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Attention of Businessmen, Entrepreneurs, and Copywriters! As Easily and it is Simple to Write Text That Sells Without Necessity to Apply in Advertising Agencies These Are Techniques Written and Tested by Me and Examples for Creating Selling Texts ?Stop sweating for weeks on texts that don't sell ?Stop wasting money on ads that don't grab the attention of your targeted audience My experience and practice since 2010 in creating sales texts guarantee customers complete satisfaction in increasing sales of goods and services Take All Methodologies and Examples in My Book "How to Write Copy That Sells" The Guide to Copywriting Secrets for Businessmen, Entrepreneurs and Copywriters Table of contents Part 1. How to create a resume copywriter Part 2. How to write the text "About the Company" Part 3. Accepting Copywriting "Problem + Desired Solution" Part 4. 18 Ways to kill advertising text Part 5. 99 Marketing ideas for copywriting Part 6. Commercial suggestion Part 6.1. The formula for writing the heading Part 6.2. Offer Part 6.3. Deadline Part 6.4. Call to action Part 7. Conclusion ? Do you

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want to learn how to write texts that sell? ? Do you want to increase the sales of goods and services? ? Take all the techniques and examples in my book "How to Write Copy That Sells" Applying my methodologies and examples your sales will grow on 200%-300% Imagine the envious glances and shouts of your competitors! Discover the Secrets of Writing a Marketing Text for Yourself! Click the "ORDER" button at the Top of this Page ! Get Your Book Right Now Avail My by Methodologies and Examples and Already in a Week will Get Explosion of Sales! *** Buy the Paperback version of this book, and Kindle eBook version for FREE ***

Don't Just Say It – Sell it! You don't need a professional ad agency or copywriter to create kick-ass marketing copy. This hands-on guide takes you step by step and shows you how to create marketing messages that capture attention and boost profits. "Kick-ass Copywriting in 10 Easy Steps is a must-read for any small to mid-sized business owner. It translates difficult writing ideas into everyday language and empowers the average business owner to write more persuasively in a simple, step-by-step process. My advice? Buy this book—and read it twice!" —Dean Reick, direct marketing copywriter, DirectCreative.com " ...Susan's warm, engaging style and emphasis on real-world specifics will make even the most writing-phobic business owners feel more confident in their advertising efforts. Susan packs plenty of useful copywriting tools, illustrations, and checklists between the covers, too. Her full-featured 'Copywriting Outline' is surely worth the entire price of admission. Kick-ass Copywriting in 10 Easy Steps is a superb

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addition to any small-business owner's ready-reference shelf." —Roberta Rosenberg, "The Copywriting Maven" and President, MGP Direct Inc. "Susan Gunelius has created a simple-to-understand guide to writing effective and hard working copy for nonprofessionals such as small-business owners and others who recognize they need to develop this essential skill to promote their business. Kick-ass Copywriting in 10 Easy Steps covers virtually every topic the aspiring copywriter needs to know, from the crafting of impactful copy, to where best to run it. Ms. Gunelius' book should be on every small business owner's bookshelf." —George Parker, creative consultant, author of MadScam, and advertising blogger at Adscam and Adhurl

Ready To Ditch Selling Using Fear, Hype, and Ick? And Instead Learn To Write Copy That Attracts, Inspires and Invites Your Ideal Clients Into Your Business? In Michele's first book, "Love-Based Copywriting Method," she walks you through why traditional marketing and copy sells with fear (which is why it feels so awful) and how you can sell and market your business with love instead. In this book, "Love-Based Copywriting System," Michele rolls up her sleeves and walks you through her exact system that she has used over the years to help her clients build successful businesses and get their work out into the world in a big, love-based way. You're going to get the nitty gritty on what you need to do to write love-based copy. It includes step-by-step exercises, templates for the different promotional pieces (such as the copy you would use on a website or an email), a love-based tips section to take the teachings deeper and even

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advanced copy training for those who have mastered the basics. This book is perfect if you're new to writing copy or are looking to improve your skills (and results) with your marketing pieces.

Includes "Love-Based Copywriting Method," the book that started a movement, and "Love-Based Copywriting System," voted one of Small Business Forum's top 3 books every entrepreneur should read. The Love-Based Copywriting Philosophy is perfect for anyone who is sick and tired of feeling like you need to use sales-y, slimy, inauthentic strategies to market your business. You ABSOLUTELY can sell more with love, and these books shows you how! In Volume 1: "Love-Based Copywriting Method: The Philosophy Behind Writing Copy That Attracts, Inspires and Invites," Michele explains why traditional marketing and copy sells with fear (which is why it feels so awful) and how you can sell and market your business with love instead. In Volume 2, "Love-Based Copywriting System: A Step-by-Step Process to Master Writing Copy That Attracts, Inspires and Invites," Michele rolls up her sleeves and walks you through her exact, proven system that she has used over the years to help her clients sell nearly \$50 Million worth of products and services using love. You'll discover exercises, examples, templates and more -- in fact, it's designed to be a "copywriting course in a book." You'll get detailed, step-by-step teachings of everything from headlines to features and benefits to presenting your offer and more, so if you follow along and complete the exercises, by the time you've finished, you've got your copy created. This

