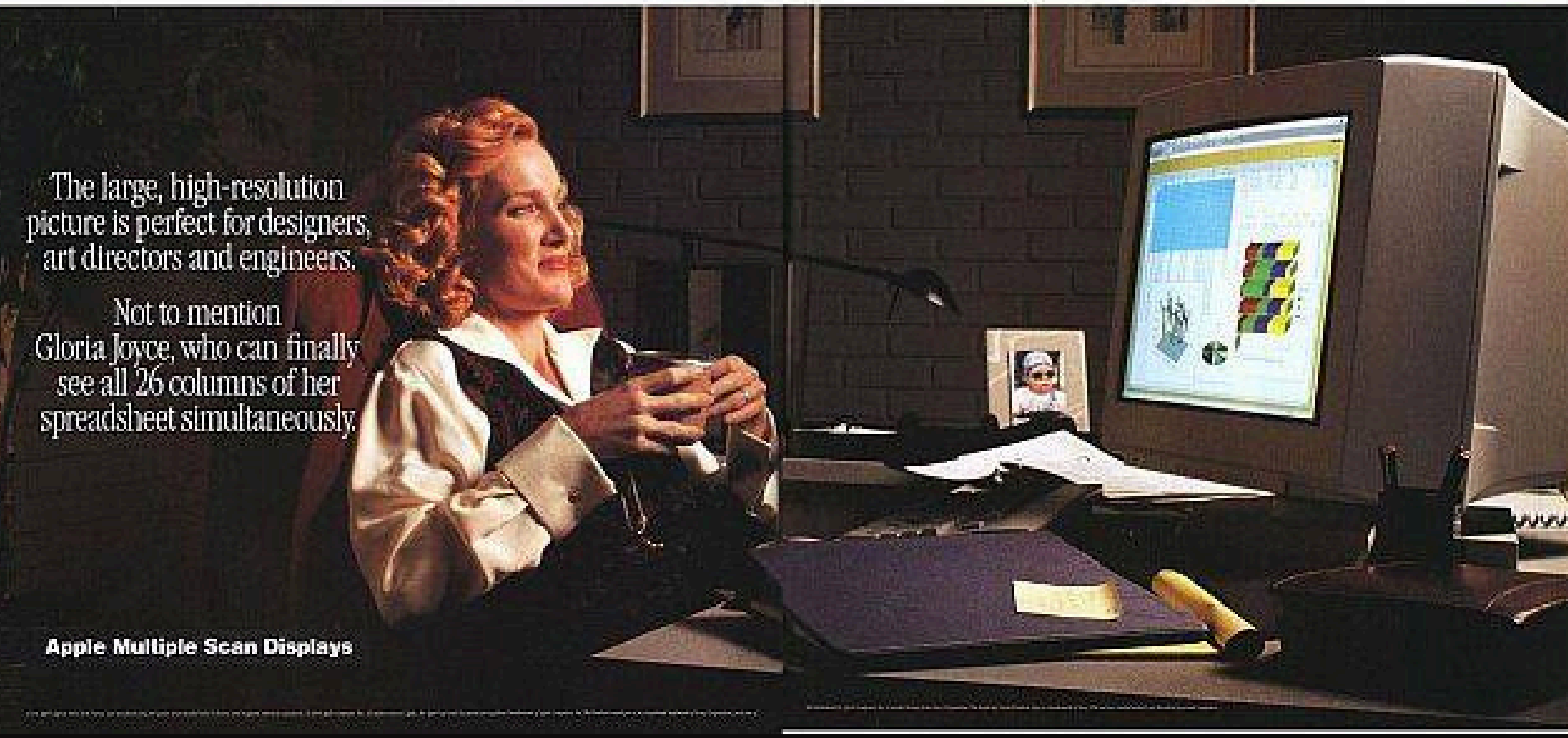
At noon today, your authorized Apple dealer will unveil the new Apple IIcs Personal Computer.
You'll want to be there. Because you've never seen–or heard–anything quite like it.

