The Ultimate Copywriting Handbook Ebook

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The Ultimate Copywriting Handbook with Master Resale Rights! You'll Discover How To Easily Write Your Own Salesletters, Opt-in Pages and Ads That Sell! I've made it simple for you and have written a special report detailing how you can write your own copy without any prior skills... I will not only show you how to improve your writing and your sales skills, but I will also give you a step-by-step, 30-day outline that you can use to guide you through the process Table of Contents Introduction 5 Basic Skills 6 How to Improve Your Writing Skills 6 Good Grammar is the Minimum 6 Style Trumps Grammar 7 Writing for Your Target Audience 10 Step #1: Research Your Audience 11 Step #2: Write for Your Audience 12 How to Sell Through Writing 14 Writing Good Headlines 17 Why a Headline Can Make or Break a Sales Letter 17 10 Different Techniques for Writing a Good Headline 17 Good Headline Examples 19 Testing and Tracking 28 Step #1: Define Your Experiment Carefully 28 Step #2: Hold All Else Constant 29 Step #3: Collect Large Samples 29 Step #4: Make a Decision 29 Powerful Tricks for Boosting Conversion Rates 31 How to Use Bullet Points Correctly 31 How to Use Sub-Headings 32 How to Correctly Use Bolding and Highlighting 34 Closing a Sale 36 Retaining Reader Interest 36 Using Calls to Action Correctly 38 Step #1: Tell The Reader Exactly What To Do 39 Step #2: Surround the Call to Action with Supporting Text 39 Step #3: Make it Easy to Follow Your Call to Action 40 The AIDA Method 42 Attention 42 Interest 43 Part #1: Introduce a Problem 43 Part #2: Introduce a Solution to the Problem 44 Decision 45 Action 45 The 30-Day Copywriting Plan 46 Week #1: Focus on Basic Skills & Market Research 46 Week #2: Complete Two Sales Letters 46 Week #3: Make Changes & Compile a Swipe File 47 Week #4: Polish Your Copy, Test, and Track 48 Week #5 and Beyond: Practice, Refine, Track, and Test 49 Conclusion 50 As you can see, this is guite a comprehensive guide on copywriting, and in just a few minutes from now, you'll be able to write irresistible copy. Get Instant Access To This Special Report... You could go around doing all the research yourself, try out different methods that don't work, and waste all that time, or you could simply invest in this special report where you'll discover exactly how to write effective and engaging sales copy for any purpose. It's your choice.

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