

Breakthrough Copywriting How To Generate Quick Cash With The Written Word

Tips on writing to consumers and business-to-business Create captivating, results-oriented, sales-generating copy Need to produce winning copy for your business? This fast, fun guide takes you through every step of a successful copywriting project, from direct mail, print ads, and radio spots to Web sites, articles, and press releases. You'll see how to gather crucial information before you write, build awareness, land sales, and keep customers coming back for more. Discover How To: * Write compelling headlines and body copy * Turn your research into brilliant ideas * Create motivational materials for worthy causes * Fix projects when they go wrong * Land a job as a copywriter

IN MARKETING What is the main difference between "pathetic" and "profitable?" A compelling advertising headline. Veteran marketers and entrepreneurs alike know a powerful headline is the most important factor for putting more money in your pocket. Whether it's for your .Web site .Yellow Pages ad .Sales Letter .Postcard .Marketing brochures .Newspaper or magazine ad .. the right advertising headline will attract, persuade and retain your most loyal, valuable customers. It's true. A great headline makes all the difference. Scientific tests have proven it over and over: Just by changing a headline, you can increase an ad's profitability by two, three, even five times. Finally, here is the world's #1 resource for quickly and easily creating powerful advertising

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headlines that are a perfect fit for your business. The kind of headlines that produce record-breaking sales results! In this book, copywriting expert David Garfinkel, who mentors other copywriters for \$15,000 and up, offers you one of his most prized possessions: his carefully chosen, market-tested set of advertising headline templates that truly can make you rich! "David Garfinkel is the best copywriter I know." - Jay Conrad Levinson, author, best-selling Guerrilla Marketing series

A book for everyone who writes or edits copy, it reveals dozens of techniques that can help you write ads, commercials, and direct mail that get more attention and sell more products.

A series of letters by history's greatest copywriter Gary C. Halbert, explaining insider tactics and sage wisdom to his youngest son Bond. Once only available as part of a paid monthly premium, The Boron Letters are unique in the marketing universe and now they are a bona fide cult classic among direct response marketers and copywriters around the world. The letters inside are written from a father to a son, in a loving way that goes far beyond a mere sales book or fancy "boardroom" advertising advice...It's more than a Master's Degree in selling & persuasion...it's hands-down the best SPECIFIC and ACTIONABLE training on how to convince people to buy your products or services than I have ever read. The Boron Letters contain knowledge well beyond selling. The letters also explain how to navigate life's hurdles. This marketing classic is personal and easily digestible. Plus... immediately after reading the first chapters, you

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can go out and make money and a real, noticeable difference in your marketplace. There are very few successful direct response marketers (online or off) who don't owe something to Gary Halbert...and for many of them, The Boron Letters is the crown jewel in their collection. Copywriters and marketers read and re-read The Boron Letters over and over again for a reason. These strategies, secrets and tips are going to be relevant 5, 10, even 100 years from now because they deal honestly with the part of human psychology which never changes, how to convince and convert folks into buyers. Bottom line? Read the first chapter. Get into the flow of Gary's mind. Then read the second. I dare you to NOT finish the entire darn thing. After you put a few of the lessons into practice, you too will find yourself reading The Boron Letters again and again like so many of today's top marketers. If you don't already have your copy get it now. I promise you won't regret it. My best, Lawton Chiles

Copywriting is writing with purpose. It's about using words to reach people and change what they think, feel and do. This easy-to-read guide will teach you all the essentials of copywriting, from understanding products, readers and benefits to closing the sale. You'll learn how to...

- Write clearly, simply and engagingly
- Choose a killer headline and a strong structure
- Use 20 proven strategies for creative copywriting
- Harness the power of persuasion and psychology
- Create a unique tone of voice for a brand

Illustrated throughout and packed with real-life examples, Copywriting Made Simple is the perfect introduction to copywriting today. "Tom's put a lifetime of learning into this

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book... an incredibly thorough briefing on copywriting.” – Dave Trott, Creative legend, agency founder, author and teacher. “Educational, entertaining and energetic... prepare to dig deep and enjoy!” – Katherine Wildman, Host, The Writing Desk.

