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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 Grandeur* Tom s put a lifetime of learning into this book Dave Trott Creative legend agency founder and author of *Creative Mischiefs* 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 *Selling Your Book the Easy Way: Learn How to Write a Great Book Proposal in 7 Days*. Thrive Learning Institute, 2016-11-27 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

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Copywriting Steve Orrell, 2021-01-16

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