

Access Free How  
To Write Better

Copy How To  
Academy

# How To Write Better Copy How To Academy

Advice on getting  
people to notice your  
copy, engage with it  
and do what you want  
them to do. Whether  
you're an agency  
writer in need of

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inspiration, a one-  
woman-band  
drumming up work  
from new clients, an  
established business  
trying to get more  
from that mysterious  
thing called 'content',  
or you simply want to  
persuade your  
colleagues to adopt  
your point of view,  
this book will help

# Access Free How To Write Better

## Copy How To Academy

you write better copy.

It starts with the thinking before the writing, and how to create the all-important Brief. Then it takes you step-by-step from how to write a headline to how to get the response you want from your reader. With examples at every stage, and

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explanations based on both the author's 25 years' experience and recent scientific research, this book will help hone your skills - whether you're writing websites or press ads, e-zines or direct mail, brochures or blogs, posters or landing pages, emails or white papers.

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Copy How To  
Academy  
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

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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

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Copy How To  
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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

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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



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Copy How To  
Academy  
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

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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

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Design winning  
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

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Copy How To  
Academy  
placement...and much  
more.

Do you want to boost  
your sales, save time,  
and grow your  
business at a lightning  
speed? Good  
copywriting can do all  
that plus a whole lot  
more, and world-class  
copywriting can  
transform your  
performance out of all

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Academy  
recognition. I'm going  
to show you how.

Whether you're aware  
of it or not,  
copywriting is one of  
the most essential  
elements of effective  
marketing. It's the art  
and science of  
strategically  
delivering words that  
get people to take  
action. In this book,

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you will learn how to  
write copy that  
connects and converts.  
You don't have to  
guess what to write.  
You can learn exactly  
what words will  
increase the level of  
your success.... Every.  
Single. Time. The  
right words can make  
the difference between  
your business fighting

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Copy How To  
Academy  
to keep the lights on  
vs. your business

breaking sales records.

From this book, you  
will discover: How to  
tell a compelling story  
Formatting tips that  
make your copy a joy  
to read The seven  
salable emotions How  
to write headlines that  
draw people in

Writing copy for

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Copy How To  
Academy  
social media Creating  
a persona How to

write an effective call  
to action (CTA)

Conversations lead to  
conversions Emails  
that make you click

And much, much  
more Start reading  
now, and take your  
copywriting to the  
next level.

This book is for



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## Copy How To Academy

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

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## Copy How To Academy

techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail.

The Ultimate  
Resource on how to  
Write Powerful  
Advertising Copy  
from One of  
America's Top  
Copywriters and Mail

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Order Entrepreneurs  
How To Write Better  
Copy

Make the Sale,  
Deliver the Service,  
Build the Brand  
Ogilvy on Advertising  
A Day to Day  
Approach to Writing  
Copy That Sells  
The Elements of Style  
How I Learned the  
Secrets of Success in

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Copy How To  
Advertising  
Academy

**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**

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**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.**

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**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**

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Copy How To  
Academy  
**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**

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**Copy How To  
Academy**  
**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,**



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Copy How To  
Academy  
**this book also**  
**provides the**

**reader with**  
**templates for 13**  
**of the most**  
**common**  
**copywriting**  
**tasks for**  
**maximum**  
**effectiveness**  
**and speed.**  
**You Too Can**

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**Write Words  
That Make  
Money! This  
must-read book  
is not just an  
entrepreneur's  
toolbox - it's a  
goldmine! And  
it's jam-packed  
with real-life  
advice and  
valuable tools**

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To Write Better  
Copy How To  
Academy

**EVERY**  
**entrepreneur**  
**MUST HAVE to**  
**write words that**  
**sell! I give it to**  
**you straight -**  
**and SHOW you**  
**how to write**  
**persuasive sales**  
**copy every time!**  
**In Shots Fired!**  
**How to Write**

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To Write Better

Copy How To  
Academy

**Copy that  
Pierces Hearts  
(And Ones  
Wallets) - you'll  
discover: How to  
uncover that  
BIG idea - and  
create a  
powerful make-'  
em-smack-the-  
buy-button  
offer! The**

*Page 28/197*

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Copy How To  
Academy  
**ultimate secret  
to grab your  
prospect by the  
eyeballs - and  
get her to whip  
out her credit  
card and buy!  
How to turn  
features into  
benefits - and  
have your  
prospects**

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Copy How To  
Academy  
**drooling over  
your offer!**