The 16-Word Sales Letter(tm) is a copy system that has generated over \$120 million dollars for Agora Financial in the last two years alone. It's a simple formula that could help you generate millions in online sales... No matter how competitive your niche is....No matter what kind of product or service you're selling...And no matter your level of experience.That's because it can not only help you identify a new big idea for your market, but also help you structure your sales message for maximum emotional impact. If you're a copywriter, marketer or entrepreneur, you're about to discover a secret that could help you dominate your market, crush your competitors, and potentially add millions to your business and personal bank accounts.Advanced Praise for The 16-Word Sales Letter(tm) "This is the book I've been waiting for. For years, I've been asking myself: How can a guy whose native language is not even English be one of the best U.S. copywriters in history? Now I have the answer... nicely reduced to a simple, understandable formula. And the best thing is that it's a usable formula. Anyone seriously interested in copywriting should discover Evaldo's secret." --Bill Bonner, Founder of Agora. "It's not often that I come upon a copywriting strategy that feels new to me. And even less frequently do I encounter one that is both new and exciting. Evaldo Albuquerque's "16 Word Sales Letter(tm)" is such a strategy. I'm going to

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recommend this as a must-read to all my copywriting proteges." --Mark Ford, best-selling author and chief growth strategist for Agora."Evaldo is the world's greatest copywriter you've never heard of. Why haven't you heard of him? Because while others are selfpromoting ... heck, while they're eating, sleeping and relaxing... he's cranking out the next blockbuster. He never stops. He's a 9-figure sales machine and our business's secret weapon. This book is your blueprint to how the machine dominates. Read it and put it into action. Your royalty check will thank you." --Peter Coyne, founder of Paradigm Press, Agora Financial's largest imprint. "I'm recommending this book to everyone in my company, and making it required reading for all new hires. When it comes to books on "writing" I try to read everything new, and no matter how many books I pick up, I rarely find any ideas that are innovative (or even useful), but this book shattered my expectations--I found page after page packed with fresh ideas. It's engaging to read, and very easy to implement the writing techniques. Evaldo has uncovered a new way to write sales copy that is perfect for today's buyers; I really love this book, and after you turn the first two pages, you'll see exactly why. It's a must-read primer for anyone who writes sales copy.... Read this book--and learn from one of the best." --Oren Klaff, best-selling author of Pitch Anything and Flip the Script "Few people know his name. Yet, those at the highest levels of direct response advertising consider Evaldo Albuquerque the Michael Jordan of modern financial copywriting. His new book, The 16 Word Sales Letter(tm), reveals for the first time the secret to his astonishing

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success. In split tests, the selling formula Evaldo reveals in his book has won, repeatedly, against ad copy written by the world's top copywriters. When asked at a recent seminar I gave what are the two best books I've ever read on copywriting, my answer was Breakthrough Advertising by Eugene Schwartz and The 16 Word Sales Letter(tm) by Evaldo Albuquerque." --Caleb O'Dowd, www.roitips.com

WARNING: The Halbert Copywriting Method Part III is not a complete course on copywriting but... this short book is the best source on editing sales copy ever created and critical to making more money in direct marketing. All the top copywriting courses say it over and over. The power in your marketing comes from understanding your buyers but... All the professionalism comes from polishing your copy to the point buyers can't stop reading/listening to your sales message until they have an uncontrollable urge to buy. Nobody has ever covered the subject of editing copy to the degree outlined in this book and even the most seasoned ad writers have been learning a lot from the secrets shared inside this instant classic. The Halbert Copywriting Method Part III reveals the editing formulas and patterns found in the works of history's best copywriters and shows you how to inject hidden psychology into your promotions few people have ever heard of but make no mistake. Even when it comes to the classic techniques explained in this book, you will want to read every line because Bond puts a powerful new twist on even the most well-known editing strategies. If The Halbert Copywriting Method Part III doesn't make you a better copywriter, nothing will. This

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simple to use formula is great for... * Punching up your own copy* Smoothing out copy created using templates * Cleaning up ads generated by copywriting software Once you have devoured this quick read, you can then start using the simple checklist at the back with a complete understanding of how to create the famous "greased slide" effect which will add sales to all your promotions.

Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages" during an active and successful life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and publisher. The Robert Collier Letter Book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

American advertising pioneer CLAUDE C. HOPKINS (1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used to track the success of varying offers. His methods are still prized for their efficacy today. In this groundbreaking 1923 work, written after he retired as president and chairman of one of the world's biggest ad agencies, Hopkins shares the secrets of successful marketing that are just as relevant

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today as they were almost a century ago. Learn: . how advertising laws are established . the importance of just salesmanship . why businesses must offer service . mail order advertising: what it teaches . what makes headlines effective . understanding customer psychology . how to use art in advertising . how to use samples . the best way to test campaigns . the impact of negative advertising . and much more.

Stop wasting money, sending traffic to a webpage that doesn't convert. Stop paying expensive copywriters who may or may not have any idea what they're doing. Stop staring at a blank screen, frustrated and clueless when it comes to writing your own sales page. In the past, these were your only options. All of that's about to change. My name's Nathan Fraser and I'm a direct response copywriter. That means I write sales letters and advertisements with a focus on persuading people to buy. As more and more business moves to the internet, it means I'm also writing a lot more sales pages. Over the years, I've developed a formula for laying out sales pages that seems to work every time. "The 12-Step Sales Page Template" is that formula. I've used this template to bring in hundreds of thousands of dollars in sales for myself and my clients. It's worked for selling software, services, products, online courses and anything else you can imagine. I've taken lessons passed on from the masters of copywriting and

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applied it to how things get sold on the internet; namely, sales pages. This easy-to-follow guide breaks down how a sales page should function, step-by-step. In it, you'll discover: - How to grab attention with your headlines - How to keep people reading with your hooks- Why orange tennis balls are easier to sell than green ones (and how to use that information to make more sales of your own)- 10 different ways to write bullets that people can't ignore- Where the exact perfect place to put your "Buy Now" button is- A list of deal-killing words you never want to include on your sales page- 3 ways to increase the perceived value of your offer by adding a little bit of scarcity- How to make complete strangers feel comfortable with handing you their money- And a whole lot more This is the guide I wish I'd had when I first started selling things on the internet. If you've got an online business or an online store, this template will help you start pulling in more sales. Read it. Implement it. Start living the life of an online entrepreneur, today.

An updated guide to creating an effective sales letter explains how to take full advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. Original. 35,000 first printing. There was one copywriter who made millionaires from people who read his book,

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although they never wrote an ad. Eugene Schwartz wrote a classic on copywriting that is probably one of the most powerful, and profitable, books on copywriting and marketing ever written. That book has been kept available only as a rare hardback gift edition. Generations of copywriters haven't had access to this material. And the world would be a poorer place, except... Fortunately Schwartz was also prolific as a speaker. So we are able to bring notes of his lectures and a review of his classic text to life again. You can learn: - How to create ads which sell your products at the expense of your competition - Find which roles your customer really wants to play and align these to your product - Discover how to get a product to sell no matter how people have already heard about it or how many products like it are already out there. - Learn how to control your audience by being their friend. Get Your Copy Now.

Copywriting is easy. Copywriting is hard. It's frustrating, rewarding, draining, thrilling and, in almost every way, a lot of fun. It's also the job Andrew Boulton has been doing, writing about, and teaching others to do, for more than 10 years. Now, he's gathered up all the experiences, observations, lessons, fleeting successes and crushing failures he's accumulated in that time to help copywriters, new and old, come to terms with the baffling life of an alphabet wrangler.

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GET 44 YEARS OF ADVERTISING WRITING EXPERIENCE IN THE TIME IT TAKES TO READ THIS BOOK! You can learn to write compelling advertisements that will make people notice them, read them, and act upon them. In fact, you can learn to write such powerful advertisements that people actually go out and demand the product advertised and no other. How can you do this? By using the same elements that have made top copywriters like Victor O. Schwab excel at their craft. *How to Write a Good Advertisement* is a short course in writing powerful, hard-hitting copy that can help you make your products and services irresistible to potential customers. This remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade. Whether you are new to the craft or have been writing copy for years, your knowledge and practice of advertising fundamentals will determine the extent of your success. *How to Write a Good Advertisement* presents these fundamentals from the perspective of a 44-year veteran in the copywriting business. Following these proven techniques and tips, anyone can write professional advertisements that create a memorable image, pull in mailboxes full of orders, or attract new customers to their service. **LEARN HOW TO:** Grab reader attention immediately Write compelling copy that holds attention Write a call to action that's difficult to refuse Design winning

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layouts Increase the number of orders Convert more inquiries to orders GET ANSWERS TO IMPORTANT TECHNICAL QUESTIONS: Effective advertisement length...use of color...smart media placement...and much more.

