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# Easy Copywriting

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**HERMAN MIDDLETON**

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**The Next 6 Things You  
Should Do for  
Copywriting Success**

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WANT TO BE A GOOD  
CRAZY COPYWRITER? DO  
you spend hours --  
sometimes days -  
fumbling over your words,  
then wonder why your  
copy STILL sounds stilted?  
LET ME KNOW IF THIS

SOUNDS FAMILIAR: You sit  
down to write but the  
words don't come. When  
they do, they sound  
floppy, dead, flat on the  
page. Worse, you feel  
kind of greasy, gloppy - a  
little bit 'scuzzy' And even

though you've researched blog post after blog post. Read a few copywriting books. Fallen down endless You Tube rabbit holes. There's still one issue Your copy isn't working. It's not generating the clicks, shares, downloads and SALES you know you deserve. If that sounds about right, then keep reading. If you've ever been afraid to use words to sell a product, services or even an idea, then this is your BOOK. Dan Edwards is a successful businessman. He has

started, built, managed or turned around 22 different businesses with his copywriting skills. He has been able to drive crazy traffic and generate massive sales to his online and physical business using copywriting secrets. Due to popular demand, he has written this book just for you. COPYWRITING SECRETS FOR BEGINNERS is an entertaining, thought provoking, fun, insightful, engaging and easy to read book. It's a very detailed, actionable, practical book where you

will learn: What copywriting is and why it's an excellent career opportunity detailed description on the psychology of why people buy Requirement for being a copywriter Secrets to creating an irresistible offer your ideal customers can't resist Difference between content writing and copywriting How to write attention grabbing headline that converts Killer headline templates with practical examples 5 reasons why your sales copy sucks How to start

your career as a freelance copywriter and MANY MORE If you have an online business or physical product you're trying to promote, you need to know copywriting. The material covered in this book is a must-know for digital entrepreneurs, founders, marketers, bloggers or anyone else who need to write a copy to reach a larger audience and sell more effectively. With the secrets and nuggets in this book, you will achieve instant copywriting success in only 7days. And if you

need to learn how to write good, effective copy, COPYWRITING SECRETS FOR BEGINNERS is a good way to start. Say "Goodbye" to frustrating dreams of becoming your own boss and "Hello" to your new career as a respected copywriter. Reading this book will make you a better sales person. If you don't buy it, you're losing something. I highly recommend the book "COPYWRITING SECRETS FOR BEGINNERS" to anyone who is interested in making money online

from home and wants to succeed through copywriting. Scroll up and click on the BUY button [The Ultimate Guide to Writing Powerful Advertising and Marketing Copy from One of America's Top Copywriters](#) Copywriting Made SimpleHow to write powerful and persuasive copy that sells If you want to double... even triple... your sales from ads and sales letters, then this new book by Top direct response copywriter, Ben Settle, shows you exactly how.

The answer is: "The Copywriter's Crib Sheet" And this tome contains more than 40 chapters of quick, easy to implement copywriting tricks, tactics and techniques that can put more money in your pocket the FIRST time you use them. Here are some of the secrets you'll find inside: \* How To Eliminate Anxiety And Procrastination When Writing Your Ads \* How To Squeeze More Money From Your Ads... Without Changing One Word Of Your Copy \* The Secret Of Turning Angry Customers

Into Happy Buyers \* The #1 Mistake Copywriters Make That's Guaranteed To Make You Look Like Either A Liar Or A Flake \* How To Use Negativity To Multiply Your Sales \* How To "Outfox" Your Competition \* How To "Read" Your Customers' Minds \* How To Make Your Ads Easy For Your Readers To Chew, Swallow And Digest \* How To Make "Dry As Dust" Case Studies 100% Fascinating And Interesting \* How To Make The Newspaper Your Unofficial "Sales

Assistant" \* How To Dramatically Increase The Perceived Value Of Your Premiums And Free Bonuses \* 100-Year-Old Copywriting Secret Makes All The Claims In Your Marketing Ten Times More Believable \* Why "Can't Refuse Offers" Hurt Response \* Another Copywriting "Rule" Bites The Dust \* How A Stupid Copywriting Mistake Killed An Otherwise Perfect Marketing Piece \* Why Sampling Is A Waste Of Time... And The Simple Thing To Do Instead \* How To Breathe New Life