**Million-dollar  
copy samples -  
go behind-the-  
scenes and see  
words that make  
my clients  
millions! How to  
use 'what your  
mama gave you'  
- and write copy**

Access Free How  
To Write Better

**Copy How To  
Academy**  
**that rocks! How  
to write like a  
B.O.S.S.! Simple  
tips that work  
even if you hate  
writing and  
horrified your  
English teacher!  
How to turn  
copy into cash -  
and put those  
words to work**

Access Free How  
To Write Better

Copy How To  
Academy

**for you! I do it -  
and you can too!  
And much more!  
And by the way -  
I don't just give  
you the basic  
info about  
copywriting - I  
also reveal some  
little known  
secrets about it  
- which will**



Access Free How  
To Write Better

Copy How To  
Academy

**come in handy  
as you pierce  
hearts and open  
wallets. For  
example... The  
biggest mistake  
even pro writers  
make (and  
you're probably  
making too),  
ones that slash  
sales and don't**

Access Free How  
To Write Better

Copy How To  
**get you rich.**

**The never-  
talked-about  
reason buyers  
REALLY smack  
the buy button  
(and it's NOT  
what you think).  
How watching  
the 1993 film  
"Indecent  
Proposal" put**

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Academy

**money in my  
pockets and it  
can for you too  
... that is when I  
tell you the  
money-making  
lesson learned  
from the movie.  
My exact step-by-  
step process for  
writing million-  
dollar sales**

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Copy How To  
Academy

**copy. And much  
more! Most  
copywriters  
guard this info  
with their lives -  
or they'll charge  
you an arm and  
a leg for it - but  
not me! I'll  
share my million-  
dollar sales  
writing process**

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Copy How To  
Academy

**with Y-O-U - but  
only in "Copy  
Shot #4: The  
B.O.S.S. Sales  
Page Map" - and  
it's all yours  
when you  
purchase the  
book! Plus -  
when you order  
Shots Fired!  
How to Write**

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To Write Better

Copy How To  
Academy

**Copy That  
Pierces Hearts  
(And Opens  
Wallets) you  
also get a VERY  
special gift!  
That's right - I'll  
dig into my  
iPhone contacts,  
Facebook buddy  
list and emails  
to GIVE you the**

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Copy How To  
Academy

**names of my  
favorite clients,  
service  
providers and  
tools - and I tell  
you how to get a  
hold of them!  
This baby is  
worth a King's  
Ransom for a  
new  
entrepreneur -**

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Copy How To  
Academy  
**but it's yours  
FREE! It's on**

**the last page of  
the book and it's  
called, "A Lil'  
Extra**

**Something"! But  
wait, there's  
more... I know  
that line  
sounded super  
cheesy. But**



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**Copy How To  
Academy**  
**really, if you've  
been struggling  
to write copy  
that pierces  
hearts and  
opens the  
wallets of your  
dream clients,  
you're going to  
love this book  
AND the  
complimentary**

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Academy

**"Get Your Butt  
In Gear" action  
sheets. In each  
action sheet,  
you'll have me  
as your virtual  
Copy Angel  
whispering  
sweet secrets in  
your ear, so you  
sling sentences  
that sell every**

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Copy How To  
Academy

**single time.**

**Ready to finally  
attract the  
RIGHT clients  
and have the  
PROFITABLE  
business you've  
always dreamed  
of?? Now's the  
time to SMACK.  
THAT. ADD TO  
CART. BUTTON!**

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Academy  
**NEW YORK  
TIMES**

**BESTSELLER**

**The complete,  
uncensored  
history of the  
award-winning  
The Daily Show  
with Jon  
Stewart, as told  
by its  
correspondents,**

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**writers, and  
host. For almost  
seventeen years,  
The Daily Show  
with Jon Stewart  
brilliantly  
redefined the  
borders between  
television  
comedy,  
political satire,  
and opinionated**

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**news coverage.**

**It launched the careers of some of today's most significant comedians, highlighted the hypocrisies of the powerful, and garnered 23 Emmys. Now the show's behind-**

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Academy

**the-scenes gags,  
controversies,  
and camaraderie  
will be  
chronicled by  
the players  
themselves,  
from legendary  
host Jon Stewart  
to the star cast  
members and wr  
iters-including**

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Academy  
**Samantha Bee,  
Stephen  
Colbert, John  
Oliver, and  
Steve Carell -  
plus some of  
The Daily  
Show's most  
prominent  
guests and  
adversaries:  
John and Cindy**



