

# EASY COPYWRITING

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# Easy Copywriting

**Steve Orrell**



## Easy Copywriting :

*Copywriting Made Simple* Tom Albrighton, 2020-06-06 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 It s packed with real life examples that will show you exactly how the ideas and techniques will work in the real world And with dozens of useful illustrations and diagrams Copywriting Made Simple shows you the ideas that other books just talk about Plus there s a whole chapter of handy tips on writing ads websites broadcast media direct mail social media and print Copywriting Made Simple is the perfect introduction to copywriting today No wonder it hit the 1 spot in Marketing Sales at Amazon UK Canada and Australia and is featured on the BA Advertising course at the University for the Creative Arts What you ll learn Understand the product and its benefits Pinpoint how the product helps people Turn features into benefits and seek out USPs Identify tangible and intangible benefits Get to know your reader Uncover your reader s inner fears and desires Use empathy to get inside the reader s feelings Decide how your copy will change how they think feel or act Capture your aims in the brief Engage the reader in your message Talk to the reader and make your copy more like a conversation Use the same words that the reader uses Bring the product to life with rich sensory language Make your copy active positive and specific Craft compelling copy Learn eight proven formulas for enticing headlines Choose a rock solid structure Create powerful calls to action Use 20 proven strategies for creative copy Show the product in a new light Use humour wordplay metaphors and contrasts Turn weakness into strength Make persuasion and psychology work for you Learn the six proven principles of persuasion Overcome the reader s objections Exploit cognitive biases to nudge the reader into action What industry experts say Where was this book when I started copywriting A must for every newbie copywriter and a few old copy dogs too Kate Toon Co host of the Hot Copy Podcast Impressively thorough without ever losing its rhythm Deserves to be mentioned in the same breath as the copywriting classics Ryan Wallman author of *Delusions of Grandeur* Tom s put a lifetime of learning into this book Dave Trott Creative legend agency founder and author of *Creative Mischiefs* One and One Make Three and *Predatory Thinking* From insights gleaned from NLP and psychology to real world examples of great effective copy this is educational entertaining and energetic Prepare to dig deep enjoy and see your results skyrocket Katherine Wildman Host *The Writing Desk* Tom has written the best all round introduction to copywriting available today Leif Kendall Director of ProCopywriters copywriter and author of *Brilliant Freelancer* I didn t think you could teach copywriting Turns out tomcopy can What a terrific book Doug Kessler Creative Director Co founder of Velocity

**Selling Your Book the Easy Way: Learn How to Write a Great Book Proposal in 7 Days.** Thrive Learning Institute, 2016-11-27 You Can Get Paid to Write a Book It s easily possible to make a fast 10 000 or even a six figure amount You could even make seven figures over a million dollars for twenty pages of text It sounds incredible but a fast seven figures is certainly possible if you have a HOT hot idea or have had an experience

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[How to Write Sales Copy](#) Jaiden Pemton, 2023-08-04 Are you ready to dive into the world of copywriting but don't know where to start Do you feel unclear about how to distinguish and use the elements of the

copywriting process Are you still on the search to write copy that will set you apart from other copywriters and help inspire your readers to action How to Write Sales Copy is the guide you need We will teach you how to write sales copy in 7 easy steps This guide is designed to provide you with all the tools you need in a concise easy to understand format that will answer all your burning questions and get you on your way to successful copywriting To be a successful copywriter you must define your audience what moves them to act and how to make them feel important and valued You must know how to structure your copy in a way that will keep readers on task interested and feeling satisfied How to Write Sales Copy will provide you with an in depth look into each of the elements of copywriting help you develop a better understanding of how to set yourself apart and help you develop the skills you need to increase engagement with the copy you write as well as cultivating community surrounding your copy In a comprehensive step by step reference format each chapter corresponds to a specific element of the copywriting process The clear cut organization makes it simple to follow along and refer back to areas you still feel confused about as you go This guide is complete with coherent examples to help you distinguish between each element and log them into your long term memory You will find exclusive tips and tricks which are designed to aid in your sales copy development process and learn how to distinguish your products and services in the industry With this guide you can move step by step taking the copywriting process at your own pace The examples provided will help you to model your work and gain a more thorough understanding The tips tricks and ideas will help you to avoid clichés and the most common mistakes among copywriters as well as ways to keep your audience engaged from start to finish **YOU WILL LEARN** How to determine your sales copy audience Defining your product purpose How to develop your sales page Persuading reader action How to tell a story Playing on basic human needs How to develop your rebuttal How to excite your audience Presenting a sense of urgency How to define a call to action How to set your sales copy apart And so much more Whether you are just starting on the journey of copywriting and need to develop a clearer understanding of the elements or have been at it for a while and are looking for fresh perspectives and tips for further development how you perfect your craft this guide is the companion you need Let's get started

**Copywriting In A Week** Rob Ashton, Robert Ashton, 2012-03-30 Great copywriting just got easier It's strange to think that there was a time when only the privileged few could read or write The rest of us relied on the spoken word Storytelling was used to pass knowledge on from one generation to the next Now most of us are literate and use the written word to gather information and inform our decision making Increasingly we do this online with social media and messaging enabling rapid spontaneous global communication But rather than freeing us from the need for clear effective written communication it actually makes good communication even more important The less we communicate face to face the greater the opportunity for misunderstandings Of course all writing communicates your message to people you cannot see and may never meet It means you can influence more widely it also means you must take care not to make assumptions about your reader especially those who see your public postings Successful copywriting is constructed from



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Copywriting Success Secret John Hawkins,2019-02-13 One of the Best Strategies for Generating Successful Sales of Your Products and or Services is Learning to Write Effective Copy That Will Arouse a Favorable Response From Your Target Market Writing powerful copy is an art a skill that can make the difference between success and failure in almost any business With our valuable eBook Copywriting Crackdown we want to show you how you can *Advertising Copywriting* Philip Ward Burton,1983 Here s everything you need to master the art of writing powerful sales clinching copy and stay ahead of the competition From low budget local advertising to big budget national television spots this premier resource presents the basics of writing for every advertising medium Packed with unique tips Advertising Copywriting Explains how to create headlines that sell Provides advertising production information Introduces the research methods used to evaluate copy Summarizes the advertising laws that affect the copywriter **Report** Québec (Province). Superintendent of Education for Lower Canada,1899 **Writer's Digest University** The Editors of Writer's Digest,2010-10-08 Everything You need to Write and Sell Your Work This is the ultimate crash course in writing and publishing Inside you ll find comprehensive instruction up to date market listings a CD featuring recorded live webinars with industry professionals an all access pass to WritersMarket com and more Writer s Digest University is the perfect resource for you no matter your experience level This one stop resource contains Quick and comprehensive answers to common questions including How do I write a successful novel and How do I know if self publishing is right for me Instruction and examples for formatting and submitting fiction nonfiction articles children s writing scripts and verse Advanced instruction on business related issues like marketing and publicity using social media freelancing for corporations keeping finances in order and setting the right price for your work A detailed look at what agents want and how to get one that best fits your needs Market listings for publishers and agents open to

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