1995

Apple Peripherals

Over the years, the myth has arisen that only scientists and the artistically inclined need big screen displays. The fact is, anyone whose work requires a lot of scrolling around (like Gloria Joyce) will get more done with an Apple Multiple Scan Display. The Multiple Scan 20 Display, for instance, lets you see two pages at a time, whether it's a magazine layout or Gloria's 8-to-2-on-your-spreadsheet. And the Multiple Scan 17 Display has a full 20% more viewing area than a 14-inch screen. Better still, both the 20- and 17-inch displays use state-of-the-art Trinitron® technology, resulting in a noticeably brighter, sharper picture. To prevent eyestrain, each 17's screen is specially coated to reduce glare and static. The flat-screen shape minimizes distortion and reflections from office lights. Another plus: quick resolution switching, which lets you enlarge images to fill the screen (perfect for graphics and multimedia professionals) or shrink images and see the big picture (perfect for—well, everyone). Of course, Apple displays are designed to work seamlessly with Macintosh® computers. We've also included a PC adapter, allowing PC users to enjoy the same plug-and-play compatibility. So no matter who you are, you can see all of what you're working on. Which is a pretty smart way to work.

Apple



1997

from MacDesktops.com



The plot thins.

The new PowerBook G3.

Think different.

1998



Absolute power corrupts.

Enjoy.

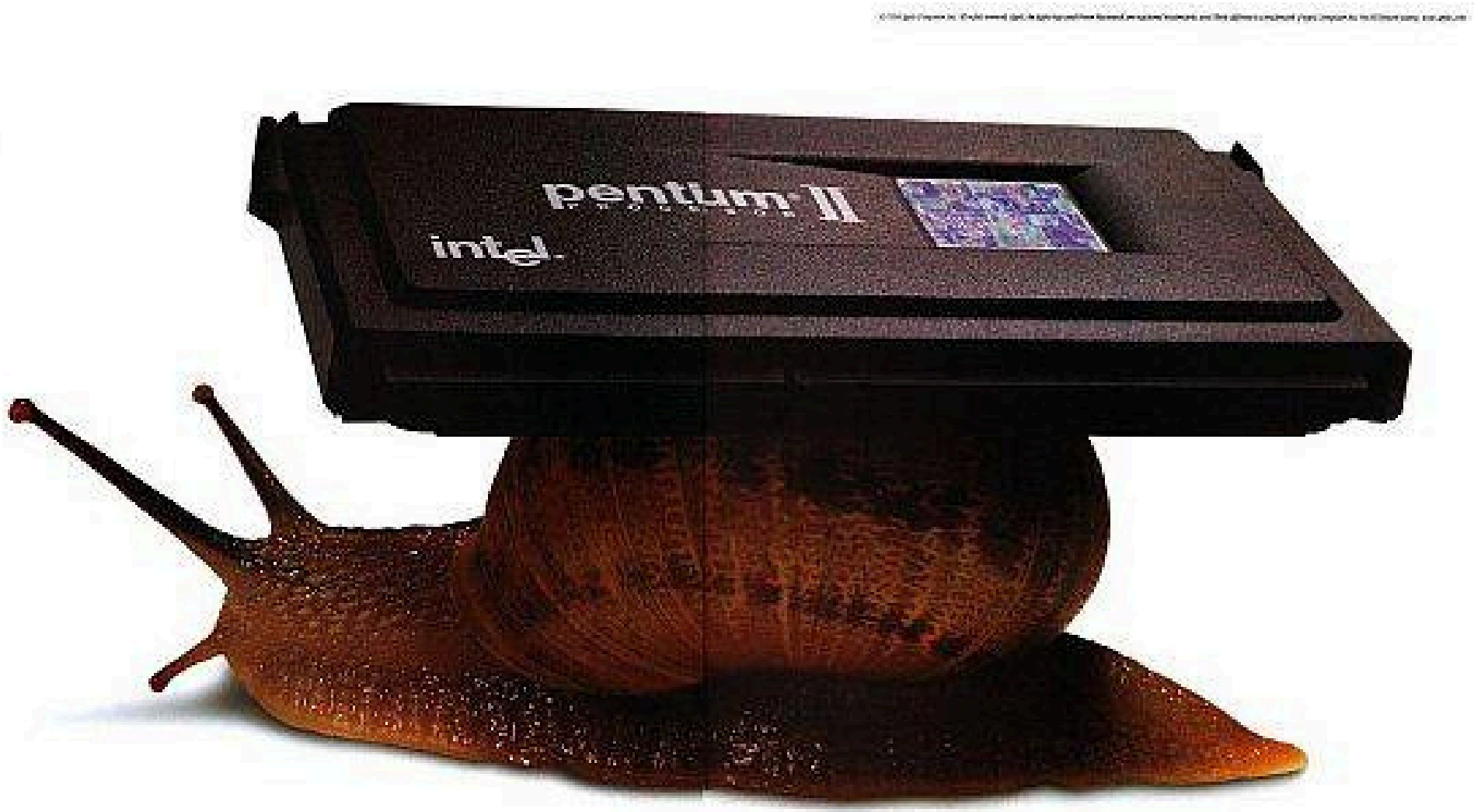
Introducing the 300MHz Power Macintosh G3.

