



## 31 Days to Write Better Copy: A Day to Day Approach to Writing Copy That Sells

By MS Denise Fay

Createspace, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Copy-writing: The hidden secret to successful marketing. Businesses around the world spend a fortune on creating brochures and websites. But if the content is not engaging, relevant or focused on the right audience, then the return on investment will not be as good as it could be. Business owners and executives are rarely taught effective writing techniques. Yet with websites, blogs and newsletters now dominating corporate communications, well-structured copy can be the difference in clinching that sale. You can discover how to write successful copy by following this simple 31 day step by step process. Taking the mystery out of writing clear and engaging marketing collateral, you will achieve vital sales. Each day has an article with relevant theories accompanied by practical exercises to help develop your techniques. Over the 31 days, you ll get a truly great understanding of what your reader wants to know and how to write to persuade your reader. You will learn: - The principles of understanding your customer - really focus on your target market - 5 ways to avoid writing procrastination...



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