This is the language you need to use to make your sales goals, from America's top copywriter. Robert W. Bly is a self-made multi-millionaire and brings in six figures of sales annually from marketing and selling his own products, not to mention more than half a million from his freelance writing. He's been a professional copywriter for nearly forty years and has been named America's best copywriter. And now he's sharing his secrets. The Big Book of Words that Sell contains the 1200 words and phrases that have proven to sell most effectively for Bob, and the best situations to employ that language in. Use them to: Sell any product or service. Get connections, followers, and friends on social media. Write social media posts and ads that generate more clicks and conversions. Optimize web pages for Google and other search engines. Write e-mails that get higher open and click-through rates. Become a more powerful and persuasive copywriter. Increase web site traffic and conversion. Generate better return from your Call to Actions (CTA). The Big Book of Words to Sell: 1200 Words and Phrases That Every Salesperson and Marketer Should Know and Use is your guide to the world's most persuasive words and phrases—and how to

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leverage them to sell your product.

This book is for everyone who needs to write copy that sells – including copywriters, freelancers, and entrepreneurs. Writing copy that sells without seeming “salesy” can be tough, but is an essential skill. *How To Write Copy That Sells* supplies specific copywriting techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail. Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success. Every business making sales online is engaged in a battle to get customers to click. More clicks equals more sales equals a more successful business. How do you write copy that will encourage more people to buy from you? How do you persuade customers over the line to make that final buying decision? What is *The Art of the Click*? The answer lies in the power of direct-response copywriting. In this entertaining and highly readable guide, copywriting expert Glenn Fisher boils down over a decade of experience to present a huge array of techniques, tactics and industry secrets to improve your copywriting, get more clicks... and ultimately, get more sales. You will discover: - The single thing every great writer must do if they want to improve. - How anyone can learn to write a headline that will stop all potential customers in their tracks. - Where to find inspiration and how to feed ideas. - How you can get a customer physically nodding along with every word you write. - How to avoid waffle and make your copy

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more succinct. - How you can write irresistible offers than no one can refuse. - And much more! Pick up *The Art of the Click* now to improve your copywriting. You'll soon be wondering how you ever made a sale without it...

Embark on 7 Learning Adventures to Create a Business From Scratch. This book includes research on "who" is most likely to be successful in entrepreneurship across 26 different personality factors. No hype. No BS. No fluff. This is a comprehensive book full of examples to draw from. *Start From Zero* gives you the repeatable path to create a meaningful and profitable business without being dependent on any person, any platform, or anything. See new research on the top personality traits pulled from 30 successful entrepreneurs. Learn by example from 15 employees who became entrepreneurs. Much of the world believes you have to be smart, gifted, or lucky to make it with your own business. That's only true to a certain extent. You can actually screw up a lot and still get rich... if you get the right things done right. This is the only book that will show you how to successfully start from zero when you have nothing. Not even confidence. *Start From Zero* is the result of over 10 years of research, based on tested principles, with a methodology that will still be relevant a hundred years from now. If you are frustrated with your income and earning potential, this book is for you. *Start From Zero* teaches you how to install the 4 brains you need to create income & scalable products from scratch. Whether you are a frustrated employee, a time-strapped business owner, or a curious 16 year old wondering if you should attend college, *Start From Zero* delivers the goods. My hope is this book helps make entrepreneurship accessible to the entire world. I have personally helped thousands of people become free with this exact process. All of them started from zero. Many of them started as employees. You can be next. Put these principles into practice for 90 days

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and learn the skills to make success more likely in any endeavor you choose!