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Academy

**McCain, Glenn  
Beck, Tucker  
Carlson, and  
many more. This  
oral history  
takes the reader  
behind the  
curtain for all  
the show's  
highlights, from  
its origins as  
Comedy**

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Copy How To  
Academy

**Central's  
underdog late-  
night program  
to Trevor Noah's  
succession,  
rising from a  
scrappy jester in  
the 24-hour  
political news  
cycle to become  
part of the  
beating heart of**

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Copy How To  
Academy

**politics-a  
trusted source  
for not only  
comedy but also  
commentary,  
with a  
reputation for  
calling bullshit  
and an ability to  
effect real  
change in the  
world. Through**

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Academy  
**years of incisive  
election**

**coverage,  
passionate  
debates with  
President  
Obama and  
Hillary Clinton,  
feuds with Bill  
O'Reilly and  
Fox, and  
provocative**

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Academy

**takes on Wall  
Street and  
racism, The  
Daily Show has  
been a cultural  
touchstone.**

**Now, for the  
first time, the  
people behind  
the show's  
seminal  
moments come**

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Copy How To  
Academy

**together to  
share their  
memories of the  
last-minute  
rewrites,  
improvisations,  
pranks,  
romances, blow-  
ups, and  
moments of Zen  
both on and off  
the set of one of**

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**America's most  
groundbreaking  
shows.**

**Scientific  
Advertising  
Action!**

**How to Write  
Better Copy  
31 Days to Write  
Better Copy  
Leverage the  
Marketing**

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To Write Better

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Academy

**Power of the  
Internet and  
Mobile  
Technology to  
Quickly Get New  
Customers,  
Have Them  
Spend More  
Money, and  
Keep Them  
Buying Forever  
Read Me**

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**Attract New  
Customers.  
Boost Your  
Sales.**

"Write right -  
right now -  
the book by  
Walter M.  
Perkins is  
entertaining  
and  
informative

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for anyone who  
has ever  
wanted to  
write AND  
publish a book  
but did not  
know the  
steps. The  
book is broken  
into easy-to-  
understand  
components.

# Access Free How To Write Better Copy How To Perkins Academy

emphasizes the business aspects of writing a book and sheds light on issues such as doing business with graphic designers, agents,

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publishers,  
and

printers"--

Taken from  
Amazon.com  
November 7,  
2014.

A fully  
revised and  
updated  
edition of the  
bible of the

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newspaper  
industry

The Elements  
of Style

William Strunk  
concentrated  
on specific  
questions of  
usage—and the  
cultivation of  
good  
writing—with

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the  
recommendation  
"Make every  
word tell";  
hence the 17th  
principle of  
composition is  
the simple  
instruction:  
"Omit needless  
words." The  
book was also

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listed as one  
of the 100

best and most  
influential  
books written  
in English  
since 1923 by  
Time in its  
2011 list.

Imagine doing  
a \$1.8 Million  
product launch

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in as little  
as seven  
days. Imagine  
easily getting  
a new affluent  
customer and  
having them  
gladly pay you  
month after  
month. Imagine  
your current  
and past



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customers  
frequently  
sending you  
their friends  
and family  
members to  
become your  
new clients.If  
getting and  
keeping new  
customers are  
the biggest

## Access Free How To Write Better

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problems in  
your business,  
solving that  
problem has  
never been  
easier.

Whether your  
dream is  
profiting from  
the boom in  
mobile and  
internet

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sales, selling  
high priced  
products,  
creating  
predictable  
monthly  
revenue, or  
learning the  
secrets to  
keep customers  
buying from  
you for

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decades, this  
book is your b

lueprint. Order  
a copy now and  
watch your  
business  
quickly go  
through a  
period of  
rapid, transfo  
rmational grow  
th. Everything

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you desire can  
be yours, you  
simply have to  
take this  
first step.

Grab your copy  
today!

Cursive

Handwriting

Copybook

Shots Fired!

