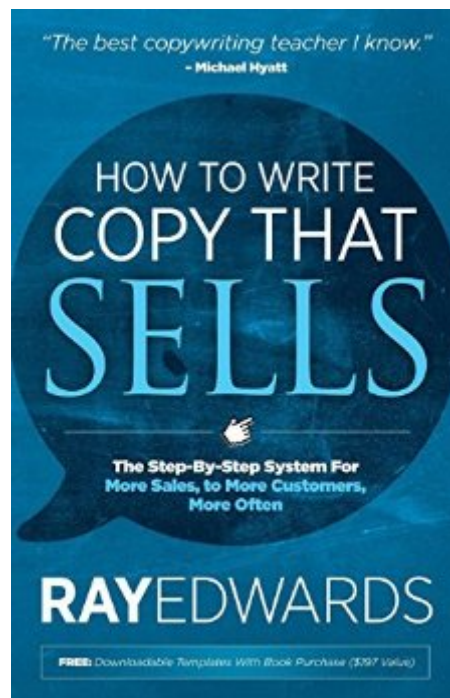


The book was found

How To Write Copy That Sells: The Step-By-Step System For More Sales, To More Customers, More Often



Synopsis

Writing copy that sells without seeming â œsalesyâ • can be tough, but is an essential business skill. How To Write Copy That Sells is a step-by-step guide to writing fast, easy-to-read, effective copy. It's for everyone who needs to write copy that brings in cash â “ including copywriters, freelancers, and entrepreneurs. Inside, you'll find copywriting techniques for email marketing, web sites, social media, sales pages, ads, and direct mail. You'll also discover: The universal hidden structure behind all persuasive copy. How to avoid the most common copywriting mistakes. A simple technique for writing copy thatâ™s easy to read. How to write powerful short copy for social media. Sample headlines, bullet points, and openings â “ yours to â œswipeâ • and use as your own! Tons of templates, examples, and checklists guaranteed to improve your copy. ...And much, much more! Writing Copy That Sells is your indispensable guide to creating fresh, fast, effective copy that generates sales like magic.

Book Information

File Size: 1119 KB

Print Length: 186 pages

Page Numbers Source ISBN: 161448502X

Publisher: Morgan James Publishing (February 16, 2016)

Publication Date: February 16, 2016

Sold by:Â Digital Services LLC

Language: English

ASIN: B01BKS3VFG

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #24,783 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #1 inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Advertising > Writing Skills #4 inÂ Kindle Store > Kindle eBooks > Business & Money > Marketing & Sales > Marketing > Direct #7 inÂ Kindle Store > Kindle eBooks > Business & Money > Skills > Business Writing

Customer Reviews

I'm really impressed by Ray Edward's How to Write Copy that Sells: The Step-by-Step System for

More Sales, to More Customers, More Often. How to Write Copy that Sells offers a wealth of practical, easy-to-locate and apply, advice in a "right-sized package" that comfortably fits in your hand or laptop case when traveling. Ray's "system" is explained in terms of the 12 building blocks of copy that, together, cover the various types of projects today's entrepreneurs and marketers are likely to need. In today's busy world. Each chapter begins with an explanation of the type of project, i.e., Chapter 2's "Magic Building Blocks of the Perfect Sales Letter" or a particular technique, like Chapter 5's "How to Write Bullet Points that Virtually Force Your Prospects to Buy.") After a brief description of the relevance of the material in each chapter, Ray breaks up the remainder of the chapter into specific, actionable ways to put the information to work. To maintain the flow of information, Ray helpfully sets apart definitions and terms that some readers might not be familiar with, allowing other readers to proceed directly to the action tips. The tips and techniques--the meat and potatoes of the book--are set apart by numbered subheads. Careful writing and editing has condensed most tips to between a half and a full page...long enough to show readers how to use and profit from the advice, but no longer than necessary. Best of all, each chapter ends with Quick Summary of the ideas shared in the chapter. More important, How to Write Copy that Sells's content extends beyond the book; each chapter contains links to bonus content templates and tutorials on Ray's site (no credit card required).

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Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1)
Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management)
Write to Market: Deliver a Book that Sells (Write Faster, Write Smarter 3)
The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells
Email Marketing Demystified: Build a Massive Mailing List, Write Copy that Converts and Generate More Sales
How to Write a Non-Fiction Kindle eBook in 15 Days: Your Step-by-Step Guide to Writing a Non-Fiction eBook that Sells!
How To Write A Book In Less Than 24 Hours (How To Write A Kindle Book, How To Write A Novel, Book Writing, Writing A Novel, Write For Kindle)
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How to Write the Perfect Personal Statement: Write powerful essays for law, business, medical, or graduate school application (Peterson's How to Write

the Perfect Personal Statement) Copywriting: For Beginners!: How to Write, Persuade & Sell Anything to Anyone like a Pro with Copy Mommy, Where Do Customers Come From?: How to Market to a New World of Connected Customers Angel Customers and Demon Customers: Discover Which is Which and Turbo-Charge Your Stock The Hollywood Book of Death: The Bizarre, Often Sordid, Passings of More than 125 American Movie and TV Idols Emotional Intelligence: Why EQ Can Often Matter More Than IQ (Control your emotions, communication skills, social skills, IQ, success) Daily Painting: Paint Small and Often To Become a More Creative, Productive, and Successful Artist Snap Selling: Speed Up Sales and Win More Business with Today's Frazzled Customers Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First Your Marketing Road Map: 5 Steps to Stop Overwhelm, Drive More Customers, and Accelerate Sales

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