Brian Kurtz is the bridge connecting the bedrock fundamentals of direct response marketing to the state-of-the-art strategies, tactics, and channels of today. Overdeliver distills his expertise from working in the trenches over almost four decades to help readers build a business that maximizes both revenue and relationships. Marketing isn't everything, according to Brian Kurtz. It's the only thing. If you have a vision or a mission in life, why not share it with millions instead of dozens? And while you are sharing it with as many people as possible and creating maximum impact, why not measure everything and make all of your marketing accountable? That's what this book is all about. In the world of direct marketing, Brian Kurtz has seen it all and done it all over almost four decades. And he lives by the philosophy, "Those who did it have a responsibility to teach it." Here's a small sample of what you'll learn: * The 4 Pillars of Being Extraordinary * The 5 Principles of why "Original Source" matters * The 7 Characteristics that are present in every world class copywriter * Multiple ways to track the metrics that matter in every campaign and every medium, online and offline * Why customer service and fulfillment are marketing functions * That the most important capital you own has nothing to do with money * And much more Whether you're new to marketing or a seasoned pro, this book gives you a crystal-clear road map to grow your business, make more money, maximize your impact in your market, and love what you're doing while you're doing it. Kurtz takes you inside the craft to help you use all the tools at your disposal--from the intricate relationship between lists, offers, and copy, to continuity and creating lifetime value, to the critical importance of multichannel marketing and more--so you can succeed wildly, exceed all your expectations, and overdeliver every time.

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This book will make you a better copywriter. "Instant Inspiration for Copywriters may be the only 'instant results' book I've ever read that delivers what is promised in the title: practical, real-world tips and advice - more than 500 pearls of wisdom in all -- that both inspires and teaches you to write the strongest copy you can." - Bob Bly, author, *The Copywriter's Handbook* "I would urge everyone who writes copy to get this book. Some of the quotes are stunning -- stuff you've never heard, and they'll expand your mind. But the reason I think you need to get it is all the reminders, from top names in the business, of what sometimes you forget to do that costs you money." - David Garfinkel, author, *Breakthrough Copywriting* "Scott has created an absorbing collection of tips, ideas and opinions about every aspect of copywriting. You'll find time-honored wisdom from David Ogilvy and Rosser Reeves, alongside insights from today's master practitioners like Joanna Wiebe and Ann Handley. Dip into it whenever you need a helping hand or a new direction - it won't let you down." - Tom Albrighton, author, *Copywriting Made Simple* "Einstein said, 'Example isn't another way to teach; it is the only way to teach.' Yet depressingly few copywriters study what the best writers said about writing. Here is pithy, wise advice not just from people I knew - Gene Schwartz, David Ogilvy, Joe Sugarman, for instance - but from good writers of all kinds. Nathaniel Hawthorne, Elmore Leonard, Jeanette Winterson, Maya Angelou, Ernest Hemingway, John Steinbeck ...This is your short-cut to better writing. Not just copywriting: ANY writing." - Drayton Bird, author, *Commonsense Direct & Digital Marketing* "There are only a few copywriting books I would consider to be 'keepers'. This is one of them. What makes this book great is it gives you an instant dose of inspiration whenever needed. And we copywriters tend to need that often!" - Steve Slaunwhite, author, *The Everything Guide To Writing Copy* What are you waiting for? Click the orange Buy Now

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button.

The classic guide to copywriting, now in an entirely updated third edition This is a book for everyone who writes or approves copy: copywriters, account executives, creative directors, freelance writers, advertising managers . . . even entrepreneurs and brand managers. It reveals dozens of copywriting techniques that can help you write ads, commercials, and direct mail that are clear, persuasive, and get more attention—and sell more products. Among the tips revealed are • eight headlines that work—and how to use them • eleven ways to make your copy more readable • fifteen ways to open a sales letter • the nine characteristics of successful print ads • how to build a successful freelance copywriting practice • fifteen techniques to ensure your e-mail marketing message is opened This thoroughly revised third edition includes all new essential information for mastering copywriting in the Internet era, including advice on Web- and e-mail-based copywriting, multimedia presentations, and Internet research and source documentation, as well as updated resources. Now more indispensable than ever, *The Copywriter's Handbook* remains the ultimate guide for people who write or work with copy. "I don't know a single copywriter whose work would not be improved by reading this book." —David Ogilvy