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highly acclaimed series has been featured on numerous media outlets, including Forbes, CBS and NPR. I wish I had Michele's books when I started my first business! The heart, soul and wisdom she shares - along with a deep practical, tactical understanding of how 'Love Based' copywriting really works - is a rare and unique gift that any entrepreneur needs to succeed. Too many of today's marketing tactics feel inauthentic and manipulative. Michele, and her books provide another, much more aligned and authentic way to communicate your message, and your value, in a way that feels GREAT for everyone involved and produces results for you, and your clients. Christine Kloser, award-winning author If you not only want to love your copy and marketing but have your ideal clients love your copy and marketing, Michele's philosophy and system is just what the doctor ordered! Lisa Sasevich, best-selling author of "Boost Your Sales: How to Use Irresistible Offers... Without Being Salesy" As a heart-centered visionary who cares deeply about the people I'm here to serve, I know that marketing from a place of love is essential. Michele PW is the perfect guide & mentor to allow us all to fully embrace our heart while enrolling people. Amy Ahlers, Wake-Up Call Coach & Bestselling Author What readers are saying about the Love-Based Copy books: Love-Based Copywriting offers an alternative to the kind of fear-based marketing that often feels so icky for both those creating it and those on the receiving end. T.L. Cooper The message is excellent and will be a book I'll recommend to all my clients. Goodreads reader Very impressed with this book. Filled with golden

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nuggets, it provides an excellent process for doing what the cover says: Writing heart centered copy. Jessi Lohman I work in marketing and most of what I do involves copywriting. This method really helped me lose the generic message and become more specific. The writing exercises are helpful. Can't wait to read the rest of the series! Goodreads reader Best copy about writing copy I have read. Christopher Sherrod The classic guide to copywriting, now in an entirely updated third edition This is a book for everyone who writes or approves copy: copywriters, account executives, creative directors, freelance writers, advertising managers . . . even entrepreneurs and brand managers. It reveals dozens of copywriting techniques that can help you write ads, commercials, and direct mail that are clear, persuasive, and get more attention—and sell more products. Among the tips revealed are • eight headlines that work—and how to use them • eleven ways to make your copy more readable • fifteen ways to open a sales letter • the nine characteristics of successful print ads • how to build a successful freelance copywriting practice • fifteen techniques to ensure your e-mail marketing message is opened This thoroughly revised third edition includes all new essential information for mastering copywriting in the Internet era, including advice on Web- and e-mail-based copywriting, multimedia presentations, and Internet research and source documentation, as well as updated resources. Now more indispensable than ever, The Copywriter's Handbook remains the ultimate guide for people who write or work with copy. "I don't know a single copywriter whose work would not be improved by reading

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this book." —David Ogilvy

Discover the secrets of success behind Australia's top online businesses and maximise your own online potential Secrets of Online Entrepreneurs is the ultimate 'how to' guide for creating, building, and selling an online business. Packed with inspiring stories of how some of Australia's most successful online entrepreneurs built their businesses, these internet mavericks will reveal the secrets of their success and provide valuable insights into how anyone with a hobby, passion, or innovative business idea can take advantage of the vast opportunities that a global market now offers. Whether you want to build an online business from scratch or amplify your existing online presence, these hard-hitting interviews will give you the practical tools, tips, and strategies you need to fast-track your business idea and take it from concept to completion. You'll discover what industries are ready for disruption, how to spot a profitable niche, how to growth hack a database, why most online businesses fail, how to access a vast array of free tools to help you get your online idea off the ground, and much more. Most importantly, you'll discover why there's never been a better time to launch an online business. Discover the 7-step process for building an online business that will exponentially increase your likelihood of success Learn how to measure, test, and evaluate demand for an online product or service before you launch it Access the templates, cheat sheets, websites, and apps used by the entrepreneurs to build their businesses and learn how you can apply them to your business too. Don't miss this next wave of

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Industry disruption. Get on board the internet express and snare a slice of the pie for what promises to be one of the most transformational times in business history.

One of the Best Strategies for Generating Successful Sales of Your Products and/or Services is Learning to Write Effective Copy That Will Arouse a Favorable Response From Your Target Market. Writing powerful copy is an art, a skill, that can make the difference between success and failure in almost any business. With our valuable eBook Copywriting Crackdown, we want to show you how you can ...

GET 44 YEARS OF ADVERTISING WRITING EXPERIENCE IN THE TIME IT TAKES TO READ THIS BOOK! You can learn to write compelling advertisements that will make people notice them, read them, and act upon them. In fact, you can learn to write such powerful advertisements that people actually go out and demand the product advertised and no other. How can you do this? By using the same elements that have made top copywriters like Victor O. Schwab excel at their craft. How to Write a Good Advertisement is a short course in writing powerful, hard-hitting copy that can help you make your products and services irresistible to potential customers. This remarkable book has turned many novice mail order entrepreneurs into expert copywriters and many experienced copywriters into masters of their trade. Whether you are new to the craft or have been writing copy for years, your knowledge and practice of advertising fundamentals will determine the extent of your success. How to Write a Good Advertisement presents these fundamentals from the perspective of a 44-year veteran

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in the copywriting business. Following these proven techniques and tips, anyone can write professional advertisements that create a memorable image, pull in mailboxes full of orders, or attract new customers to their service. **LEARN HOW TO:** Grab reader attention immediately Write compelling copy that holds attention Write a call to action that's difficult to refuse Design winning layouts Increase the number of orders Convert more inquiries to orders **GET ANSWERS TO IMPORTANT TECHNICAL QUESTIONS:** Effective advertisement length...use of color...smart media placement...and much more. By harnessing new, easy-to-use technologies that help them find customers around the world, everyday people are starting meaningful businesses that offer a high-paying alternative to a corporate career. In this updated edition, will learn tactics from real people who are earning \$1 million a year on their own terms. Engage your readers and boost your impact! Do you write--a little or a lot--for a socially responsible organization, business, or program? Wish you had an accessible writing coach to help you quickly craft potent pieces that move your readers to act? This feisty one-stop-shop of distilled wisdom will show you-step by step-how to turbocharge your marketing and fundraising documents. Start getting the results you want, right now! Whether you're an accidental or emerging writer or a seasoned wordsmith, this comprehensive resource will help you build and manage the invaluable skills behind writing values-driven copy. You will find