Into Dying Sales Letters \*  
How To Make More  
Money... By Hiding Your  
Ads \* How To Instantly  
Gain The Trust Of All Your  
Customers \* How To  
Create Money-Making  
Headlines "On The Fly" \*  
How A Simple Little  
"Tweak" To Your Copy  
Can Dramatically Jack Up  
Your Ad Response \* A  
Simple Copywriting Tip  
That Makes Marketing  
Problems Instantly  
Evaporate \* How To Use  
Your Stereo To Ratchet Up  
The Response Of Your  
Advertising \* How To Be  
"Number One" In Your

Market... Without Having  
The Best Product Or  
Service \* How To Make  
Price Irrelevant \*  
Incredible Copywriting  
Secret Used By Cults And  
Marketing Gurus Creates  
Life-Time Customers Who  
Happily Pay You Money  
For Years In The Future \*  
How To Make "Crazy"  
Promises And Claims  
Totally Believable \* How  
To Make Your Marketing  
Promotions Irresistible To  
Read \* How To "Spice Up"  
Make Dull Guarantees \*  
How To Instantly Remove  
Any And All Hesitation  
About Buying From You \*

How To Mentally And  
Emotionally Glue People  
To Your Ads \* How To  
Make Complex Products &  
Services Seem "Monkey-  
Simple" To Use \* Why You  
Shouldn't Always Use  
Testimonials In Your Ads \*  
The Incredible  
Copywriting Secret Of My  
Left-Wing Grandmother \*  
Rare Copywriting Secret  
(Used Only A Few Times  
In History) Leaves Your  
Competition Riding Your  
Coattails \* How To Get  
People To Look For  
Reasons To Buy From You  
\* Why Writing Ads In Your  
Doctor's Office Can Give

You An Incredible Edge Over Your Competition \*  
 The "Long Copy Versus Short Copy" Mystery Finally Solved \* A Truly Dorky Ad Written By A Certified Marketing Moron \* Why So Many Hot, Sexy Women End Up With Idiotic, Abusive Dorks \* And Much, Much More...  
 Bottom line? This book is pure MEAT. There is no fluff. No long hours of reading or study. Just dozens of simple, easy-to-implement copywriting secrets you can implement in your ads today and see results in

your bank account by tomorrow...!  
**30-or-so thoughts on thinking like a copywriter** Vintage  
 WANNA WRITE AWARD-WINNING COPY WITHOUT STRESS? If you're struggling to find direct information about copywriting, and so far you've found just a pile of badly outdated references and advice which are useless nowadays, this book is for you! New, fresh, and different, that's what Copywriting is all about. Using simple language that's smooth,

informational, and engaging with no rubbish. Just straight-up info in a fast-paced way. Following the tips and insights included in this book you will... See how to compose clear, concise, unique, and phenomenal content Know to use words that trigger the responses needed to make your content fly off the page Be privy to unique Calls to Action--that much-needed ending to your content that seals the deals, and makes purchases happen Blaze through all the dos and don'ts and start

writing the kind of marketing copy you've been dreaming about Gain all the skills and guts needed to pack the right punch and create a place for yourself among the pros And also you'll learn how to... ✓ Set the Tone ✓ Choose the Right Style ✓ Get to the Core ✓ Scout the Competition ✓ Use Persuasive Techniques ✓ Own the Consumer's Mind ✓ Hit the Target Audience Even if you're a complete beginner, you'll master the award-winning techniques which are the result of years of

experience. We're confident of this because of the millions of successful copywriters who have already walked this path--leaving behind countless pebbles of information for you to pick up. Grab 'em! By scrolling up and hitting the "Buy Now" button, you'll be fast on your way to the most incredible, most satisfying job in the universe! ★ BUY THIS BOOK RIGHT NOW! ★ *Practical Simple Steps on How to Use the Power of Words to Engage, Influence and Create*