Behold, the fastest, boldest, boldest Power Mac® G3 ever. Complete with a processor that's over twice as fast as the 233MHz Pentium II.* Two 4GB Ultra Wide SCSI drives for a brutal disk access (RAID subscript included). A built-in 64-bit graphics accelerator and a 128-bit 2D/3D graphics accelerator for blazing graphics performance, plus the ability to drive two monitors right out of the box. 10/100BASE-T Ethernet to slam huge files across your network. And all for roughly the cost of bodacious cache twice as large as our 266MHz Power Mac G3s. Powerfully convincing, indeed.

Think different.

© 1998 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, and Power Macintosh are registered trademarks, and Think different. is a service mark of Apple Computer, Inc. All other trademarks are the property of their respective owners.

1998



Some people think the Pentium II is the fastest processor in the world. Not quite. The chip inside every new Power Macintosh G3 is up to twice as fast. Think different.

1999


The thrill of surfing.
The agony of choosing a color.
Hop on an iMac and in just ten minutes you could be surfing the internet and e-mailing everyone and their brother. Now for the hard part: what color will it be? www.apple.com Think different.

1999

The new Power Macintosh G3.





The Power Macintosh® G3 has been completely reinvented. With Pentium-crushing* PowerPC™ G3 processors up to 400MHz, the world's first integrated ATI RAGE 128 2D/3D-graphics accelerator (the new industry speed champ, faster than even the venerated Voodoo2 add-in card), up to a full gigabyte of memory and up to 100GB of internal disk storage.** The new Power Macintosh G3 gives