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advice on everything from advancing your brand to storytelling to minding the devilish details. Discover how to painlessly: - Write and edit a full spectrum of clear, concise, creative pieces that will reach and influence your diverse intended audiences - Streamline and strengthen your writing process-from planning to proofreading - Develop your own confident, expert writing voice Included in these pages you will find: - More than 500 real-life examples from nonprofits, green businesses, government agencies, and others - Hundreds of stimulating questions and exercises that help you apply the lessons to your own work - Numerous guide sheets, checklists, and handy appendices - Dozens of warnings about potential pitfalls ... all this delivered with a generous helping of fun illustrations, cultural references, and humor. If you've ever had trouble expressing your passion in writing, or telling your story in a fresh and compelling way, this powerhouse of a book is for you! ADVANCE PRAISE: "This book should be on the shelf of every nonprofit administrator, community organizer, and advocate. There is literally nothing else of its kind on the market; it is 'The Elements of Style' for the grassroots fundraising and marketing world." -- Leif Wellington Haase, Director, California Program, New America Foundation "'Writing to Make a Difference' is a great balance of both instructional and interactive tips, tools, and exercises...and helps to lower the barrier for organizations that desire to tell

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their story in a way that captures both head and heart." -- Alandra L. Washington, Deputy Director, W.K. Kellogg Foundation "If you think your work is important, if you feel you have a message to deliver, if you have people who need to understand how this is done - this is the book. Massachi is the perfect guide and a tremendous coach." -- Jeff Hamaoui, CEO, Origo Inc. and social investment and enterprise specialist "Massachi has drilled down to all that is important about good writing. I recommend this book for those of us who write regularly, and for those of us who don't write because we don't think we can. "-- Kim Klein, author, 'Reliable Fundraising in Unreliable Times' "This is an outstanding work, one of the best I have read in the genre, and of possible use in the university, for public relations and organizational communication courses. The writing lessons are succinct, the methods to convey them effective, and the style itself an example of professional brilliance. I recommend 'Writing to Make a Difference' because I know that it will."-- Michael Bugeja, author, 'Interpersonal Divide: The Search for Community in a Technological Age' and Director, School of Journalism & Communication, Iowa State University

AUTHOR BIO: Dalya F. Massachi, M.A. began writing for publication as an adolescent interested in social justice. Now, Dalya draws on her nearly 20 years of professional experience writing and editing for hundreds of socially responsible organizations. With passion and fresh

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Insight, she reveals the top strategic insider techniques she has honed through her work as a successful grantwriter, editor, journalist, workshop instructor, and writing coach.

Robert Collier was decades ahead of his time in writing down ways for man to improve his lot in life. He wrote "Secret of the Ages" during an active and successful life developed upon basic ideas which opened up new vistas of living for countless multitudes of people. Brought up to be a priest, he worked as a mining engineer, an advertising executive and a prolific writer and publisher. The Robert Collier Letter Book earned Robert Collier the distinction of being one of the greatest marketing minds in history. Robert Collier sales letters were successful because he wrote to his readers' needs. As an expert in marketing, his sales savvy and writing expertise placed hundreds of millions of dollars in his clients' pockets.

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

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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

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presentation visuals

An essential guide for anyone who wants to earn money as a part- or full-time copywriter, Deign shows readers how to get started, find work, and adapt personal style to different types of work, such as advertising, direct mail, Internet, public relations, press, sales promotion and more.

Great copy is the heart and soul of the advertising business. In this practical guide, legendary copywriter Joe Sugarman provides proven guidelines and expert advice on what it takes to write copy that will entice, motivate, and move customers to buy. For anyone who wants to break into the business, this is the ultimate companion resource for unlimited success.

The book that started a movement! Do you hate the way sales and marketing copy makes you feel? Sales-y? Inauthentic? Hype-y? Just plain icky? You're not alone ... and there's a reason you feel that way. It's because traditional sales and marketing copy (also known as direct response copy) sells by tapping into fear. But you don't have to use fear – you can sell and market your business using love instead. And when you do that, you stop manipulating and twisting arms to get buyers, and instead start attracting, inspiring and inviting your ideal clients into your business. Ahhh -- doesn't that sound wonderful? In this book, love-based copywriting and marketing expert Michele PW (Pariza Wacek) teaches

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you the philosophy and the foundational principles behind selling with love versus fear – the same proven principles she's used to help her clients sell nearly \$50 Million worth of products and services over eight years. Plus, she includes dozens of exercises so you too can easily implement love-based copy into your own business. Whether you're a seasoned entrepreneur or business owner or just starting out, you'll discover valuable tips and strategies around selling and marketing with love. And not only will you feel great about it, so will your ideal clients. "Love-Based Copywriting Method" is a part of the Love-Based Business series, which is an award-winning series that has been featured on numerous media outlets, including CBS and NPR. You may also want to check out "Love-Based Copywriting System," the second book in the Love-Based Business series, which walks you through step-by-step exactly how to write copy that sells with love. I wish I had Michele's books when I started my first business! The heart, soul and wisdom she shares - along with a deep practical, tactical understanding of how 'Love Based' copywriting really works - is a rare and unique gift that any entrepreneur needs to succeed. Too many of today's marketing tactics feel inauthentic and manipulative. Michele, and her books provide another, much more aligned and authentic way to communicate your message, and your value, in a way that feels GREAT for everyone involved and

