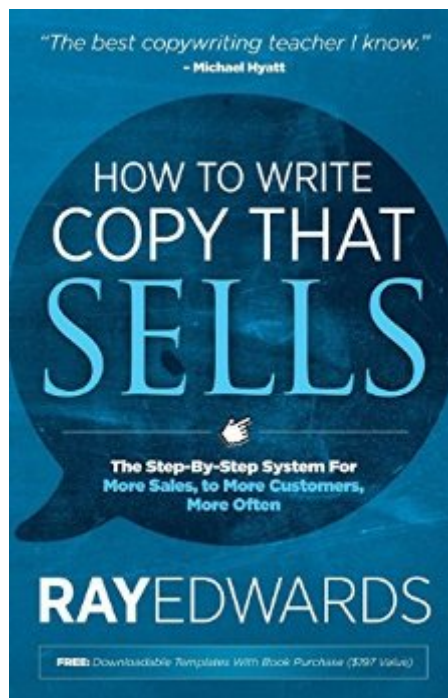


The book was found

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



## Synopsis

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

## Book Information

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## Customer Reviews

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

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

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Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management)  
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