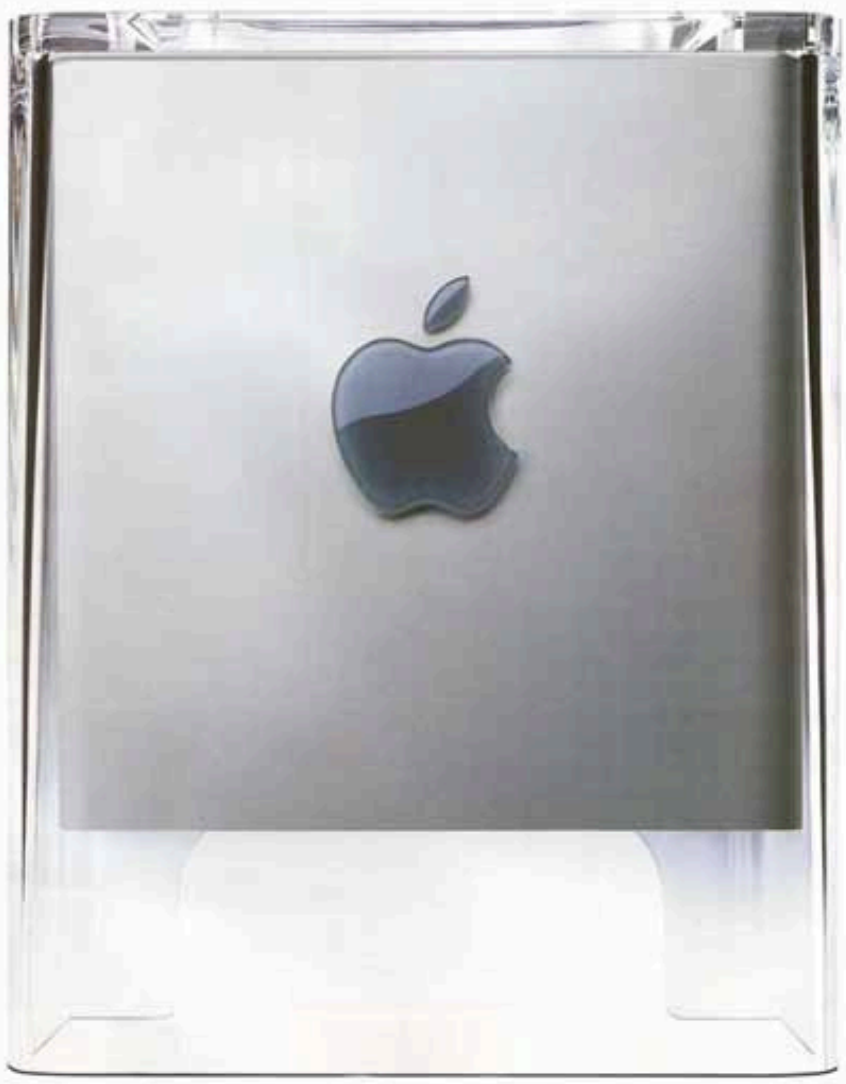
*Based on BYTEmark integer index processor scores. **Maximum memory and disk storage available starting March 1999. © 1999 Apple Computer, Inc. All rights reserved. The Apple logo, FireWire, Macintosh and Power Macintosh are registered trademarks of Apple

2000+



Power Mac G4 Cube.
The 14-pound power plant
that's as quiet as a library.

2000+



(Hint: It's a computer.)

2000+



Black tie optional.

