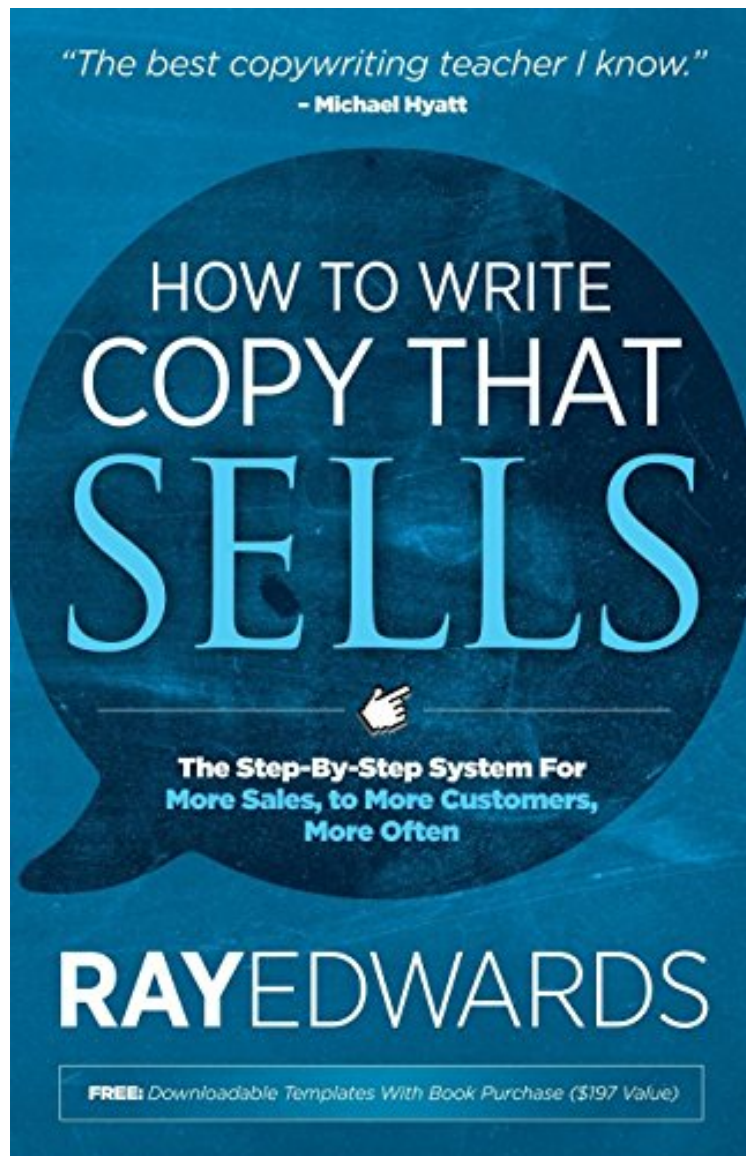


(Download) How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often

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

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36 of 37 people found the following review helpful. 5 things I loved about this bookBy Cody Libolt5 things I loved

about this book:1) It helped me see the whole process clearly. It'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. It'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 great—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 application—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. I'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.

0 of 0 people found the following review helpful. Can't Make It Through Business Books? THIS is the book for you!By Stirling or JaninAlthough I have not YET completed the book - I am 1/4 of the way in, and I LOVE IT! Although I am an avid reader non-fiction - especially business related books - have always been very difficult for me to get through. Most business books I have bought seem to require you to "plod through" lots of text to get the actual information you are looking to learn. Not so with How To Write Copy That Sells. The chapters are easy to read, get straight to the business of teaching AND provide accessible summaries at the end of each chapter. I foresee this being a book that lives beside my desk at all times. Thank you, Mr. Edwards, for convincing me that there is at least one business book out there for the likes of me (and if there is one there are surely more). You have given my business a huge boost!PS: can't wait to dig into the free Copywriting Quick Start Training. I just joined today!

0 of 0 people found the following review helpful. This wonderful book is just thatBy Anne S.This wonderful book is just that. It arrived well within the delivery date. Going thru the pages was like having Ray with me every step of the way. His instructions are short and to the point. Not wordy or boring and no hype. Every writer should have this excellent book by their side at all times.Thank you.

Writing copy that sells without seeming "salesy" 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 — 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 that's easy to read. How to write powerful short copy for social media. Sample headlines, bullet points, and openings — yours to "swiper" 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.

About the AuthorRay 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.