How to Write

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To Write Better

Copy How To  
Academy  
Copy That  
Pierces Hearts  
(and Opens  
Wallets)

Break Through  
the Noise

The

Copywriting  
Sourcebook

The Associated  
Press

Stylebook 2015

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The Daily Show  
(The Book)

How to Write  
Better Copy,  
Faster - For  
Everything  
from Ads to  
Websites

**A nine step-guide to  
mastering viral  
content, branding and  
outwitting social**

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**media algorithms for  
marketers,**

**entrepreneurs and  
aspiring celebrities  
from the CEO of  
Shareability.**

**How do you persuade  
someone to buy from  
you just by writing to  
them? What does  
effective copywriting  
look like – and sound  
like? Write to Sell has  
the answers! Read this**



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**Copy How To  
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book and you'll learn:

**The confidence and  
skills to write better  
copy New ways to gain  
readers' attention,  
respect and trust Hints  
and tips on turning  
selling skills into  
copywriting skills  
Simple techniques to  
improve the  
readability of your  
copy The impact of  
design and layout on**

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**copywriting The  
meaning of good  
written English – the  
rules you must follow,  
the rules you can  
safely ignore  
Copy-writing: The  
hidden secret to  
successful marketing.  
Businesses around the  
world spend a fortune  
on creating brochures  
and websites. But if  
the content is not**

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**engaging, relevant or focused on the right audience, then the return on investment will not be as good as it could be. Business owners and executives are rarely taught effective writing techniques. Yet with websites, blogs and newsletters now dominating corporate communications, well-**

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Academy**  
structured copy can be  
the difference in  
clinching that sale.

**You can discover how  
to write successful  
copy by following this  
simple 31 day step by  
step process. Taking  
the mystery out of  
writing clear and  
engaging marketing  
collateral, you will  
achieve vital sales.**

**Each day has an**

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**Copy How To  
Academy**  
**article with relevant  
theories accompanied  
by practical exercises  
to help develop your  
techniques. Over the  
31 days, you'll get a  
truly great  
understanding of what  
your reader wants to  
know and how to write  
to persuade your  
reader. You will learn:  
- The principles of  
understanding your**

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Academy  
**customer - really focus  
on your target market**

**- 5 ways to avoid  
writing**

**procrastination - don't  
worry, many people  
suffer from it -**

**Understand the  
emotional triggers that  
make your prospect  
buy - A 10 step editing  
checklist - How to  
write killer headlines -  
8 techniques that**

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Copy How To  
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**attract, sell and  
interest your readers -  
Use the right trigger or  
motivational words  
that practically force  
your reader to take  
action - And much  
more. After 31 days,  
you'll be able to write  
to connect with your  
existing and potential  
customers. Use the  
information in this  
book as a reference**

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Copy How To  
Academy  
guide to help you

maximise your copy. If  
you're a business  
owner, executive or  
marketing personnel  
who wants to engage,  
sell and relate to their  
audience, then this  
book is for you.

Research is writing,  
but most PhD  
programs don't teach  
students how to  
produce the writing



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Academy  
**needed to get a PhD,  
publish research, or  
get funding. This  
friendly and practical  
guide by a cognitive  
sciences professor  
helps early-career  
researchers form  
writing groups to help  
them write more, write  
better, and be happier  
in the academic  
environment.**

**How to Create**

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Copy How To  
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**Lifetime Customers  
I Will Teach You to Be  
Rich**

**30 Days to Sell**

**Writing Better Action  
Using Cinematic  
Techniques**

**Advice from Chicago  
(or, How to Negotiate  
Good Relationships  
with Your Writers,  
Your Colleagues, and  
Yourself)**

**How to write better**

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**Copy, faster – for  
everything from ads to  
websites**

**The Book**

Attention of  
Businessmen,  
Entrepreneurs, and  
Copywriters! As  
Easy and it is  
Simple to Write Text  
That Sells Without  
Necessity to Apply in  
Advertising Agencies

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Academy

These Are

Techniques Written

and Tested by Me and

Examples for

Creating Selling

Texts ?Stop sweating

for weeks on texts

that don't sell ?Stop

wasting money on ads

that don't grab the

attention of your

targeted audience My

experience and

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practice since 2010 in  
creating sales texts  
guarantee customers  
complete satisfaction  
in increasing sales of  
goods and services

Take All

Methodologies and  
Examples in My Book  
"How to Write Copy  
That Sells" The  
Guide to Copywriting  
Secrets for

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Businessmen,  
Entrepreneurs and  
Copywriters Table of  
contents Part 1. How  
to create a resume  
copywriter Part 2.  
How to write the text  
"About the  
Company" Part 3.  
Accepting  
Copywriting  
"Problem + Desired  
Solution" Part 4. 18

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Ways to kill  
advertising text Part  
5. 99 Marketing ideas  
for copywriting Part  
6. Commercial  
suggestion Part 6.1.  
The formula for  
writing the heading  
Part 6.2. Offer Part  
6.3. Deadline Part  
6.4. Call to action  
Part 7. Conclusion ?  
Do you want to learn