*Good Persuasive Contents That Turns Strangers Into Buyers* Entrepreneur Press

It's OK knowing the theory, but when it's 9am and you have just been given until lunchtime to write some copy for a new sales email, landing page, press ad or brochure, what you really need is a shortcut. This book takes the grind out of planning and writing almost any type of copy by providing step-by-step advice on the best layouts, approaches and styles to suit everything from an

email subject line to recruitment ad, direct mail letter or website. Prepared by one of the best copywriters in the B2B sector, this book also provides the reader with templates for 13 of the most common copywriting tasks for maximum effectiveness and speed. Successful Copywriting Made Easy Marshall Cavendish International Asia Pte Ltd  
 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 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. *The Copywriting Sourcebook* Bloomsbury Publishing A candid and indispensable primer on all aspects of advertising from the man Time has called "the most sought after wizard in the business." Told with brutal candor and prodigal generosity, David Ogilvy reveals: • How to get a job in advertising • How

to choose an agency for your product • The secrets behind advertising that works • How to write successful copy—and get people to read it • Eighteen miracles of research • What advertising can do for charities And much, much more. **Copywriting Quick Start** John Wiley & Sons Don't Just Say It - Sell it! You don't need a professional ad agency or copywriter to create kick-ass marketing copy. This hands-on guide takes you step by step and shows

you how to create marketing messages that capture attention and boost profits. "Kick-ass Copywriting in 10 Easy Steps is a must-read for any small to midsized business owner. It translates difficult writing ideas into everyday language and empowers the average business owner to write more persuasively in a simple, step-by-step process. My advice? Buy this book—and read it twice!" —Dean Reick, direct marketing copywriter, DirectCreative.com "

...Susan's warm, engaging style and emphasis on real-world specifics will make even the most writing-phobic business owners feel more confident in their advertising efforts. Susan packs plenty of useful copywriting tools, illustrations, and checklists between the covers, too. Her full-featured 'Copywriting Outline' is surely worth the entire price of admission. Kick-ass Copywriting in 10 Easy Steps is a superb addition to any small-business

owner's ready-reference shelf." —Roberta Rosenberg, "The Copywriting Maven" and President, MGP Direct Inc. "Susan Gunelius has created a simple-to-understand guide to writing effective and hard working copy for nonprofessionals such as small-business owners and others who recognize they need to develop this essential skill to promote their business. Kick-ass Copywriting in 10 Easy Steps covers virtually every topic the aspiring copywriter needs to know,

from the crafting of impactful copy, to where best to run it. Ms. Gunelius' book should be on every small business owner's bookshelf."  
—George Parker, creative consultant, author of MadScam, and advertising blogger at Adscam and Adhurl  
Effective Copywriting Strategy-For Money and Sales BookRix  
Copywriting Made Simple  
How to write powerful and persuasive copy that sells  
Troubador Publishing Ltd  
Copywriter's Crib Sheet -

40 Proven and Tested Copywriting Secrets You Can Use in Your Ads Today and See Results in Your Bank Account Tomorrow Gasp Books  
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 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! *Strategic Copywriting* Cosimo, Inc. Easy Money In A Week: *Copywriting Success* demonstrates to authors industry standards to set

up their very own copywriting administrations business in seven days. Its objective market is journalists, proficient or hopeful, who need to profit from their composition aptitudes. Melanie Rigney, supervisor of *Writer's Digest* magazine, assessed that ten for every penny of the US populace try to write. Need to profit writing? You know you can write. Perhaps you're notwithstanding profiting writing. In any case,

would you say you are profiting writing? Or then again is it only a pastime, costing you more in PCs, postage and paper than you're gaining? As per journalists' associations, 95 for every penny of essayists never profit to stop their normal everyday employment. Shouldn't something be said about the main five for each penny of journalists - they're profiting, correct? A little extent of the main five for each penny beyond any doubt are. They're the main events - mark name

authors like Stephen King and Dean Koontz. Understudies (and ladies) scholars are doing OK as well. They're the class scholars, writing sentiment, riddle and anticipation, and true to life. Authors in this gathering invest a ton of energy investigating their shoulder. Will their distributor acknowledge their next book? Is it accurate to say that they are writing enough? (Gotta turn in no less than two books this year.) What frightful audits of their most recent book

