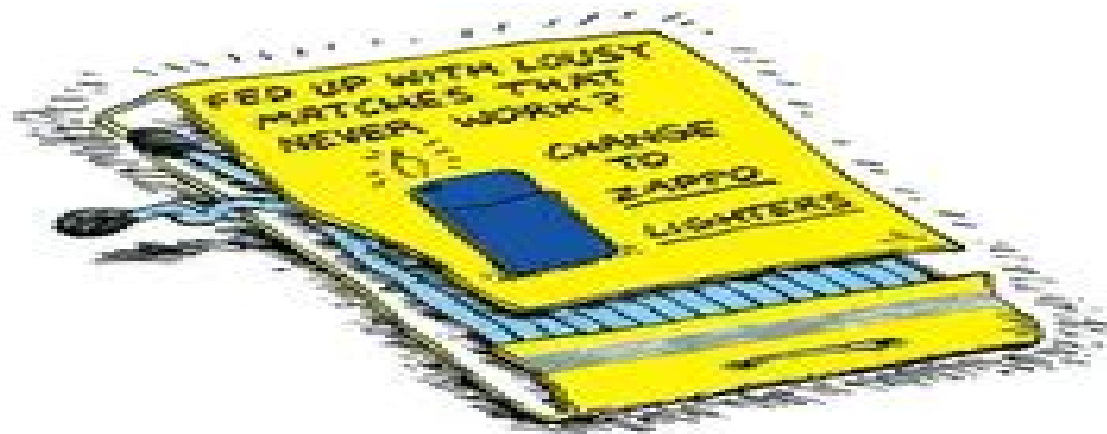

THE SECRETS OF SUCCESSFUL

COPYWRITING



How to write
better advertising copy

PAT QUINN

Secrets Of Successful Copywriting

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The Secrets of Successful Copywriting Patrick Quinn, 1988-01-01

Million Dollar Copywriting Secrets Noah Daniels, 2014-07-28 On the Internet copy is still king There is just no way around it if you want to build traffic improve your search engine rankings and increase your sales you need great sales copy Unfortunately with Internet copywriters you usually get what you pay for which means most marketers face a difficult decision You can pay a fortune for great copywriting that produces results a k a profits unfortunately most of those profits will have to be given back to pay the copywriter Or you can use inexpensive copywriters who simply lack the skills to generate the profits you need to truly succeed online and begin to live the wealthy lifestyle you ve always dreamed about living It s your basic no win situation and it alone has crushed the dreams of many many hard working Internet marketers What if I told you that there was a way for you to write the great copy you so desperately need yourself That s right even if you flunked high school English class even if you currently have trouble stringing together two coherent sentences you can learn to write great sales copy All you have to do is learn what the pros do and copy it all you have to do is learn a few simple secrets that the pros use to turn average copy into sales generating super copy In the Million Dollar Copywriting Secrets you ll learn How to craft killer sales copy that will have your prospects lining up and begging you to sell them your product or service How to write attention grabbing headlines that ll suck readers into your copy like a 10 ton magnet attracts paperclips Magic words you can use in headlines to send reader curiosity soaring through the roof use these words and prospects will have no choice they will have to read your letter The four principle elements of a successful headline and how to ensure yours has all four How to write copy that grabs your readers attention and doesn t let go until they have ordered A powerful persuasion technique you can use to dramatically increase the effectiveness of your copy The proper way to use testimonials to strengthen your copy you may be very surprised by what you learn here as well as by how many marketers are currently doing this all wrong How to make an offer your readers can t refuse How create a sense of urgency that ll have your prospects pulling out there credit cards and ordering before they even realize what s going on The one thing you should never ever do in sales copy do this and you are doomed to fail I repeat

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