Do You Want to Double Your Sales with Easy Techniques? If you've been trying to sell online the scenario I'm about to describe may be familiar to you... You've finally completed a great product which you would love to sell. You're pretty certain it will make you a ton of money. So, you launch a well-designed product with an outstanding looking cover... Then once your product is listed for sale, you wake up excited to check to your dashboard - to see how many sales you've made... And...nothing. You even refresh the page just in case the numbers

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haven't updated yet. But still - zero sales, maybe one or two if you're lucky This continues for a couple of days, and after a few weeks you realize you won't even make your money back on this product. A sinking feeling of failure washes over you - your product is buried, even though you technically did everything "the right way." In fact, if you've been trying to sell online for a while, and haven't achieved the results you desire, this has probably happened more than once. Which leads us to the million-dollar question... Why in the World Are Your Products Not Selling? Well the answer to this is surprisingly simple... And many sellers online have the exact same problem as you. Customers either don't click on your products at all. Or they click on them, spend about 5 seconds reading your description - then close the tab. Because even if you're in a wildly profitable niche, you still have to convince your customers that your product is worth buying. Which leads us to the core problem... You Have No Idea How To Launch Products That Sell Using Words! And that's where the book Copywriting for Beginners: The Basics Most People Get Wrong Writing Copy comes in. In it we find major benefits that, if implemented, can easily double your sales! This book will teach you: How to sell through writing How a few words can make you money How to write enticing headlines which attract customers How to track your copy and easily improve it Powerful Tricks for Boosting Conversion Rates A simple but powerful method to write your copy step-by-step And much more... The truth is: If you're someone who procrastinates, then this bad habit is limiting your success in different ways. If you don't address this issue, then you'll reduce the likelihood that you'll achieve your dreams. So, without further ado, scroll to the top of this page and click the "Buy now button" to grab your copy of Copywriting for Beginners today! PS This can easily make you more money PPS Procrastination will cost you money-- a lot of money. Take action now!

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""ADVERTISING should be judged only by the goods it is conclusively known to sell, at a given cost. Mere opinions on Advertising Copy should be excluded from consideration, because opinions on Advertising are conflicting as opinions on Religion. ""But, it is different with Advertising, as it is with Mechanics or with Medicine, all three of which can be conclusively tested. ""Many Advertisers, however, seem satisfied to spend their money on mere Opinions about Advertising when they might have invested it on Evidence about Advertising. ""When it is anything less than Salesmanship it is not real Advertising, but only 'General Publicity.' And, 'General Publicity' admittedly claims only to 'Keep the Name before the People, ' - to produce a 'General impression on the Trade, ' and to 'Influence Sales' for the salesmen. ""The only way to judge Advertising is to judge it by the amount of goods It is conclusively known to Sell, at a given cost."" Get Your Copy Today.

A guide to the principles of writing effective copy covers headlines, print ads, direct mail, brochures, catalogs, press releases, and electronic messages

“The most thorough, accurate, user-friendly, well-organized and inspiring guide for writers on the market today. Period.”—Richard Carlson, #1 New York Times bestselling author of *Don't Sweat the Small Stuff* This expert guide has put the dream of acquiring a publisher within reach for thousands of writers. Whether your book idea is a completed manuscript or still in the planning stages, *The Shortest Distance Between You and a Published Book* offers comprehensive, industry-savvy guidance on the steps to take to sell your book to a major publisher. Literary agents often advise their clients to read this book as their first step. Susan Page is the author of several bestselling self-

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help books, and a veteran of the publishing industry. Here, she'll guide you step-by-step through the roadblocks that stall other writers and help you toward a publishing strategy that gets results. You'll find in-depth information on the early steps to take, writing title ideas, developing winning book proposals, finding an agent, understanding publishing contracts, promoting your book, and more. Throughout the process, Page coaches you through both the emotional and practical obstacles you're likely to face. It's a must-read for anyone interested in a career as a published author. "Page, as her subtitle claims, really does tell you what you need to know to get happily published. This self-help author (*If I'm So Wonderful, Why Am I Still Single?*) knows what she's talking about, whether she's advising on how to write a book proposal, find an agent or promote one's book . . . This is one of the more instructive guides to read before writing your book."—Publishers Weekly

A veteran copywriter offers advice on how to spark ideas and then capture them in copy, how to write headlines that attract attention, how to make ads believable and motivate readers to act, and how to learn from failure as well as success. Readers will discover principles, procedures, and practical suggestions for every medium and style of advertising.