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how to write texts that  
sell? ? Do you want to  
increase the sales of  
goods and services? ?  
Take all the  
techniques and  
examples in my book  
"How to Write Copy  
That Sells" Applying  
my methodologies  
and examples your  
sales will grow on  
200%-300% Imagine



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the envious glances  
and shouts of your  
competitors! Discover  
the Secrets of Writing  
a Marketing Text for  
Yourself! Click the  
"ORDER" button at  
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Get Your Book Right  
Now Avail My by  
Methodologies and  
Examples and  
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will Get Explosion of  
Sales! \*\*\* Buy the  
Paperback version of  
this book, and Kindle  
eBook version for  
FREE \*\*\*

In our visually  
dominated age, there  
is an even greater  
reason for copy to be  
beautifully and  
sharply written, to  
have impact and

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immediacy. Dominic Gettins spent many years writing copy and training others to do so. In this slim elegantly written guide, he clearly demonstrates his ability to get his message across and shows readers how to do the same. He articulates the

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uncodified knowledge  
copywriters and art  
directors use when  
writing ads for  
readers to apply to  
any communications  
they have to  
produce. The  
techniques and  
principles can be  
applied to any form of  
promotional writing,  
in national press,

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newsletters, press releases, direct mail shots, posters, TV, radio, and even internal reports and memos. He presents these in the form of 8 essential rules:

1. Know your target market;
2. Do research;
3. Answer the brief;
4. Be relevant;
5. Be

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objective; 6.Keep it  
simple; 7.Know your  
medium; 8.Be  
ambitious.

Expert advice on  
writing effective copy,  
faster, for all  
businesses. Coming  
up with the right  
words can make a  
significant difference  
to your results - this  
book shows you how.

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Contains templates for 13 of the most common copywriting tasks. Advice, short-cut tips and insights by a leading copywriting expert. The bible for anyone - marketing and sales staff, managers, entrepreneurs, etc - who needs fast copy. It's OK knowing the

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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



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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

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reader with templates for 13 of the most common copywriting tasks for maximum effectiveness and speed.

A handbook on copywriting. It articulates the uncodified knowledge copywriters and art directors use when writing ads. Although

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the examples come mostly from the advertising industry, the techniques and principles can be applied to any form of promotional writing.

How To Write A  
Good Advertisement:  
A Short Course In  
Copywriting  
I'm Glad My Mom  
Died

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How to Write Great  
Copy

Killer Web Content  
No Guilt, No Excuses  
- Just a 6-Week  
Programme That  
Works

The Ultimate Sales  
Letter

An Oral History as  
Told by Jon Stewart,  
the Correspondents,  
Staff and Guests

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*Joseph Sugarman  
has been recognized  
worldwide for his  
ability to create  
persuasive  
advertising copy  
that turns a prospect  
into a customer.*

**ADVERTISING  
SECRETS OF THE  
WRITTEN WORD**

*is a comprehensive*

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*textbook that  
teaches you the step-  
by-step techniques  
you can follow to  
write advertising  
copy - the same  
lessons taught at his  
exclusive \$3,000  
seminars. The  
entertainingly  
illustrated book  
provides insights*

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*into the skills it  
takes to be a great  
copywriter & how to  
develop them. It  
then takes you into  
the thought process  
of ad creation,  
providing a very  
disciplined  
procedure that  
anybody can follow.*

*A chapter reveals*

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*the "psychological  
triggers" & how*

*they can be used  
effectively to "cause  
prospects to  
exchange their hard-  
earned money for  
your product or  
service." The book  
also presents many  
personal stories,  
advertising*



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*Copy How To  
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*examples & many of  
Sugarman's own  
ads along with the  
reasons for their  
success or failure.*

*Ray Schultz, editor  
of Direct Magazine  
says, "There is no  
better model for  
copywriters or  
magazine editors  
than Joe*

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Copy How To  
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***Sugarman." Quotes***

***by Richard***

***Thalheimer,***

***President of The***

***Sharper Image,***

***Jack Canfield, co-***

***author of Chicken***

***Soup for the Soul &***

***Vice President***

***Albert Gore are***

***shown on the back***

***cover.***

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***Nominated for a  
Small Business  
Marketing Book  
award!. You have  
30 days to convert a  
user to a paying  
customer starting  
NOW. The clock is  
ticking. What will  
you do? Collecting  
and analysing the  
messaging and***

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*strategies the  
leading e-*

