



Writing Copy For Dummies

Jonathan Kranz

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Tips on writing to consumers and business-to-business

Create captivating, results-oriented, sales-generating copy

Need to produce winning copy for your business? This fast, fun guide takes you through every step of a successful copywriting project, from direct mail, print ads, and radio spots to Web sites, articles, and press releases. You'll see how to gather crucial information before you write, build awareness, land sales, and keep customers coming back for more.

Discover How To:

- * Write compelling headlines and body copy
- * Turn your research into brilliant ideas
- * Create motivational materials for worthy causes
- * Fix projects when they go wrong
- * Land a job as a copywriter

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