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produces results for you, and your clients. Christine Kloser, award-winning author If you not only want to love your copy and marketing but have your ideal clients love your copy and marketing, Michele's philosophy and system is just what the doctor ordered! Lisa Sasevich, best-selling author of "Boost Your Sales: How to Use Irresistible Offers... Without Being Salesy" As a heart-centered visionary who cares deeply about the people I'm here to serve, I know that marketing from a place of love is essential. Michele PW is the perfect guide & mentor to allow us all to fully embrace our heart while enrolling people. Amy Ahlers, Wake-Up Call Coach & Bestselling Author What readers are saying about the Love-Based Copy books: Love-Based Copywriting offers an alternative to the kind of fear-based marketing that often feels so icky for both those creating it and those on the receiving end. T.L. Cooper The message is excellent and will be a book I'll recommend to all my clients. Goodreads reader Very impressed with this book. Filled with golden nuggets, it provides an excellent process for doing what the cover says: Writing heart centered copy. Jessi Lohman I work in marketing and most of what I do involves copywriting. This method really helped me lose the generic message and become more specific. The writing exercises are helpful. Can't wait to read the rest of the series! Goodreads reader Best copy about writing copy I have read. Christopher Sherrod

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As soon as the Web became viable for entrepreneur marketers in the early 2000's, John Carlton surfaced as the go-to teacher for writing everything required to find prospects and persuade them to become eager customers..... as well as being The Dude for solving almost any biz problem holding things up. For decades, he was a notoriously-successful freelance direct-response copywriter with a global reputation for creating ads that brought home the bacon in almost every possible media (particularly direct mail, magazines and newspapers). And his street-savvy, close-the-deal style of salesmanship has now helped mobs of new entrepreneurs dominate niches online. This book is a collection of his best (and most recent) lesson-dense private articles to insider colleagues. What you're about to discover is the timeless advice and first-choice strategies that can help rookie entrepreneurs murder their competition, and veteran marketers re-establish dominance in their niche. No theory here. Every lesson is from the front trenches of the business world, where fortunes are won or lost through your ability to craft superior marketing in crowded business environments... and produce jaw-dropping results regardless of the economy, the competition, or any problem currently holding you up. If you have a great product or service, then shame on you if you don't learn and use the reality-tested, results-proven toolkit of advice and tactics packed into this sizzling tome. It's your best First Step to

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becoming an awesome entrepreneur, no matter where you are now or what your experience is or how broke/disadvantaged/clueless you are. You start here, and the greatest adventure of your life can finally begin in earnest. About the author: John Carlton's notorious 30-year career has become something of a legend among modern marketers. Just some of the highlights: He started out as the "bad boy" freelance copywriter snuck through the back doors of Los Angeles advertising agencies to do the hard-core sales jobs their staff writers couldn't pull off (because they didn't understand street-level salesmanship)... He penned game-changing packages for the largest direct response mailers in the world (like Rodale Press)... while single-handedly also completely transforming the way print ads worked in a number of markets (through sizzling long-copy ads the magazine owners hated, but which worked like crazy)... And he pioneered the now-common use of killer "old school" persuasive ad-writing models for online markets when the Web finally became a viable vehicle for entrepreneurs. John's been called "the most respected and ripped-off copywriting wizard alive", because so many of his ads are still used as templates by other marketers. (Yes, even the ads written before the Web became a viable marketing medium.) And for over a decade now, John has been the "go-to-teacher" for helping entrepreneurs learn how to craft ads that get results. His first book, "Kick-Ass Copywriting Secrets of a Marketing

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Rebel", is still cited as a primary resource by the best writers working today.

Learn the Top Copywriting Strategies and Take Your Content Marketing and Writing Skills to the Next Level From this book you will find how to What copywriting is and what you need to know to do it effectively How to gain a thorough understanding of your audience, competition, products, and your brand

The Content Marketing Handbook helps entrepreneurs, marketers, and small business owners understand the true role of content within integrated multichannel marketing campaigns, avoid wasting time and money by giving away content with no ROI, and instead skillfully create content that builds trust, stimulate interest, and ultimately get more orders for what they are selling. Readers will learn how to: Create A-level content that gets noticed, gets read, and eliminates "content pollution" Overcome the biggest weakness of content marketing Double marketing response rates by adding lead magnets, bonus reports, and other free content offers Use content to build brands, enhance reputations, and stand out from the competition Plan, execute and measure content marketing in a multichannel environment Know when to stop giving away content and start asking for the orders

Fresh, funny, and fearless, The Middle Finger Project is a point-by-point primer on how to get unstuck, slay imposter syndrome, trust in your own worth and ability, and become a strong, capable, wonderful, weird, brilliant, ballsy, unfuckwithable YOU. "Don't worry, this isn't a book about God, nor is it a book about Ryan Gosling (second in command). But it is a book about authority and becoming your own." --Ash Ambirge After a string of dead-end jobs and a death in the family, Ash Ambirge was down to her last \$26 and sleeping in a Kmart parking lot when she faced the truth: No one was coming to her rescue. It was up to her to appoint herself. That

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night led to what eventually became a six-figure freelance career as a sought-after marketing and copywriting consultant, all while sipping coffee from her front porch in Costa Rica. She then launched The Middle Finger Project, a blog and online course hub, which has provided tens of thousands of young "women who disobey" with the tools and mindset to give everyone else's expectations the finger and get on your own path to happiness, wealth, independence, and adventure. In her first book, Ash draws on her unconventional personal story to offer a fun, bracing, and occasionally potty-mouthed manifesto for the transformative power of radical self-reliance. Employing the signature wit and wordsmithing she's used to build an avid following, she offers paradigm-shifting advice along the lines of: • The best feeling in the world is knowing who you are and what you're capable of doing. • Life circumstances are not life sentences. If a Scranton girl who grew up in a trailer park can make it, so can you. • What you believe about yourself will either murder your chances or save your life. So why not believe something good? • You don't need a high-ranking job title to be authorized to contribute. You just need to contribute. • Be your own authority. Authority only works as long as you trust that someone smarter than you is making the rules. • The way you become a force is by being the most radically real version of yourself that you can be. • You only have 12 fucks a day to give, so use them wisely.

