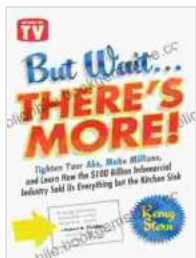


But Wait, There's More: The Surprising History of the Infomercial

The infomercial has been a staple of late-night television for decades, but its history is surprisingly long and complex. From its humble beginnings as a way to sell products through the mail to its modern incarnation as a multi-billion dollar industry, the infomercial has evolved to become a unique and persuasive form of advertising.



But Wait ... There's More!: Tighten Your Abs, Make Millions, and Learn How the \$100 Billion Infomercial Industry Sold Us Everything But the Kitchen Sink

by Remy Stern

★★★★☆ 4.2 out of 5

Language : English
File size : 749 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 275 pages
Screen Reader : Supported



The Early Days of the Infomercial

The first infomercial aired on television in 1984. It was a 30-minute program that sold a juicer. The program was a success, and soon other companies began to produce infomercials. In the early days, infomercials were often used to sell products that were difficult to sell through traditional advertising

channels, such as kitchen gadgets, weight loss supplements, and self-help books.

As infomercials became more popular, they began to attract the attention of major advertisers. In the 1990s, companies like Procter & Gamble and Coca-Cola began to produce infomercials. These infomercials were typically more polished and professional than the early infomercials, and they often featured celebrities and endorsements from experts.

The Modern Infomercial

Today, the infomercial is a multi-billion dollar industry. Infomercials are aired on a wide variety of television channels, and they are used to sell a wide range of products, from cars to clothing to financial services.

Modern infomercials are typically 30 minutes long, and they use a variety of persuasive techniques to convince viewers to buy the product being sold. These techniques include:

- **Testimonials:** Infomercials often feature testimonials from satisfied customers who have used the product being sold.
- **Demonstrations:** Infomercials often include demonstrations of the product being sold, showing viewers how it works and how it can benefit them.
- **Special offers:** Infomercials often offer special offers to viewers who purchase the product within a certain time frame.
- **Call to action:** Infomercials typically end with a call to action, urging viewers to call or visit a website to order the product.

The Impact of the Infomercial

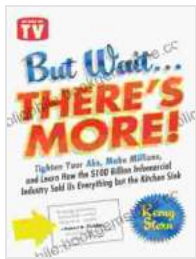
Infomercials have had a significant impact on the way that products are marketed and sold. They have made it possible for small businesses to reach a large audience with their products, and they have helped to create new markets for products that were previously difficult to sell.

Infomercials have also been criticized for their use of deceptive advertising tactics. Some infomercials have been accused of making false or misleading claims about the products being sold. Others have been accused of using high-pressure sales tactics to convince viewers to buy products that they do not need.

Despite these criticisms, infomercials remain a popular and effective way to sell products. They are a unique and persuasive form of advertising that can reach a large audience with a variety of products.

The infomercial has come a long way since its humble beginnings as a way to sell products through the mail. Today, it is a multi-billion dollar industry that is used to sell a wide range of products to a large audience.

Infomercials have had a significant impact on the way that products are marketed and sold, and they continue to be a popular and effective way to reach consumers.



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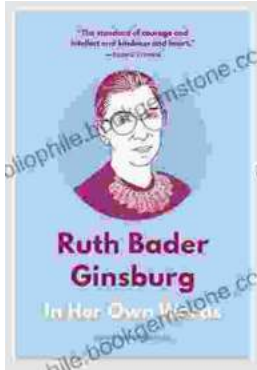
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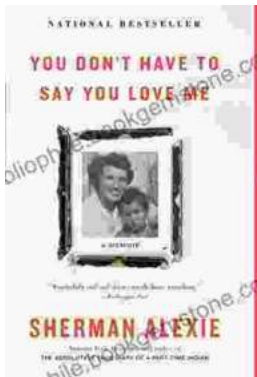
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