In this book, you'll learn how direct marketers shatter sales records with the written word. Many people find copywriting confusing. But *Breakthrough Copywriting* makes it simple-by breaking everything down into a clear, step-by-step process. There's

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something for everyone. New copywriters will get a complete toolkit. Experienced marketers will benefit from new strategies and tactics. You'll discover:

- * How to build a powerful sales message that makes money
- * Secrets of headlines that all but force prospects to read your message
- * Easy shortcuts to creating profitable bullet points
- * Negative optimism: a revolutionary new way to create empathy with prospects
- * Stories that boost sales-how to write them, step-by-step
- * Insider secrets for "amping up" the emotional power of your copy
- * How to put it all together to build trust in prospects and close the sale

Whether you are a freelance copywriter, an entrepreneur, or a marketing professional, you'll get tips, tools and templates to easily make the written word produce a lot more sales for you.

Imagine if you could connect with your website visitors the moment they landed on your website. They understood exactly what kind of value your product or solution provided. And they were eager to join your email list, start your free trial, or hit the buy button. What would that mean to your business? Jen Havice, messaging strategist and customer-driven copywriter, walks you through how to ask the right questions to learn what makes your customers tick so you can produce copy your visitors can't resist. Filled with examples, templates, and case studies, *Finding the Right Message* is both practical and timely. You'll get a process for determining what messages your customers need to see along with field-tested ways of improving your copy. A few of the lessons you'll learn in this step-by-step guide are: The Six Key Elements of Customer-

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Driven Messaging What questions to ask in surveys and interviews and the ones to avoid How to do customer research without the customers How to analyze your voice of customer research findings and apply them directly to your copy How to tie your features to the benefits your customers care most about Finally, you can say goodbye to guessing which messages will turn your prospects into customers and hello to high-performing copy that practically writes itself.

The classic guide to copywriting, now in an entirely updated fourth edition This is a book for everyone who writes or approves copy: copywriters, multichannel marketers, creative directors, freelance writers, marketing managers . . . even small business owners and information marketers. It reveals dozens of copywriting techniques that can help you write both print and online ads, emails, and websites that are clear, persuasive, and get more attention—and sell more products. Among the tips revealed: * 8 headlines that work--and how to use them * The 5-step “Motivating Sequence” for generating more sales and profits * 10 tips for boosting landing page conversion rates * 15 techniques to ensure your emails get high open and click-through rates * How to create powerful “lead magnets” that double response rates * The “4 S” formula for making your copy clear, concise, and compelling This thoroughly revised fourth edition includes all new essential information for mastering copywriting in the digital age, including advice on content marketing, online videos, and high-conversion landing pages, as well as entirely updated resources. Now more indispensable than ever,

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Robert W. Bly's *The Copywriter's Handbook* remains the ultimate guide for people who write or work with copy.

There was one copywriter who made millionaires from people who read his book, but never wrote an ad. You may or may not have heard of Eugene M. Schwartz - one of the most successful copywriters in advertising history. He worked three hours a day and you couldn't pay him any amount to write your copy. Seriously. At one point he wrote up just how he did it. And never wrote about that subject ever again. Eugene Schwartz wrote a classic on copywriting almost 50 years ago that is probably one of the most powerful, and profitable, books on copywriting and marketing ever written. That book has been kept available only as a rare hardback gift edition. Generations of copywriters haven't had access to this material. And the world would be a poorer place, except... Fortunately, Schwartz was also prolific as a speaker. So we are able to bring notes of his lectures and a precise analysis of his classic text to you to make your own millions with. In this short review guide, you can learn: How to create ads which sell your products at the expense of your competition Find which roles your customer really wants to play - and will pay anything to get - and align these to your product Discover how to get a product to sell no matter how people have already heard about it or how many products like it are already out there. Learn how to control your ad-copy viewers by being their honest, trusted friend. This tribute to his genius is also a guidebook so you can duplicate his success with your own copywriting. Please enjoy this journey to

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greater ease and profit. The genius of Eugene Scwartz can teach you, starting immediately. Scroll Up and Get Your Copy Now.