The updated 4th Edition of THE ENTREPRENEUR'S GUIDE TO BUSINESS LAW takes you through the various stages of starting a business--from start-up and growth to an initial public offering--while highlighting the legal preparations and pitfalls that go along with them. Packed with practical strategies for managing legal issues, the text presents the essentials on leaving your job, competing with a former employer, contract law, and bankruptcy, as well as on the

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most current issues like clean energy, e-commerce, and the effects of the recent recession on entrepreneurship. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Sick Success shares the crucial truths of what it means to be an entrepreneur today who is struggling to keep a business afloat while also managing health crises. You will learn how to turn on your abundance mindset, to channel your anxiety into productivity, why you must always hone your faith and trust as you progress toward your goals and so much more. Sick Success offers road-tested mental strategies that you can apply to your business and your life today to attain the success you have desired. Everything you need to reach your greatest professional pinnacle is inside you right now, and Hilary will teach you how to unleash, apply it and live the benefits that will make your life positively unrecognizable. Sick Success: The Entrepreneur's Prescriptions for Turning Pain into Purpose and Profit, written by Hilary Jastram, Founder of Sick Biz and host of the Sick Biz Buzz podcast provides you with prescriptive insights to improve your life, no matter your mindset challenges. After a diagnosis of a rare neurological disorder, Hilary was forced to leave her job and literally become the mother of invention. She has found success working with the world's one percent and is paying her fortune forward through the creation of Sick Biz, an organization dedicated to helping sick and disabled entrepreneurs.

Tom Peters says, Jon Spoelstra knows his stuff. Pat Williams, founder of Orlando Magic says, I consider Jon the top marketer in the world. The Wall Street Journal says, Mr. Spoelstra is one of those guys who thinks 'out of the box'. In this revised edition, Jon provides a real-world game plan for increasing your top line with marketing and promotion ideas that break through

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the clutter and get your customer's attention. His 17 Ground Rules—tested and proven—in sports and business, show how to differentiate yourself from your competitors. The focus is on measurable results that impact your bottom line—without big marketing and advertising budgets. Going beyond marketing theory his approach encourages you to push the outrageous envelope to gain immediate sales. Not just for sales and marketing folks —this book is for anyone who influences the course and attitude of your company.

Book of Money Making Copywriting Secrets Read this book and discover money making copywriting secrets rich entrepreneurs don't want you to know. Sound unbelievable? That's Andrew Sundstrom's specialty. Andrew "Millionaire Maker" Sundstrom has helped thousands of entrepreneurs create "the windfall money experience." Andrew Sundstrom is the effective, honest, straight-forward author, speaker, and direct-response marketing consultant and copywriter. Andrew is the 'secret' behind marketing you buy from. He is happily paid upwards from \$10,000 to, on average, \$100,000 plus royalties to craft direct-response ads, sales letters, direct-mail campaigns and integrated 'turn key' offline/online marketing systems for his private clients which happily pay for his repeat expert services over and over again. He has created winning copywriting for over 179 products/services/industries. Most new client relationships start with a consultation at his base fee. There is usually a waiting list, and new client candidates are asked to communicate initially via a one to two page memo describing their business, needs and interests.

This practical business guide tells you how to start a copywriting business, find clients, set up a work pipeline, handle time and money, and survive and thrive on the freelance frontline. For journalists, creative writers and bloggers, by award-winning writer Jules Horne of Texthouse

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This book is a a little gem. Saying it as it is. Written by a true person who's been there and done that. No in your face papering self serving fluff. Or selling for that point. It's tightly written and you either like it or you don't. For wannabe beginner writers like me reading the words of this "quiet", no frills world renowned copywriter has given me an honest helpful outlook into a writers life. The ups and downs. For already successful writers this small book gives you another writers personal view of life. Nothing lost and all to gain.

The Transformational Consumer They are the most valuable, least understood customers of our time. They buy over \$4 trillion in life-improving products and services every year. If you serve their deeply human need to continually improve their lives, they will eagerly engage with your brand at a time when most people are tuning out corporate messages. They are Transformational Consumers, and no one knows them like Tara-Nicholle Nelson. Her Transformational Consumer insights powered her work at MyFitnessPal, which grew from 40 million to 100 million users in her time there. Nelson takes readers on a hero's journey to connecting with customers in ways both profitable and transformational. After going inside the brains, emotions, and behaviors of Transformational Consumers, Tara issues a call to adventure: a rallying cry to leaders to shift their focus from simply making products to solving their customers' problems. Nelson uses stories and cases studies from every industry to guide readers through this journey in five stages, shedding light on how to rethink their customers,

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their products and services, their marketing, their competition, and even their culture. The key to growing a business today is not building an app or getting new social media followers. The key is engaging people over and over again by triggering their deep, human desire for growth and transformation. When a company reorients every initiative to serve Transformational Consumers, it kick-starts a lifelong love affair with its customers—a love affair that results in unprecedented revenue growth, product innovation, and employee engagement.