Think different.™

2001

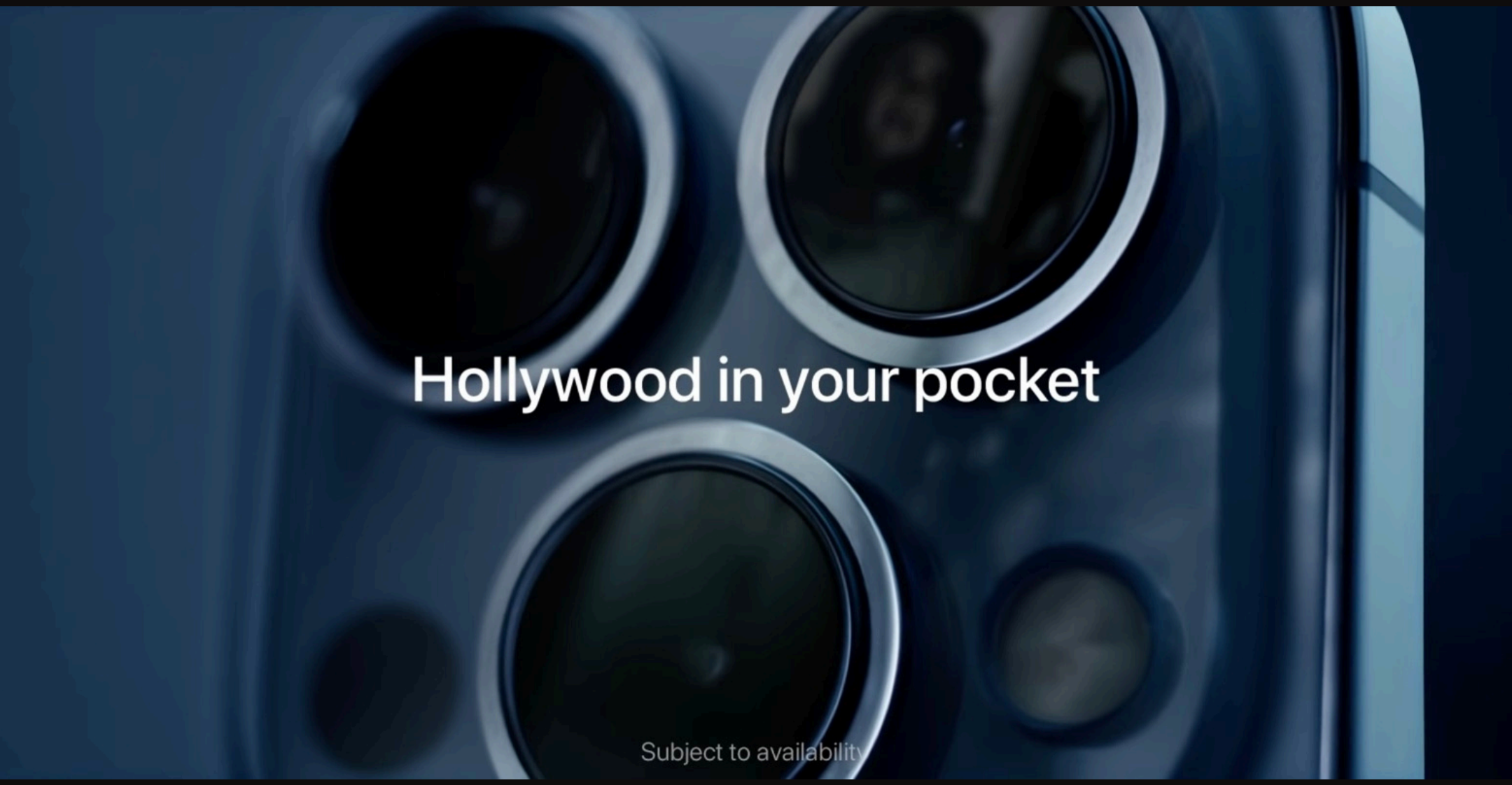


2007

Back to long copy for their new product, the iPhone



TODAY



TODAY



So, what you see with Apple's copy today is the result of decades of patiently writing longer copy that:



- **Educated the market**
- **Increased brand awareness**
- **Moved audiences from "Unaware" to "Most aware with high intent"**



Because there's no way you can sell something to someone if they don't think they need it...



And now like Coke, they barely need to use copy in their ads.

Because everyone knows who they are, what they deliver, and what they stand for.



But unless your audience knows all of that about your company (or product) before they see your marketing...



...then it's not very likely that a 3-word ad will help you shift product like they do today.



So the next time you want copy "like Apple," ask yourself if it actually makes sense for your product:

How mature is your market category?

(And your marketing?)

(And your company?)



What is your audience’s stage of awareness?

And do you have the budget (and freedom) to experiment with bold and creative marketing at scale?



If you can do it - great! There's *lots* to learn from Apple.



But remember: don't just do something because it's cool.



Check if it's right for you, first.



LIKED THIS?

Then follow me on LinkedIn for more conversion copywriting tips just like this.

brought to you by Eden Bidani
CAPE.Agency