*commerce, software  
and service*

*companies use as  
they convert trial*

*users to customers  
in the most*

*important 30 days  
after sign-up. Each*

*companies strategy  
is broken down and*

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*presented in an easy  
to use and*

*understand visual  
guide. 30 days to  
sell is a must buy if  
you are looking to  
automate and  
improve new  
customer  
conversion. This  
book covers:*

**Activation**

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*Copy How To  
Academy*  
*campaigns from the  
worlds leading web  
companies. Easy  
reference guide -  
what message to  
send and when. Full  
page examples of  
each marketing  
message. Steal ideas  
from successful  
entrepreneurs,  
marketers and*

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To Write Better  
Copy How To  
*growth hackers.*

*Two new bonus  
chapters  
showcasing more  
activation  
campaigns.*

*A revolutionary  
approach to  
enhancing  
productivity,  
creating flow, and  
vastly increasing*

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*your ability to  
capture, remember,  
and benefit from the  
unprecedented  
amount of  
information all  
around us. For the  
first time in history,  
we have  
instantaneous  
access to the  
world's knowledge.*



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To Write Better

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Academy

*There has never  
been a better time to  
learn, to contribute,  
and to improve  
ourselves. Yet,  
rather than feeling  
empowered, we are  
often left feeling  
overwhelmed by this  
constant influx of  
information. The  
very knowledge that*

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*Copy How To  
Academy*  
*was supposed to set  
us free has instead  
led to the paralyzing  
stress of believing  
we'll never know or  
remember enough.  
Now, this eye-  
opening and  
accessible guide  
shows how you can  
easily create your  
own personal system*

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*for knowledge  
management,  
otherwise known as  
a Second Brain. As  
a trusted and  
organized digital  
repository of your  
most valued ideas,  
notes, and creative  
work synced across  
all your devices and  
platforms, a Second*

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Copy How To  
Academy

*Brain gives you the  
confidence to tackle  
your most important  
projects and  
ambitious goals.*

*Discover the full  
potential of your  
ideas and translate  
what you know into  
more powerful,  
more meaningful  
improvements in*

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To Write Better

*Copy How To  
Academy*  
*your work and life  
by Building a  
Second Brain.*

*Each year writers  
and editors submit  
over three thousand  
grammar and style  
questions to the  
Q&A page at The  
Chicago Manual of  
Style Online. Some  
are arcane, some*

Access Free How  
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Copy How To  
*simply*  
Academy

*hilarious—and one editor, Carol Fisher Saller, reads every single one of them. All too often she notes a classic author-editor standoff, wherein both parties refuse to compromise on the "rights" and*

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Copy How To  
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*"wrongs" of prose  
styling: "This  
author is giving me  
a fit." "I wish that I  
could just  
DEMAND the use  
of the serial comma  
at all times." "My  
author wants his  
preface to come at  
the end of the book.  
This just seems*

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Copy How To  
Academy

*ridiculous to me. I mean, it's not a post-face." In The Subversive Copy Editor, Saller casts aside this adversarial view and suggests new strategies for keeping the peace. Emphasizing habits of carefulness,*



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Copy How To  
Academy  
*transparency, and  
flexibility, she*

*shows copy editors  
how to build an  
environment of trust  
and cooperation.*

*One chapter takes  
on the difficult  
author; another  
speaks to writers  
themselves.*

*Throughout, the*

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To Write Better

Copy How To

*focus is on serving  
the reader, even if it  
means breaking  
"rules" along the  
way. Saller's own  
foibles and  
misadventures  
provide ample  
material: "I mess  
up all the time," she  
confesses. "It's how  
I know things."*

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Academy

*Writers, Saller  
acknowledges, are  
only half the  
challenge, as copy  
editors can also  
make trouble for  
themselves. (Does  
any other book have  
an index entry that  
says "terrorists. See  
copy editors"?) The  
book includes*

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*helpful sections on e-mail etiquette, workflow management, prioritizing, and organizing computer files. One chapter even addresses the special concerns of freelance editors. Saller's emphasis on negotiation and*

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*flexibility will surprise many copy editors who have absorbed, along with the dos and don'ts of their stylebooks, an attitude that their way is the right way. In encouraging copy editors to banish their*

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Copy How To  
Academy

*ignorance and  
disorganization,  
insecurities and  
compulsions, the  
Chicago Q&A  
presents itself as a  
kind of alter ego to  
the comparatively  
staid Manual of  
Style. In The  
Subversive Copy  
Editor, Saller*

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Academy.