This book looks at 15 of the benefits of podcasting: from increased industry authority, to networking with key players in your field, to growing your audience through an exploding medium, to paid speaking gigs. But to reap all the rewards, you need effective writing. Author and seasoned teacher turned podcasting entrepreneur Laura Petersen, guides you step-by-step through all the important areas where writing well will grow your podcast, brand, and business. Including: 1. Effective story-telling 2. Show-stopping shownames 3. Not-so-subtle showtitles 4. iTunes podcast show descriptions 5. Episode scripting and interview question crafting 6. Enticing episode titles 7. Podcast shownotes 8. Transcription for leveraging SEO and more 9. Lead magnets and content upgrades 10. Social media profiles and posts 11. Social media growth 12. Artful emails 13. Booking podcast interviews with 1-sheeters 14. [BONUS] How to book interview guests (and high-profile big-fish) even when you are just starting out 15. [BONUS] How to write Facebook ad copy to promote your podcast like a pro and more. In this book,

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you will find detailed examples, insights from influencers, and ways you can apply what you learn to your own podcast and business, whether you already have a podcast and want to grow it bigger or are planning to start one of your own. --Amazon.

I know what is important for you: time management, effort optimization, and moving fast are the three most important keys to succeed in your business, especially if you are an e-commerce entrepreneur or if you sell a service online. I know very well that inner voice that keeps pushing you, that keeps telling you "move fast, Launch that product, and make that money! Otherwise, your competitors will take out your profit, your clients, and maybe your business!" "Slowness is a real danger when you are doing business or most of your business online, it's a threat to your business, it's a source of fear and stress that will reduce your capability to focus on optimization and profit increasing. So how right I was when I told you I know what is important for you? Now tell me...Don't you feel that creating a high converting sales page for each new product is slowing down considerably your sales process and your ability to make as quickly as possible the profit you want, need, and hope? Before creating this logbook for copywriting that sells for ecommerce and online entrepreneurs, I searched online for a quick way to create high converting product pages, and what I found is a long list of copywriting books of over 200 pages! Who in the world will read 200 pages each time to create a sales page for a new product? Unless you want to make copywriting your main business, these books will serve you too little for two reasons: They are too long They

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are not very well adapted to online selling and especially to ecommerce, because they were written by copywriters, not by ecommerce entrepreneurs who are good at copywriting! I created this copywriting guide for me (frankly), and I decided to let it out to people like me and you. Yes one reason is to make money, but the most important reason is I know the feeling to invest big cash online without getting an equal or higher amount in return, that's a nightmare for any online entrepreneur! Now for the first time, anyone can create a high converting product page in 15 min, just fill in the blanks and get that copy done to start your money-making machine. Imagine that a sales page that takes normally over 2 hours will be finished in 15minutes! It's almost 90% of the time earned; the question now is where you'll invest that extra time? And what would be your results if for each product if you have 1h and 45 minutes earned? The money loves speed, and the "copywriting logbook to create a high converting product page" is what boosts that speed! just fill in the blanks and you are good to produce your next high converting product page! promised!

Here is the perfect book for entrepreneurs and small business owners who want to know how to create effective advertising on an affordable budget. Persuasive Advertising for Entrepreneurs and Small Business Owners shows you how to plan and execute money-making advertisements and commercials--on a workable budget. Jay Granat, an experienced marketing professional and ad man, provides readers with a practical understanding of advertising principles, media selection, copywriting,

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consumer behavior, and persuasive advertising methods in promotional efforts. These principles have important implications, and Jay Granat shows you how to utilize them and stay within your means. Successful cases from across the media--television, print, direct mail, radio, transit, and public relations, representing construction, law, medicine, publishing, retail businesses, restaurants, and others--highlight various prosperous approaches to persuasive advertising. Written specifically for entrepreneurs and small business owners, Granat's book is the first to explain how to use persuasive tactics and strategies. Ideal for established small business owners and those starting such a venture, this manual makes affordable advertising an easier step on the path to success. In addition to analyzing many aspects of advertising, this manual outlines appropriate networking and public relations strategies for entrepreneurs and small business owners. Granat teaches you how to construct money-making advertising and to recognize when your sales messages are effective and when the messages need to become more persuasive. To help illustrate the power of effective sales messages, he includes examples of his own advertising successes and failures. You will be better equipped to foresee when your own advertising campaigns are more likely to succeed or more likely to fail and how to reverse a failing campaign. Descriptions of the advantages and disadvantages of each advertising medium assist with the question of how to construct effective and persuasive selling messages for specific media. Whether you are looking for advice on how to plan a marketing/advertising campaign, ways to

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familiarize yourself with each medium available and select a medium to carry your messages, or how to use mind-set advertising, you will find it in *Persuasive Advertising for Entrepreneurs and Small Business Owners*. This abundance of useful information is ideal for copywriters, brand managers, entrepreneurial institutes, business professors, communications professionals, readers of *Inc.*, *Success*, and *Entrepreneur*, advertising and marketing students, and of course, entrepreneurs and small business owners. WRITE MORE. SELL MORE. FASTER. For time-strapped entrepreneurs who need a ton of fast, emotionally-driven, high-converting content without investing more than one hour a week. (Yes, seriously.) A consistent flow of content without spending hours writing, or paying a fortune hiring a copywriter? Your dream is about to come true. -You will generate a week's worth of content for your blog, articles and social media posts in an hour. -You will create a month's worth of high-quality content in one day (if you want). -Free up your time to do what you do best-run your business. -Confidence that every post is a winner. -Use written articles as templates for new article ideas and save even more time. -Stand out as a leader and subject-matter expert in your field. -Position yourself as THE expert- a professional whom other professionals come to for advice. -A tsunami of fiercely loyal followers climbing the walls and stampeding each other waiting for you to drop the next content bomb that will change their life strategy. -Develop a deep bond with clients when you share your stories. -Easy sales and few objections. -Never stressed about finding new ideas for content. -More free time spent on those

