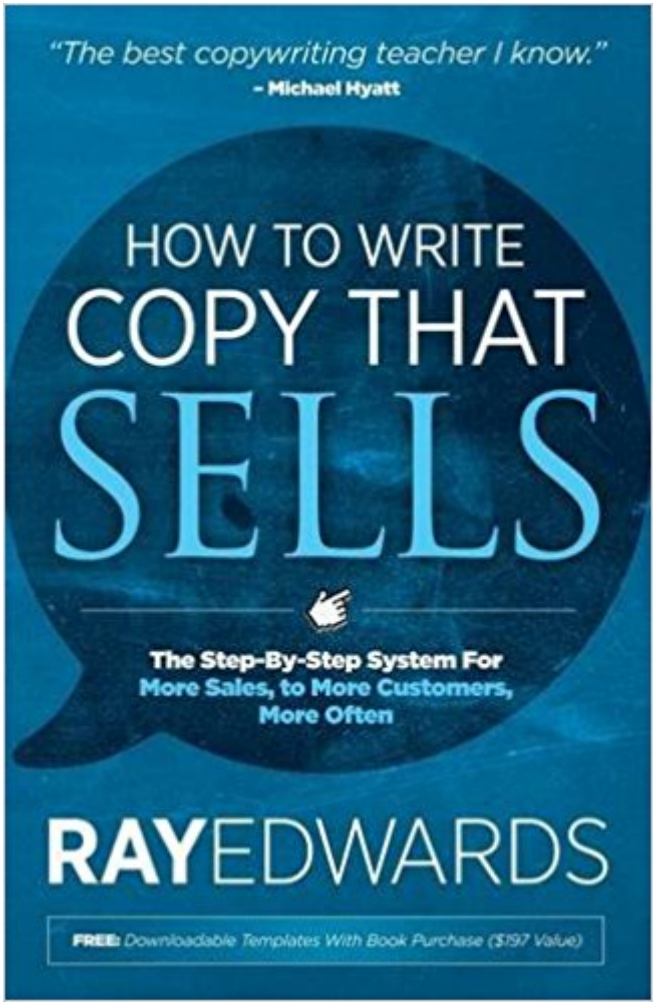
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How To Write Copy That Sells: The Step-By-Step System For More Sales, To More Customers, More Often



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Synopsis

Writing copy that sells without seeming Ã¢â ¬Å“salesyÃ¢â ¬Â• 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 Ã¢â ¬â œ 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 thatÃ¢â ¬â„¢s easy to read. How to write powerful short copy for social media. Sample headlines, bullet points, and openings Ã¢â ¬â œ yours to Ã¢â ¬Å“swipeÃ¢â ¬Â• 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

Ray Edwards is a communications strategist and copywriter for some of the most powerful voices in leadership and business. His clients include New York Times best-selling authors Tony Robbins (author of Unleash the Giant Within and Money: Master the Game), Jack Canfield and Mark Victor Hansen (co-authors of Chicken Soup For the Soul), Jeff Walker (author of Launch), and many more.

5 things I loved about this book:1) It helped me see the whole process clearly. ItÃƒÂ¢Ã â ¬Ã â„¢s the step-by-step I need to create copy.2) Once I have a sales page or a sales email created, I can

go back and check if I actually followed the recipe. ItÃƒÂ¢Ã â ¬Ã â„¢s a clear standard to give my work a grade and then fix it.3) I just love the writing style of this book. Since it is a book on writing, you would expect the writing to be greatÃƒÂ¢Ã â ¬Ã â •and it is. I found myself pausing to re-read just from the point of view of how well everything was stated. I need to write like that. So it helps to read this kind of writing and absorb it. It is punchy and super easy to follow.4) The book has only the key concepts and the steps of applicationÃƒÂ¢Ã â ¬Ã â •no fluff. I took extensive notes, and I quickly realized I was taking something from every page.5) I felt like the book was written right to me. IÃƒÂ¢Ã â ¬Ã â„¢ve already read a lot about digital marketing. This book assumed I was up to speed on the basics and showed me what I needed to know.

This book was absolutely AMAZING! I have had by online business for almost a year now and figured that I may need some more work on my copy. I found the tips in this book to be outstanding and I can't wait to see what type of results I get from trying the techniques offered in this book.

There were some mixed reviews that, after reading for myself, I think are off base. This was a good book for anyone capable of thinking for themselves. It give examples of headlines and copy format that can draw attention and drive sales. There's also bonus resources online that I skimmed a bit. They seemed helpful. Overall, a good book with a nice velvety cover.

Copywriting and its role in making purchases is a fascinating subject with a rich history. What I like about this book is that it clearly spells out so many elements in the copywriter's toolbox. If you ever find yourself overwhelmed by trying to master copywriting, read this book to get your bearings. I've haven't read every book on copywriting -- yet -- but this book has much the flavor of Strunk and White's The Elements of Style.

Ray is concise and a master at teaching copy , marketing and advertising. He distillates practical tips and methods that work. Thank you Ray for this contribution. The PASTOR formula is very useful across disciplines. If your new to copy Writing, get this text

I'm a beginner and loved the book. The link he provides for a free quick start guide and template was great too! Already got my first sales letter written! Thank you!

Ray lines out an effective and easy-to-understand approach to writing copy in your business. He

gives a plethora of lists to go through to make sure your copy has all the needed parts of a sales letter. He covers areas such as: copy for product launches, sales letter copy, examples of bullet lists, headline examples, and more. He covers it all in this book.I only wish I had access to some of his swipe files or examples to study through along with th book. Overall it was a great purchase.

This man can write! The book teaches and inspires. One hundred percent practical and doable, if you think clearly, are willing to accept instruction, and ready to adapt his principles and clear guidance to your own situation

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