*continues her  
mission with  
audacity and good  
humor.*

*Mind Games  
The Copywriting  
Secrets to Help You  
Promote Your  
Products and  
Services  
The Writing  
Workshop*

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*This Book Will  
Teach You How to  
Write Better  
Copywriting Made  
Simple  
Write More, Write  
Better, Be Happier  
in Academia  
How to Write Words  
that Sell*

Why Every Business  
Owner Needs to



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## Copy How To Master Copywriting

Do you want to boost your sales, save time and grow your business at a lightning speed? Good copywriting can do all that plus a whole lot more. And world class copywriting can transform your performance out of all recognition. Whether

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you're aware of it or  
not, copywriting is

one of the most  
essential elements of  
effective marketing.

It's the art and science  
of strategically  
delivering words that  
get people to take  
action. In this book,  
you will learn how to  
write copy that  
connects and converts.

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You don't have to  
guess what to write.  
You can learn exactly  
what words will  
increase the level of  
your success ... Every.  
Single. Time. The  
right words can make  
the difference between  
your business fighting  
to keep the lights on  
vs. your business  
breaking sales records.

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From this book, you  
will discover: How to  
Tell a Compelling  
Story Formatting Tips  
That Make Your Copy  
a Joy to Read The  
Seven Saleable  
Emotions How to  
Write Headlines That  
Draw People In  
Writing Copy for  
Social Media Creating  
a Persona How to

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Write an Effective  
Call to Action (CTA)  
Conversations Lead to  
Conversions Emails  
that Make You Click  
And Much, Much  
More Start Reading  
Now, and Take Your  
Copywriting to The  
Next Level.

A candid and  
indispensable primer  
on all aspects of

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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

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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.

A heartbreaking and hilarious memoir by iCarly and Sam & Cat star Jennette McCurdy

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about her struggles as a former child actor—including eating disorders, addiction, and a complicated relationship with her overbearing mother—and how she retook control of her life. Jennette McCurdy was six years old when she had her first acting



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audition. Her mother's dream was for her only daughter to become a star, and Jennette would do anything to make her mother happy. So she went along with what Mom called "calorie restriction," eating little and weighing herself five times a day. She endured

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extensive at-home  
makeovers while

Mom chided, “Your  
eyelashes are  
invisible, okay? You  
think Dakota Fanning  
doesn’t tint hers?”

She was even  
showered by Mom  
until age sixteen while  
sharing her diaries,  
email, and all her  
income. In I’m Glad

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My Mom Died,  
Jennette recounts all  
this in unflinching  
detail—just as she  
chronicles what  
happens when the  
dream finally comes  
true. Cast in a new  
Nickelodeon series  
called iCarly, she is  
thrust into fame.  
Though Mom is  
ecstatic, emailing fan

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club moderators and getting on a first-name basis with the paparazzi (“Hi Gale!”), Jennette is riddled with anxiety, shame, and self-loathing, which manifest into eating disorders, addiction, and a series of unhealthy relationships. These

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issues only get worse when, soon after taking the lead in the iCarly spinoff Sam & Cat alongside Ariana Grande, her mother dies of cancer. Finally, after discovering therapy and quitting acting, Jennette embarks on recovery and decides for the first time in her life

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what she really wants.

Told with refreshing candor and dark humor, *I'm Glad My Mom Died* is an inspiring story of resilience, independence, and the joy of shampooing your own hair.

Learn how to get what you want. Learn how to increase your

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conversion rates.

Learn how to make it easier to write anything (using formulas and mind-hacks). The information inside has turned keystrokes from my fingers, into millions of dollars in sales. Some of the concepts inside have been able to turn a

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poor man, into a rich  
man, by simply re-  
arranging some words  
on a page.

Killer Copywriting  
Reloaded, The  
Advanced Guide On  
How To Write Copy  
That Sells  
Historic U.S.  
Documents  
(Declaration of  
Independence)



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Building a Second  
Brain

Advertising Secrets of  
the Written Word

Killer Copywriting,  
How to Write Copy  
That Sells

10 Lessons for  
Writing Great Copy  
The classic guide to  
copywriting, now in an  
entirely updated third

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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

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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

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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

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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

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This book gives writers pointers and guidelines on how to improve their action scenes by implementing some of the same kinds of techniques used in film-making. Loaded with new terminology and definitions, an introduction to the basic concepts of an Action Scene, and application of the concepts, this book

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Academy  
gives writers the tools to  
write their own expert-  
level action scenes!

**KAPOW! BANG!**

**ZOOM!**

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

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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 today as they were almost a century ago. Learn: . how



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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

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impact of negative

advertising, and much  
more.