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things that really need your complete focus. A Wild Guess. You're too busy trying to keep up with the daily operations of your business that you don't have time to create content. Writing is a chore, and not one you particularly enjoy doing. You don't really know what to write about. You always try in vain to write interesting content, but no one ever comments or "likes" your stuff. You're stuck, you're frustrated and you're just not sure what to do about it. Ring a bell? I've been in your shoes. Repeating the same patterns, day after day, working your butt off trying to get your business off the ground. Where is the freedom everyone else keeps talking about and enjoying? When will it happen to you? Oh wait, that's right. You're too busy to have it because you're stuck in a dark corner writing content. Maybe you're not an English major. Maybe you don't enjoy writing content but you do enjoy spreading your message. And maybe you procrastinate in this area of your business because you just don't want to or know how to create high-quality content that converts readers into cash clients. Let me say this- You live in a home, right? You may own your home and everything in it, including the entire electrical system in that home. Does that mean when there's a power shortage you dress in your dirtiest pair of overalls, rummage around in the attic and try to fix the problem yourself? Of course not. In fact, you're not supposed to. You hire a professional to come out and fix it (cha-ching and ouch!) because they have the knowledge, education, and skills to know how to do it without burning the house down. There's no difference here. We're not all experts at all the same things, right? So it

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makes sense to hire a professional who can "fix" your copy. But wait, there's a problem with that. A quality copywriter can cost you upwards of \$1500+ PER JOB (and there's not even a fun near-death electrical spark in sight.) So your only solution, if you want to draw in huge crowds of loyal followers to your business is to do it yourself, BUT do it in a way that maximizes your time and the number of content pieces you can produce. Right now. There's a reason why you're not building a fiercely loyal following. And that reason? Is a lack of high-quality content. Use this book to write a TON of high-quality content FAST.

It's OK knowing the theory, but when it's 9am and you have just been given until lunchtime to write some copy for a new sales email, landing page, press ad or brochure, what you really need is a shortcut. This book takes the grind out of planning and writing almost any type of copy by providing step-by-step advice on the best layouts, approaches and styles to suit everything from an email subject line to recruitment ad, direct mail letter or website. Prepared by one of the best copywriters in the B2B sector, this book also provides the reader with templates for 13 of the most common copywriting tasks for maximum effectiveness and speed.

This book is for everyone who needs to write copy that sells – including copywriters, freelancers, and entrepreneurs. Writing copy that sells without seeming “salesy” can be tough, but is an essential skill. How To Write Copy That Sells supplies specific copywriting techniques for everything from email marketing, web sites, and social

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media, to traditional media ads and direct mail.

A guide for creating a deeper relationship with the entrepreneurial journey The Self-Reliant Entrepreneur offers overworked and harried entrepreneurs, and anyone who thinks like one, a much-needed guide for tapping into the wisdom that is most relevant to the entrepreneurial life. The book is filled with inspirational meditations that contain the thoughts and writings of notable American authors. Designed as a daily devotional, it is arranged in a calendar format, and features readings of transcendentalist literature and others. Each of The Self-Reliant Entrepreneur meditations is followed by a reflection and a challenging question from John Jantsch. He draws on his lifetime of experience as a successful coach for small business and startup leaders to offer an entrepreneurial context.

Jantsch shows how entrepreneurs can learn to trust their ideas and overcome the doubt and fear of everyday challenges. The book contains: A unique guide to meditations, especially designed for entrepreneurs A range of topics such as self-awareness, trust, creativity, resilience, failure, growth, freedom, love, integrity, and passion An inspirational meditation for each day of the year. . . including leap year Reflections from John Jantsch, small business marketing expert and the author of the popular book Duct Tape Marketing Written for entrepreneurs, as well anyone seeking to find a deeper meaning in their work and life, The Self-

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Reliant Entrepreneur is a practical handbook for anyone seeking to embrace the practice of self-trust.

Expert advice on writing effective copy, faster, for all businesses. Coming up with the right words can make a significant difference to your results - this book shows you how. Contains templates for 13 of the most common copywriting tasks.

Advice, short-cut tips and insights by a leading copywriting expert. The bible for anyone - marketing and sales staff, managers, entrepreneurs, etc - who needs fast copy. It's OK knowing the theory, but when it's 9am and you have just been given until lunchtime to write some copy for a new sales email, landing page, press ad or brochure, what you really need is a shortcut. This book takes the grind out of planning and writing almost any type of copy by providing step-by-step advice on the best layouts, approaches and styles to suit everything from an email subject line to recruitment ad, direct mail letter or website. Prepared by one of the best copywriters in the B2B sector, this book also provides the reader with templates for 13 of the most common copywriting tasks for maximum effectiveness and speed.

If you're looking at this book, it's because you want to learn how to write words that transform into money. The truth is, most folks think writing the way your English teacher forced you to is the way you should write to persuade others.

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That's wrong. Dead wrong. In this book, you'll discover the proven and time-tested copywriting principles specifically designed for beginners just getting started. You'll also get access to swipe files and templates you can use to get rolling right away. This simple playbook will be your trusted guide as you go through the trenches of the direct-response marketing world.

Copywriting is often described as salesmanship in print to promote an individual, business, viewpoint or thought. It may be created in plain text, a radio or tv promotion or in a variety of other media. The primary goal of writing a marketing copy is to persuade the listener or viewers to respond, such as to buy services or products. Learn the fundamentals you'd need to learn to write effective sales letters today!

