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## **How To Write Better Copy How To Academy**

*A handbook on copywriting. It articulates the uncodified knowledge copywriters and art directors use when writing ads. Although the examples come mostly from the advertising industry, the techniques and principles can be applied to any form of promotional writing. On the Internet, if you're not read, you're dead. Written by an internationally-acclaimed specialist in this field, Killer Web Content gives you the*

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*strategies and practical techniques you need to get the very best out of your Web content. Accessible, concise and practical, it will make your website really work for you. This book helps readers to: - provide visitors to their website with the right content at just the right time - write compelling Web content that users really respond to and want more of - make sure their website has the best possible chance of getting into the first page of search results - understand the benefits of blogs, RSS, and e-mail newsletters Web content is an increasingly important asset. It helps sell products and deliver services. From*

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*travel companies to software companies, from universities to governments, it's something that has to be got right.*

*A nine step-guide to mastering viral content, branding and outwitting social media algorithms for marketers, entrepreneurs and aspiring celebrities from the CEO of Shareability.*

*Attention of Businessmen, Entrepreneurs, and Copywriters! As Easily and it is Simple to Write Text That Sells Without Necessity to Apply in Advertising Agencies These Are Techniques Written and Tested by Me and Examples for Creating Selling Texts ●Stop sweating for weeks*

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*on texts that don't sell ● Stop wasting money on ads that don't grab the attention of your targeted audience My experience and 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 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 Ways to*

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*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 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 the envious glances and shouts of your competitors! Discover the Secrets of Writing a Marketing Text for Yourself! Click*

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*A Step-By-Step Guide To Writing Copy That Sells, 3rd Edition*

*Write to Sell : The Ultimate Guide to Copywriting A Guide to Better Press, Poster, TV, Radio and Web Site Advertising*

*I'm Glad My Mom Died*

*Learn the Unwritten Rules of Copywriting*

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*Write More, Write Better, Be Happier in Academia*

*No Guilt, No Excuses - Just a 6-Week Programme That Works*

*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*

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*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 book... an incredibly thorough briefing on copywriting.” - Dave Trott, Creative legend, agency founder, author and teacher. “Educational, entertaining and*



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*energetic... prepare to dig deep and enjoy!”  
– Katherine Wildman, Host, The Writing Desk.*

*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 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*

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*readability of your copy The impact of design and layout on 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 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*

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*rarely taught effective writing techniques. Yet with websites, blogs and newsletters now dominating corporate communications, well-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 article with relevant theories accompanied by practical exercises to help develop your techniques.*

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*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 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 attract, sell and interest your readers - Use the right*

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*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 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. The Historic U.S. Documents Cursive Handwriting Series will introduce students*

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*to the text of some of the most important documents in United States history. Teachers and parents can 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 the difference between capital and lowercase cursive letters. To use this workbook successfully students should have already learned to write individual upper and lowercase*

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*cursive letters and be ready to move on to 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 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 lines have*

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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 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 can recognize upper and lowercase cursive letters and are



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*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 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 right hemispheres, something absent from printing and typing. As a result, the physical act of writing in*

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*cursive leads to increased comprehension and participation. The College Board found that students who wrote in cursive for the essay portion of 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 private kindergarten, 1st grade, and 2nd grade classrooms. It's a great companion to printed alphabet handwriting programs such as Zaner-Bloser*

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*and Kumon. It's superior to one-page online cursive penmanship worksheets because it gives students a chance to get used to using the workbook format—the same type used in classrooms.*

*The Copywriter's Handbook*

*I Will Teach You to Be Rich*

*The Step-By-Step System For More Sales, to More Customers, More Often*

*Attract New Customers. Boost Your Sales.*

*Cursive Handwriting Copybook*

*Killer Copywriting, How to Write Copy That Sells*

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*How To Write A Good Advertisement: A Short Course In 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 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 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 on both

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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 pages, emails or white papers.

NEW YORK TIMES BESTSELLER The complete, uncensored history of the award-winning The Daily Show with Jon Stewart, as told by its correspondents, writers, and host. For almost seventeen years, The Daily Show with Jon Stewart brilliantly redefined the borders between television comedy, political satire, and opinionated news coverage. It launched the careers of some of today's most significant comedians, highlighted the hypocrisies of the

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powerful, and garnered 23 Emmys. Now the show's behind-the-scenes gags, controversies, and camaraderie will be chronicled by the players themselves, from legendary host Jon Stewart to the star cast members and writers-including Samantha Bee, Stephen Colbert, John Oliver, and Steve Carell - plus some of The Daily Show's most prominent guests and adversaries: John and Cindy 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 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 politics-a

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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 years of incisive election coverage, passionate debates with President Obama and Hillary Clinton, feuds with Bill O'Reilly and Fox, and provocative 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 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 America's most groundbreaking shows.

Advice on getting people to notice your copy, engage with

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it and do what you want them to do. 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 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 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 explanations based on both the author's 25 years' experience and recent scientific research, this book will help hone your skills - whether



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you're writing websites or press ads, e-zines or direct mail brochures or blogs, posters or landing pages, emails or white papers.