will they find on Amazon.com today? Magazine scholars may do well as well in the event that they join magazine writing with writing books. On the off chance that you need to profit from your composition abilities, you can. What's more, you can do it effortlessly and rapidly, in seven days. How? Begin a copywriting administrations business. I've been taking in substantial income as a publicist for more than 25 years. It's fun, innovative and lucrative. The

business writing market is invisible to most writers. Most scholars aren't talented at business, and don't know how business works. They're ignorant that organizations contract essayists, so they pitch their work to stuffed markets. Marketing specialists (business authors) write to meet the interchanges needs of expansive and private companies. The material they write incorporates promoting correspondences, proposal, advertising

material, and Web website content. On the off chance that copywriting registers as a potential market, journalists don't have any simple, handy advisers for help them to get to this market. While bookshop racks are pressed with how-to advisers for writing books and magazine articles, the modest number of accessible copywriting books are dry and dull, and make copywriting sound about as much fun as doing your own dentistry. Easy Money In A

Week: Copywriting Success intends to rectify this. It's gone for both expert and new scholars. Toward the finish of seven days, the energetic new marketing specialist will have all the data and experience she needs to set up her very own copywriting administrations business and profit. Writers require this book Consistent with its "pain free income" title, the book centers around showing the reader how to get copywriting work, not simply on copywriting

strategies. To the extent I can tell, none of the other copywriting books right now accessible show marketing specialists how to prospect for new business. But then, passing by my involvement with understudies and my checking of essayists' gatherings on the web, this data is the thing that scholars require most. Other copywriting books simply don't give the low down of self-advancement and showcasing. Scholars require points of interest and support to advertise

themselves and their administrations, so I'll be making this book as powerful and rousing (and fun) as I can.

*F\*#king Easy Step-By-Step Guide to Boost Your Writing, Create Copy That Sells, and Skyrocket Your Career!* Marshall

Cavendish International  
Asia Pte Ltd

Writing copy is often assumed to be a natural talent. However, there are simple techniques you can employ to craft strong written content with ease. This new, expanded edition teaches the art of

writing great copy for digital media, branding, advertising, direct marketing, retailing, catalogues, company magazines and internal communications. Using a series of exercises and up-to-date illustrated examples of award-winning campaigns and communication, *Copywriting, Second Edition* takes you through step-by-step processes that can help you to write content quickly and effectively. Including insightful interviews from leading copywriters, as

well as illustrated case studies of major brands that explore the challenges involved in creating cutting-edge copy, this book will provide you with all the tools you need to become a confident and versatile creative copywriter. [Get Paid to Write a Book: 7 Days to Easy Money](#) Lion and Jones Publishing Copywriting requires a plan??? Yep, it's true, writing efficient copy means that you need to accomplish some research and understand your visitors' needs.. With



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Would you like to GET PAID to write a book? If you're thinking this is plain fantasy, think again. All professional writers get paid to write their books. How? They sell their books via proposals before they write the

books. 7 Days to Easy Money: Get Paid to Write a Book includes everything you need to know. Just follow the easy steps. It even includes a sample proposal, which got a contract from an agent immediately it was sent out. You can do it too! Here's what you'll discover in this book: Day One: What's a book proposal? Develop an idea for your book; Day Two: Develop your idea and assess the market; Day Three: Write the blurb and outline your book; Day Four: Research your book

proposal and flesh out your book's outline; Day Five: Write your proposal query letter and submit it to agents and publishers; Day Six: Write the proposal; Day Seven: Write the sample chapter and revise your proposal. You can be a published author much faster than you imagine.  
[The Halbert Copywriting Method Part III](#) Lulu.com  
If you want some copywriting hacks that you can use to make your copy convert more, this book may be a good choice for you. After

reading it, you may now get a "123 easy" sales letter template that not only speaks directly to your end users' frustrations but is also extremely evergreen and simple to execute. [The Ultimate Handbook to Learn the Art of Copywriting with a Simple Step by Step Process for Your Online Business](#) Createspace Independent Publishing Platform One of the Best Strategies for Generating Successful Sales of Your Products and/or Services is Learning to Write