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An illuminating look at the surprising upside of ambiguity—and how, properly harnessed, it can inspire learning, creativity, even empathy Life today feels more overwhelming and chaotic than ever. Whether it's a confounding work problem or a faltering relationship or an unclear medical diagnosis, we face constant uncertainty. And we're continually bombarded with information, much of it contradictory. Managing ambiguity—in our jobs, our relationships, and daily lives—is quickly becoming an essential skill. Yet most of us don't know where to begin. As Jamie Holmes shows in *Nonsense*, being confused is unpleasant, so we tend to shutter our minds as we grasp for meaning and stability, especially in stressful circumstances. We're hard-wired to resolve contradictions quickly and extinguish anomalies. This can be useful, of course. When a tiger is chasing you, you can't be indecisive. But as *Nonsense* reveals, our need for closure has its own dangers. It makes us stick to our first answer, which is not always the best, and it makes us search for meaning in the wrong places. When we latch onto fast and easy truths, we lose a vital opportunity to learn something new, solve a hard problem, or see the world from another perspective. In other words,

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confusion—that uncomfortable mental place—has a hidden upside. We just need to know how to use it. This lively and original book points the way. Over the last few years, new insights from social psychology and cognitive science have deepened our understanding of the role of ambiguity in our lives and Holmes brings this research together for the first time, showing how we can use uncertainty to our advantage. Filled with illuminating stories—from spy games and doomsday cults to Absolut Vodka’s ad campaign and the creation of Mad Libs—Nonsense promises to transform the way we conduct business, educate our children, and make decisions. In an increasingly unpredictable, complex world, it turns out that what matters most isn’t IQ, willpower, or confidence in what we know. It’s how we deal with what we don’t understand.

This book will help you to make more money, serve more people, and increase your impact so you can change the world in your own way. Few people on earth have studied and applied sales copy in more situations, for more people, and in more businesses than Jim has. This book will teach you a skill that will pay you for the rest of your life.

This book describes the simple but effective methods that Elmer Wheeler has used in making two sales grow where only one grew before. The author is sales consultant for scores of prominent firms. He has tested thousands of word-

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combinations and selling points on millions of customers at the point of sale. He knows the selling points and techniques that will achieve results. He knows the ones that will fail. The author shows you how the slight twist of a phrase may make a difference between success and failure in selling a product. He shows you how to go about building up your own selling sentences—your own sales presentations—and how to test them on the customer. You will find this book intensely interesting and practical, for the author has filled it with stories of actual sales campaigns that have been built upon the use of tested sentences. The ideas in this book are making money for some of the best-known concerns in the country. They should make money for you.

There was one copywriter who made millionaires from people who read his book, but never wrote an ad. You may or may not have heard of Eugene M. Schwartz - one of the most successful copywriters in advertising history. He worked three hours a day and you couldn't pay him any amount to write your copy. Seriously. At one point he wrote up just how he did it. And never wrote about that subject ever again. Eugene Schwartz wrote a classic on copywriting almost 50 years ago that is probably one of the most powerful, and profitable, books on copywriting and marketing ever written. That book has been kept available only as a rare hardback gift edition. Generations of copywriters haven't had access to this

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material. And the world would be a poorer place, except... Fortunately, Schwartz was also prolific as a speaker. So we are able to bring notes of his lectures and a precise analysis of his classic text to you to make your own millions with. In this short review guide, you can learn: How to create ads which sell your products at the expense of your competition Find which roles your customer really wants to play - and will pay anything to get - and align these to your product Discover how to get a product to sell no matter how people have already heard about it or how many products like it are already out there. Learn how to control your ad-copy viewers by being their honest, trusted friend. This tribute to his genius is also a guidebook so you can duplicate his success with your own copywriting. Please enjoy this journey to greater ease and profit. The genius of Eugene Scwartz can teach you, starting immediately. Scroll Up and Get Your Copy Now.

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