

# Q. how many times do YOU need to advertise?

1. The **first** time a man looks at an advertisement, he does not see it.
2. The **second** time, he does not notice it.
3. The **third** time, he is conscious of its existence.
4. The **fourth** time, he faintly remembers having seen it before.
5. The **fifth** time, he reads it.
6. The **sixth** time, he turns up his nose at it.
7. The **seventh** time, he reads it through and says, "Oh brother!"
8. The **eighth** time, he says, "Here's that confounded thing again!"
9. The **ninth** time, he wonders if it amounts to anything.
10. The **tenth** time, he asks his neighbour if he has tried it.
11. The **eleventh** time, he wonders how the advertiser makes it pay.
12. The **twelfth** time, he thinks it must be a good thing.
13. The **thirteenth** time, he thinks perhaps it might be worth something.
14. The **fourteenth** time, he remembers wanting such a thing a long time.
15. The **fifteenth** time, he is tantalized because he cannot afford to buy it.
16. The **sixteenth** time, he thinks he will buy it someday.
17. The **seventeenth** time, he makes a memorandum to buy it.
18. The **eighteenth** time, he swears at his poverty.
19. The **nineteenth** time, he counts his money carefully.
20. The **twentieth** time he sees the ad, he **buys what it is offering.**

*Taken from **Successful Advertising**, a book by **Thomas Smith**, a businessman in London 1885.*

**A. there is no golden number, but as you can see it's not just once!!!**