Effective Copy That Will Arouse a Favorable Response From Your Target Market. Writing powerful copy is an art, a skill, that can make the difference between success and failure in almost any business. With our valuable eBook Copywriting Crackdown, we want to show you how you can ... **Discover the secrets of copywriting success in easy stages** Createspace Independent Publishing Platform 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. It's packed with real-life examples that will show you exactly how the ideas and techniques will work in the real world. And with dozens of useful illustrations and diagrams, Copywriting Made Simple shows you the ideas that other books just talk about. Plus there's a

whole chapter of handy tips on writing ads, websites, broadcast media, direct mail, social media and print. Copywriting Made Simple is the perfect introduction to copywriting today. No wonder it hit the #1 spot in Marketing & Sales at Amazon UK, Canada and Australia, and is featured on the BA Advertising course at the University for the Creative Arts. What you'll learn... Understand the product and its benefits Pinpoint how the product helps people. Turn

features into benefits and seek out USPs. Identify tangible and intangible benefits. Get to know your reader Uncover your reader's inner fears and desires. Use empathy to get inside the reader's feelings. Decide how your copy will change how they think, feel or act. Capture your aims in the brief. Engage the reader in your message Talk to the reader and make your copy more like a conversation. Use the same words that the reader uses. Bring the product to life with rich,

sensory language. Make your copy active, positive and specific. Craft compelling copy Learn eight proven formulas for enticing headlines. Choose a rock-solid structure. Create powerful calls to action. Use 20 proven strategies for creative copy Show the product in a new light. Use humour, wordplay, metaphors and contrasts. Turn weakness into strength. Make persuasion and psychology work for you Learn the six proven principles of persuasion. Overcome the reader's

objections. Exploit cognitive biases to nudge the reader into action. What industry experts say... 'Where was this book when I started copywriting? A must for every newbie copywriter (and a few old copy dogs too).' Kate Toon, Co-host of the Hot Copy Podcast 'Impressively thorough without ever losing its rhythm. Deserves to be mentioned in the same breath as the copywriting classics.' Ryan Wallman, author of *Delusions of Grandeur* 'Tom's put a lifetime of learning into

this book.' Dave Trott, Creative legend, agency founder and author of *Creative Mischiefs*, *One and One Make Three* and *Predatory Thinking* 'From insights gleaned from NLP and psychology to real-world examples of great, effective copy - this is educational, entertaining and energetic. Prepare to dig deep, enjoy and see your results skyrocket!' Katherine Wildman, Host, *The Writing Desk* 'Tom has written the best all-around introduction to copywriting available today.' Leif Kendall,

Director of ProCopywriters, copywriter and author of *Brilliant Freelancer* 'I didn't think you could teach copywriting. Turns out, @tomcopy can. What a terrific book.' Doug Kessler, Creative Director & Co-founder of *Velocity Copywriting Made Simple* *Editora Bibliomundi* *Learn The Art Of Copywriting Quickly With This Simple Step-by-Step Guide!* This Guide Is Perfect For Anyone Looking To Improve Their Online Business! Did you always want to improve

your copywriting skills? Have you tried completing copywriting projects in the past but couldn't successfully finish them? Are you looking for tips that will make you a better copywriter? If you are, then keep reading to discover how to become much better in copywriting. A lot of people choose to pursue the career in copywriting as it is one of the most important skills in online marketing. Copywriting is not easy, since you need to change your mindset to create sentences that will

make the people buy that specific product you are selling! It might sound like a lot of work, but you shouldn't worry! This guide will teach you everything there is about copywriting. The guide consists of more than 90 pages of quality content that includes different terminology, important information, and useful tricks that will make you a professional copywriter! Here's what you can learn from our amazing guide on copywriting: Everything you need to know about copywriting

What is SEO and how can it help you rank better on Google? How to use copywriting for social media ads and email marketing. Tips and tricks that will make the copywriting process much easier. What are the most common mistakes you will encounter? The secret to earning a lot of money through copywriting. And much more! The guide includes everything you might need to start earning a lot of money from copywriting. You can achieve anything given enough time, energy, and

practice. Are you ready to become the best version of yourself that you always dreamed of?!