A fully revised and updated edition of the bible of the newspaper industry

Action!

How to Write Great Copy

Read Me

The Copywriting Secrets to Help You Promote Your Products and Services

How to write powerful and persuasive copy that sells  
The Book

The Daily Show (The Book)

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

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 simply 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 "wrongs" of punctuation 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

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wants his preface to come at the end of the book. This just seems 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, 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 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." 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 helpful sections

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on e-mail etiquette, work-flow management, prioritizing, and organizing computer files. One chapter even addresses the specific concerns of freelance editors. Saller's emphasis on negotiation and 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 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 continues her mission with audacity and good humor.

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 s

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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 the fundamentals from the perspective of a 44-year veteran in the copywriting business. Following these proven techniques and tips

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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 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.

Learn how to get what you want. Learn how to increase your 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 poor man, into a rich

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

10 Lessons for Writing Great Copy

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

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

The Copywriting Sourcebook

30 Days to Sell

The Ultimate Sales Letter

American advertising pioneer **CLAUDE C. HOPKINS**

(1866-1932) is still renowned today for developing such marketing innovations as coded coupons that could be used

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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 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.

In our visually dominated age, there is an even greater



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reason for copy to be beautifully and sharply written, to have impact and 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 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, 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 objective; 6. Keep it simple; 7. Know your

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medium; 8.Be ambitious.

"Write right - right now - the book by Walter M. Perkins is entertaining and informative 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. Perkins emphasizes the business aspects of writing a book and sheds light on issues such as doing business with graphic designers, agents, publishers, and printers"-- Taken from Amazon.com November 7, 2014.

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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 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 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 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

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improvements in your work and life by Building a Second Brain.

Ogilvy on Advertising

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

Writing Better Action Using Cinematic Techniques

How To Write Better Copy

How to write better copy, faster – for everything from ads to websites

How to Write Words that Sell

Make the Sale, Deliver the Service, Build the Brand

*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 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.*

*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*

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*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*

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*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*

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*think again. I Will Teach You To Be Rich is the modern money classic that has revolutionised the lives of countless people all over the world, teaching them how to effectively manage their finances, demolish their debt, save better and get the most out of their bank accounts, credit cards and investments. Now, Ramit Sethi, who has been described by Forbes as a 'wealth wizard' and by Fortune as 'the new finance guru', is back with a completely revised second edition of I Will Teach You To Be Rich, updating it with new tools and insights on money and psychology, along with fantastic stories of how*



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*Historic U.S. Documents (Declaration of Independence)*

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*The Unwritten Rules of Copywriting*

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

*Mind Games*

*Killer Copywriting Reloaded, The Advanced Guide On How To Write Copy That Sells*

*You Too Can Write Words That Make Money! This must-read book*

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is not just an entrepreneur's toolbox - it's a goldmine! And it's jam-packed with real-life advice and valuable tools 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 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 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 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 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

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cash - and put those words to work 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 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 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 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 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 with Y-O-U - but only

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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 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 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 - 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 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 "Get Your Butt In Gear" action sheets. In each action sheet, you'll have me as your virtual Copy Angel whispering sweet

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Are you losing the battle with your own low self-esteem? Do you want to overcome anger control issues and self-control problems? Do you want to break free from the bondage of sexual immorality and the power of pride? In Mind Games, Kayode Enwerem draws on the experience of speaking to tens of thousands of people with self-doubt and negative thought questions to offer proven and powerful methods for using Christian guidance and scripture to overcome fear and regain self-confidence and self-control. Mind Games offers direction that anybody in any life situation can quickly and easily apply to gain victory over strongholds. You too can be transformed

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by the truth of Bible scripture resulting in freedom and victory for the child of God. In this book, you will learn the valuable instruction about: \* How to recognize your Giants\* Overcoming Fear; the number one tactic of the enemy\* How to realize the purpose of fighting the giant\* How to overcome the seed of Self-doubt associating you with your past\* The secret of defeating the Giant, thereby improving self-esteem for men and women\* Discover God's true greatness and overcome strongholds in life. Grab a copy 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.

The Elements of Style William Strunk concentrated on specific



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questions of usage—and the cultivation of good writing—with the recommendation "Make every word tell"; hence the 17th principle of composition is the simple instruction: "Omit needless words." The book was also listed as one of the 100 best and most influential books written in English since 1923 by Time in its 2011 list.

A Day to Day Approach to Writing Copy That Sells

Building a Second Brain

How to Write Better Copy

Shots Fired! How to Write Copy That Pierces Hearts (and Opens Wallets)

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

Write Right-Right Now,

How to Create Lifetime Customers

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**Why Every Business Owner Needs 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 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. You don't have to guess what to write. You can learn exactly

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**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. From this book, you will discover:**  
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### **Your Copywriting to The Next Level.**

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

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restriction,” eating little and weighing herself five times a day. She endured 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 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

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thrust into fame. Though Mom is ecstatic, emailing fan 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 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

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for the first time in her life 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.

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to write advertising copy - the same lessons taught at his exclusive \$3,000 seminars. The entertainingly illustrated book provides insights 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 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



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presents many personal stories, advertising 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 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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