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Breakthrough Copywriting is the perfect name because now I really understand all those concepts I struggled to grasp before. Do your business a favor - anyone can benefit from learning to write good copy. Read more. 3 people found this helpful. Helpful.

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In this book, you'll learn how direct marketers shatter sales records with the written word. Many people find copywriting confusing. But Breakthrough Copywriting makes it simple-by breaking everything down into a clear, step-by-step process. There's something for everyone. New copywriters will get a complete toolkit. Experienced marketers will benefit from new strategies and tactics.

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Breakthrough Copywriting Quotes Showing 1-8 of 8 "The more your copy sounds like a real conversation, the more engaging it will be." ? David Garfinkel, Breakthrough Copywriting: How To Generate Quick Cash With The Written Word

In this book, you'll learn how direct marketers shatter sales records with the written word. Many people find copywriting confusing. But Breakthrough Copywriting makes it simple-by breaking everything down into a clear, step-by-step process. There's something for everyone. New copywriters will get a complete toolkit. Experienced marketers will benefit from new strategies and tactics. You'll discover: \* How to build a powerful sales message that makes money \* Secrets of headlines that all but force prospects to read your message \* Easy shortcuts to creating profitable bullet points \* Negative optimism: a revolutionary new way to create empathy with prospects \* Stories that boost sales-how to write them, step-by-step \* Insider secrets for "amping up" the emotional power of your copy \* How to put it all together to build trust in prospects and close the sale Whether you are a freelance copywriter, an entrepreneur, or a marketing professional, you'll get tips, tools and templates to easily make the written word produce a lot more sales for you.

There was one copywriter who made millionaires from people who read his book, although they never wrote an ad. Eugene Schwartz wrote a classic on copywriting that is probably one of the most powerful, and profitable, books on copywriting and marketing ever written. That book has been kept available only as a rare hardback gift edition. Generations of copywriters haven't had access to this material. And the world would be a poorer place, except... Fortunately Schwartz was also prolific as a speaker. So we are able to bring notes of his lectures and a review of his classic text to life again. You can learn: - How to create ads which sell your products at the expense of your competition - Find which roles your customer really wants to play and align these to your product - Discover how to get a product to sell no matter how people have already heard about it or how many products like it are already out there. - Learn how to control your audience by being their friend. Get Your Copy Now.

Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success.

IN MARKETING What is the main difference between "pathetic" and "profitable?" A compelling advertising headline. Veteran marketers and entrepreneurs alike know a powerful headline is the most important factor for putting more money in your pocket. Whether it's for your .Web site .Yellow Pages ad .Sales Letter .Postcard .Marketing brochures .Newspaper or magazine ad .. the right advertising headline will attract, persuade and retain your most loyal, valuable customers. It's true. A great headline makes all the difference. Scientific tests have proven it over and over: Just by changing a headline, you can increase an ad's profitability by two, three, even five times. Finally, here is the world's #1 resource for quickly and easily creating powerful advertising headlines that are a perfect fit for your business. The kind of headlines that produce record-breaking sales results! In this book, copywriting expert David Garfinkel, who mentors other copywriters for \$15,000 and up, offers you one of his most prized possessions: his carefully chosen, market-tested set of advertising headline templates that truly can make you rich! "David Garfinkel is the best copywriter I know." - Jay Conrad Levinson, author, best-selling Guerrilla Marketing series

There was one copywriter who made millionaires from people who read his book, but never wrote an ad.You may or may not have heard of Eugene M. Schwartz - one of the most successful copywriters in advertising history.He worked three hours a day and you couldn't pay him any amount to write your copy.Seriously. At one point he wrote up just how he did it. And never wrote about that subject ever again.Eugene Schwartz wrote a classic on copywriting almost 50 years ago that is probably one of the most powerful, and profitable, books on copywriting and marketing ever written.That book has been kept available only as a rare hardback gift edition. Generations of copywriters haven't had access to this material. And the world would be a poorer place, except...Fortunately, Schwartz was also prolific as a speaker.So we are able to bring notes of his lectures and a precise analysis of his classic text to you to make your own millions with. In this short review guide, you can learn:How to create ads which sell your products at the expense of your competitionFind which roles your customer really wants to play - and will pay anything to get - and align these to your productDiscover how to get a product to sell no matter how people have already heard about it or how many products like it are already out there.Learn how to control your ad-copy viewers by being their honest, trusted friend.This tribute to his genius is also a guidebook so you can duplicate his success with your own copywriting.Please enjoy this journey to greater ease and profit. The genius of Eugene Swartz can teach you, starting immediately.Scroll Up and Get Your Copy Now.

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about to change. My name's Nathan Fraser and I'm a direct response copywriter. That means I write sales letters and advertisements with a focus on persuading people to buy. As more and more business moves to the internet, it means I'm also writing a lot more sales pages. Over the years, I've developed a formula for laying out sales pages that seems to work every time. "The 12-Step Sales Page Template" is that formula. I've used this template to bring in hundreds of thousands of dollars in sales for myself and my clients. It's worked for selling software, services, products, online courses and anything else you can imagine. I've taken lessons passed on from the masters of copywriting and applied it to how things get sold on the internet; namely, sales pages. This easy-to-follow guide breaks down how a sales page should function, step-by-step. In it, you'll discover: - How to grab attention with your headlines - How to keep people reading with your hooks- Why orange tennis balls are easier to sell than green ones (and how to use that information to make more sales of your own)- 10 different ways to write bullets that people can't ignore- Where the exact perfect place to put your "Buy Now" button is- A list of deal-killing words you never want to include on your sales page- 3 ways to increase the perceived value of your offer by adding a little bit of scarcity- How to make complete strangers feel comfortable with handing you their money- And a whole lot more This is the guide I wish I'd had when I first started selling things on the internet. If you've got an online business or an online store, this template will help you start pulling in more sales. Read it. Implement it. Start living the life of an online entrepreneur, today.

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