*The Step-By-Step System For More Sales, to More Customers, More Often*  
Createspace Independent Publishing Platform  
Distilling the wisdom of the world's greatest advertisers, direct marketing expert Craig Simpson delivers an education on direct marketing and advertising copy that creates brand awareness, sells products, and keeps customers engaged. Walks readers

through time-tested methods of creating effective ad copy that increases profits. Dissects the principles of legendary marketers like Robert Collier, Claude Hopkins, John Caples, and David Ogilvy.

*Selling Your Book the Easy Way: Learn How to Write a Great Book Proposal in 7 Days.*  
Troubadour Publishing Ltd  
The field of copywriting is large and continues to expand every year. A way to describe copywriting is putting a creative message in front of a

consumer. In the book, *Copywriting*, it is mentioned that copywriting is based upon three fundamental principles. When you are writing to a customer, there has to be an involvement between the customer and the seller. You must then make sure that you explain the rewards as far as when the customer is purchasing a product. The final piece is achievement and that is what you as the writer will be focusing on. With this ebook discover: - Clear And

Unbiased Facts About Copywriting - The 6 Best Things About Copywriting - 6 Copywriting Secrets You Never Knew - And More

*How to Create Effective Advertising* Morgan James Publishing

If you want to learn how to write words, that make people buy stuff, then this book is for you. Have you tried to sell something online (or in print), but struggled to get sales? Do you have trouble finding the right words--to convince people to buy your products? Do you

own a website or email list, and wish your readers were more receptive to your pitch? The truth is: Getting people to see the value in any product, is difficult. People are busy. And writing words that get attention is not easy. The solution is to apply the formula that professional copywriters use--to write persuasive text for your target audience. Writers have been developing the art and science of copywriting for centuries. But, you'd only know their tricks, if you worked in an advertising agency, or

spent long hours--testing various marketing ploys. Fortunately, we've scaled this process down into just one book. THIS BOOK WILL TEACH YOU THE FORMULA THAT TURNS WORDS INTO CASH. You will learn: A complete introduction to copywriting--featuring all the foundational principles that contemporary copywriters use--to persuade the masses. The easy way to get your writing work Done. Done. Done. (Even if you hate writing.) How to use your own

inspirational story (in your own voice), to get those sales. Hint: Your own personal story is often the best marketing tool in your toolbox! The clever Copywriting Shortcut developed by the famous Internet Marketer Frank Kern, that makes writing effective copy easy. The ten best headlines that practically guarantee a sale. How to compose your email, so that you can avoid the Junk Mail folder. A huge chapter on Keyword Research and SEO (Search Engine Optimization) teaching

how to write your web text so that it attracts Google visitors. A chapter on User Interface Design-- where we teach you why the arrangement of buttons and links on a webpage, might be more important than the words themselves. How to write PPC (Pay-Per-Click) ads for Google AdWords or Bing Ads. And, we'll learn about the secrets tools that copywriters forged many years ago--via their experience in traditional media, like: print advertising, direct mail, and even press releases.

When you learn to spot the innate triggers, that turn readers into buyers, then the chore of copywriting will actually become easy, and fun! Even if you've never published a single word before, you can still be a great copywriter. Because great copywriting is not about art or poetry. It's about "speaking the customer's language" and knowing which words to use, and which triggers make him want to buy. Maybe you're a blogger or web-designer. Maybe you do email marketing or



social media (like Facebook, Instagram, & LinkedIn). Perhaps you write for magazines or traditional print media. Whatever medium you choose, this book will work for you--because the rules of copywriting are timeless. If you've ever

signed up to a website, downloaded an eBook, or bought a gadget online, then you've been subject to the enchantment of a copywriter. In fact, the skillset is in more in-demand now, than ever before! Because, in this information age,

everybody is a writer! (Of one form or another...) So, you might as well learn to be a good one. One that knows how to write words that sell! Ready to learn more? If you want to know how to write persuasive words that sell, then click the buy button now!