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The Copywriter's Handbook

copywriting techniques that have, for the most part, withstood the test of time, I kept revisions to a minimum—deleting some extraneous text, cleaning up language, updating old data 2 Where appropriate, I've selectively and judiciously added important new copywriting ...

Copywriting - Professional Writers Alliance

Writers & Artists Inc (AWAI): 1The Four-Legged Stool To be as strong as it can be, sales copy must rest firmly on four legs that show that the product/service (1) has a strong and irresistible benefit, (2) has an impressive and demonstrable track record, (3) comes from a credible company,

and (4) has a good idea ...

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copywriting chops that will give you an unfair advantage over your competitors -- whether you're a freelance copywriter like me or an entrepreneur who wants to take your business to the next ...

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Excellent book on copywriting Yes, it may seem old school, but reading Victor O Schwab's text is worth reminding yourself about the basics and picking up pointers While you are at it, you ...

The ABC of Copywriting

(Promotional copywriting's evil twin, 'knocking copy', aims to denigrate a rival product, service or idea - see page 11 for more) Persuasion means getting people to think, feel or act in a certain way Effective copywriting ...

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