Table Of Contents Introduction The Basics Keep It Laid-Back Knowing Your Potential Clients Headline Essentials Usp Versus Esp Usp Or Unique Selling Proposition Establishing Your Areas Of Difference Story Driven Copywriting Assist The Reader Picture And Feel Call To Action Handling Objections Testimonials The Guarantee Faqs Post Scripts (P.S) Good Reasons Why You Should Buy Copywriting Mistakes To Avoid Selling Before First Demonstrating Value Sounding Too Formal - Wasting Your Reader's Time Make A Claim Without Demonstrating Them. Attempting To Sell To Everyone Do Not Start In The Beginning. Humour Doesn't Translate Stop Playing With Words

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Humour Or Humor? Be Flexible Omit Needless Words Talk About Your Prospects' Issues Swipe Files The Better Letter Checklist: Wrapping Up Did you know that 70% to 90% of startup businesses fail? If you're an entrepreneur and you'd like to avoid being a statistic, then this book is for you. Are you thinking about starting a small business, but don't know how to promote it? Have you tried to sell something online, but struggled to get people to notice your product? Maybe you're just looking for a way to turn your hobby into a paycheck? The truth is: Creative people love making new things. But when it comes to selling new things--that's where they often flounder. Launching a new startup can be a daunting task. Not only must entrepreneurs create products and manage teams, they must also lure in new customers and convince them to buy. The solution lies in understanding how to apply the rules that professional marketers and copywriters have employed for generations. All entrepreneurs must eventually come to appreciate the importance of copywriting and marketing over other common business tasks--like product creation and design. You may have developed the best mousetrap on the planet. But if nobody knows about it, then you're not going to make any money. Book 1: Branding & Marketing for Startups You will learn: How to discover what your competition is doing wrong--so you can take over their market niche. The 4 crucial digital marketing

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channels that can make your brand a force to be reckoned with. How to stand out in a crowd--differentiating your product from the sea of others. The 6 ways to advertise your startup without a budget. So you can make more by spending less. How to master social media marketing and develop a name on Facebook, Instagram, or YouTube. Learn what to watch out for when working with freelance marketers or agencies. Utilize the power of brand and storytelling to establish a solid reputation in your market niche. Book 2: Effective Copywriting Strategy A complete introduction to copywriting--featuring all the foundational principles that contemporary copywriters use--to persuade the masses. The easy way to get your writing work Done. Done. Done. (Even if you hate writing.) How to use your own inspirational story (in your own voice), to get those sales. Hint: Your own personal story is often the best marketing tool in your toolbox! The clever Copywriting Shortcut developed by the famous Internet Marketer Frank Kern, that makes writing effective copy easy. How to compose your email, so that you can avoid the Junk Mail folder. A huge chapter on Keyword Research and SEO (Search Engine Optimization) teaching how to write your web text so that it attracts Google visitors. How to write PPC (Pay-Per-Click) ads for Google AdWords or Bing Ads. And, we'll learn about the secrets tools that copywriters forged many years ago--via their experience in traditional media, like: print

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advertising, direct mail, and even press releases. Even if you have no marketing experience at all, you can still master the basics of cost-effective and profitable digital marketing. You simply need the right guide to lead you through the process. Let's lay down a foundation of marketing and branding fundamentals--that will help to lead you to the success you've been hoping for. Ready to learn more? If you want to learn how to build a brand that effectively turns crowds into clients, then get the book today!

You Too Can Write Words That Make Money! This must-read book is not just an entrepreneur's toolbox - it's a goldmine! And it's jam-packed with real-life advice and valuable tools EVERY entrepreneur MUST HAVE to write words that sell! I give it to you straight - and SHOW you how to write persuasive sales copy every time! In Shots Fired! How to Write Copy that Pierces Hearts (And Ones Wallets) - you'll discover: How to uncover that BIG idea - and create a powerful make-'em-smack-the-buy-button offer! The ultimate secret to grab your prospect by the eyeballs - and get her to whip out her credit card and buy! How to turn features into benefits - and have your prospects drooling over your offer! Million-dollar copy samples - go behind-the-scenes and see words that make my clients millions! How to use 'what your mama gave you' - and write copy that rocks! How to write like a B.O.S.S.! Simple tips that work even if you hate writing and

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horrified your English teacher! How to turn copy into cash - and put those words to work for you! I do it - and you can too! And much more! And by the way - I don't just give you the basic info about copywriting - I also reveal some little known secrets about it - which will come in handy as you pierce hearts and open wallets. For example... The biggest mistake even pro writers make (and you're probably making too), ones that slash sales and don't get you rich. The never-talked-about reason buyers REALLY smack the buy button (and it's NOT what you think). How watching the 1993 film "Indecent Proposal" put money in my pockets and it can for you too ... that is when I tell you the money-making lesson learned from the movie. My exact step-by-step process for writing million-dollar sales copy. And much more! Most copywriters guard this info with their lives - or they'll charge you an arm and a leg for it - but not me! I'll share my million-dollar sales writing process with Y-O-U - but only in "Copy Shot #4: The B.O.S.S. Sales Page Map" - and it's all yours when you purchase the book! Plus - when you order Shots Fired! How to Write Copy That Pierces Hearts (And Opens Wallets) you also get a VERY special gift! That's right - I'll dig into my iPhone contacts, Facebook buddy list and emails to GIVE you the names of my favorite clients, service providers and tools - and I tell you how to get a hold of them! This baby is worth a King's Ransom for a new entrepreneur - but it's yours FREE! It's on the

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last page of the book and it's called, "A Lil' Extra Something"! But wait, there's more... I know that line sounded super cheesy. But really, if you've been struggling to write copy that pierces hearts and opens the wallets of your dream clients, you're going to love this book AND the complimentary "Get Your Butt In Gear" action sheets. In each action sheet, you'll have me as your virtual Copy Angel whispering sweet secrets in your ear, so you sling sentences that sell every single time. Ready to finally attract the RIGHT clients and have the PROFITABLE business you've always dreamed of?? Now's the time to SMACK. THAT. ADD TO CART. BUTTON!

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