

# 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 Brandeur Tom s put a lifetime of learning into this book Dave Trott Creative legend agency founder and author of Creative Mischief 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 *7 Days To Easy Money* Noemi Gosier, 2015-12-27 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 that hundreds of thousands of people want to read about In his 2001 book about writing non

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**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

*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

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converts pg 42 How to harness the invisible force attracting the right type of people pg 49 much more So if you are serious about making money online and are ready to make the change you MUST read the Wingmans Guide To Affiliate Marketing

*Copywriting Made Easy* Darwin Jordans,2023-01-02 Are you looking for a book well detailed on a simple guide to professional copywriting Are u nursing a passion to take copywriting as a profession Do you want to be a good copywriter Are you looking for a good copywriter for your industry Or a book to use as a tutor Worry no more copywriting made easy is all you need It deals on Copywriting as a profession Types of copywriting copywriting and content marketing Teamwork in copywriting Professional copywriting skills Understanding copywriter s workflow Smart copywriting tools Simple Steps to be a copywriter Technology platforms to drive more effective performance outcomes Improvement the master key curiosity feedback Guide to find a good copywriter The advertising industry s lifeblood is good copy This useful manual offers tried and true recommendations and professional guidance on how to create copy that will inspire compel and persuade readers to make a purchase Order now

**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 carefully selected words each with a clear purpose It is written to prompt feelings thoughts or actions It is clear concise and at times comforting It is also comprehensible even to those not yet confident users of your language Reading this book and following the techniques it introduces will make you a more effective writer Expertise in grammar is not needed as all the necessary jargon is simply defined and anyway some forms of business writing deliberately ignore rules This book is for people who want to write for results Each of the seven chapters in *Copywriting In A Week* covers a different aspect Sunday Focusing your message Monday Using layout pictures and colour to make words memorable Tuesday Writing effective letters Wednesday Making advertising work for you Thursday Communicating clearly with the media Friday Preparing promotional print Saturday Composing proposals and presentation visuals

**Reports from Commissioners** Great Britain. Parliament. House of Commons,1875

**Make it So You Don't Have to Fake it** Patricia Fripp,2000-02 Donated by Tremendous Life Books

**Fur Age Monthly** ,1926

Broadcast Copywriting Peter B. Orlik,1986

## Enjoying the Tune of Phrase: An Psychological Symphony within **Easy Copywriting**

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