If you've ever struggled  
to craft a powerful  
message that really hits  
the spot, you'll know it's  
harder than it looks.

Wouldn't it be helpful to  
have an expert on hand  
to explain how the  
professionals really do it?  
Better still, how about a  
whole range of writers

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ready to pass on their  
trade secrets? Well that's  
exactly what you'll find in  
the pages of this book.

Think of it as a rocket-  
assisted launch for your  
writing career, structured  
over ten distinct lessons  
and illustrated with  
classic and contemporary  
international examples of  
the best copywriting.

Designed to help anyone  
who works with words

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improve their writing, this book is packed with practical techniques and features effective exercises to pump up your persuasive powers. Includes inspiring contributions from professional writers, an in-depth look at the challenges involved in writing copy for brands and worked examples that cover writing for

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digital, brand storytelling  
and packaging copy.

Overcoming Your  
Strongholds

The Subversive Copy  
Editor

The Copywriter's  
Handbook

A Proven Method to  
Organize Your Digital  
Life and Unlock Your  
Creative Potential

The Unwritten Rules of  
Copywriting

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The Step-By-Step System  
For More Sales, to More  
Customers, More Often  
Learn the Unwritten  
Rules of Copywriting  
Whether you're an  
agency writer in  
need of inspiration,  
a one-woman-band  
drumming up work  
from new clients, an  
established  
business trying to

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get more from that mysterious thing called 'content', or you simply want to persuade your colleagues to adopt your point of view, How To Write better Copy by Steve Harrison will help you write better copy. It starts with the thinking before

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the writing, and how  
to create the all-  
important Brief.

Then it takes you  
step-by-step from  
how to write a  
headline to how to  
get the response  
you want from your  
reader. With  
examples at every  
stage, and  
explanations based



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on both the author's  
twenty-five years'  
experience and  
recent scientific  
research, this book  
will help hone your  
skills - whether  
you're writing  
websites or press  
ads, e-zines or  
direct mail,  
brochures or blogs,  
posters or landing

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pages, emails or  
white papers.

The Historic U.S.  
Documents Cursive  
Handwriting Series  
will introduce  
students to the text  
of some of the most  
important  
documents in United  
States history.  
Teachers and  
parents can

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introduce historic documents in conjunction with the cursive handwriting workbooks during social studies and history lessons.

Before using the Cursive Handwriting Copybook: U.S.

Historic Documents, students should be able to understand

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the difference  
between capital and  
lowercase cursive  
letters. To use this  
workbook  
successfully  
students should  
have already  
learned to write  
individual upper and  
lowercase cursive  
letters and be ready  
to move on to

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copying cursive text  
without tracing.

Practicing cursive  
handwriting on a  
daily basis will  
expand a student's  
understanding for  
the concepts of  
written language.  
When cursive  
handwriting is  
practiced daily,  
spacing between

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words becomes  
more consistent.

Teachers and  
parents can use the  
Cursive Handwriting  
Copybook: Historic  
U.S. Documents to  
utilize hand-over-  
hand guidance  
techniques that will  
help students make  
correct cursive letter  
strokes. Guided

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lines have been provided in this handwriting copybook to quickly teach correct cursive letter formation and word spacing. Cursive handwriting practice doesn't have to take place on paper only. Everyday objects can be used to help

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Copy How To  
Academy  
students create  
cursive letters.

Students should be encouraged to write cursive letters in the air, sand, clay, shaving cream, etc. to make learning cursive fun. There are no cursive tracing letters in this workbook. It is for Level 2 writers who



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can recognize upper and lowercase cursive letters and are beginning to write in cursive on their own without tracing. Why is this cursive handwriting workbook an important addition to your student's curriculum? A 2013 New York Times

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article states that,  
"Learning to write in  
cursive is shown to  
improve brain  
development in the  
areas of thinking,  
language and  
working memory.  
Cursive handwriting  
stimulates brain  
synapses and  
synchronicity  
between the left and

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right hemispheres,  
something absent  
from printing and  
typing. As a result,  
the physical act of  
writing in cursive  
leads to increased  
comprehension and  
participation. The  
College Board found  
that students who  
wrote in cursive for  
the essay portion of

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the SAT scored slightly higher than those who printed." This handwriting book is perfect for improving cursive penmanship. The Cursive Handwriting Copybook is a great resource for the homeschool classroom as well as public and

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private kindergarten,  
1st grade, and 2nd  
grade classrooms.

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