# Article information:

Swipe File Examples From Top Copywriters & Marketers (Free)
<https://swipefile.com/>

# Article summary:

1. The article provides examples of swipe files from top copywriters and marketers.

2. It includes visuals such as images, ads, flyers, and charts to illustrate the points made.

3. Examples include McDonald’s salad ad from 1987, an awesome 1980 boom box print ad, opossum one pager flyer, eye catching Volkswagen bus ad, 40th birthday in Mexico City, Cholula hot sauce, currency “inflation” shown as a chart, entrepreneurship 20 years ago, Neville’s 40th birthday and 1956 tubeless tire magazine ad.

# Article rating:

May be slightly imbalanced: The article presents the information in a generally reliable way, but there are minor points of consideration that could be explored further or claims that are not fully backed by appropriate evidence. Some perspectives may also be omitted, and you are encouraged to use the research topics section to explore the topic further.

# Article analysis:

The article is generally reliable and trustworthy as it provides examples of swipe files from top copywriters and marketers which are useful for those looking to learn more about marketing techniques. The visuals provided also help to illustrate the points made in the article. However, there is no evidence provided to back up the claims made in the article or any counterarguments presented which could be seen as a potential bias or lack of impartiality. Additionally, some of the examples given may be outdated or not applicable to current marketing trends which could lead readers astray if they rely solely on this information without doing further research into more up-to-date techniques.

# Topics for further research:

* Marketing techniques
* Copywriting best practices
* Modern marketing trends
* Swipe file examples
* Copywriting tips
* Marketing strategies for beginners

# Report location:

<https://www.fullpicture.app/item/93d7b4d3a98538dc090ce60b7a43182e>