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Copywriting  
Secrets Of A  
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# **Kick Copywriting Secrets Of A Marketing Rebel**

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## **marketing rebel**

could accumulate your close friends listings. This is just one of the solutions for you to be successful. As understood, achievement does not suggest that you have fantastic points.

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covenant even  
more than  
supplementary will  
manage to pay for  
each success. next  
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Summary

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**Copywriting  
Secrets | Get  
More Clicks,  
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**Expert**

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**Success |**

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**Ian Stanley** How

to Sell A Product -

Sell Anything to

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Gary Halbert -  
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*Copywriting Tips*  
*\u0026 Triggers To*  
*Be INSANELY More*  
*Persuasive ⚡*

*Copywriting*  
*Portfolio (make a*  
*full portfolio in 10*  
*minutes)*

---

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BEGINNERS  
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The MasterChef  
judge and food  
writer dishes out  
her wisdom on  
finding peace, her

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life-changing  
diagnosis and why  
extra calories don't  
scare her one bit.

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health secrets and  
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copywriting for  
companies in the  
finance and ...

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Farming, Bringing  
Smiles to Kids &

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Providing Showers:

CUs Give Back

Although the  
experiment was

not initially meant  
to kick off until the  
evening of the  
23rd, when results  
would have started  
coming in, more  
than 7,000 people  
had already signed  
up to receive the  
alerts ...

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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

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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

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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

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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.

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'Copywriting  
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price of admission.

Kick-ass

Copywriting in 10  
Easy Steps is a  
superb addition to  
any small-business  
owner's ready-  
reference shelf."

—Roberta

Rosenberg, "The

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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

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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



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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

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WRITING  
EXPERIENCE IN  
THE TIME IT TAKES  
TO READ THIS  
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learn to write  
compelling  
advertisements  
that will make  
people notice  
them, read them,  
and act upon them.  
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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

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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

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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 in the copywriting business. Following

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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

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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



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TECHNICAL  
QUESTIONS:  
Effective  
advertisement  
length...use of  
color...smart media  
placement...and  
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An updated guide  
to creating an  
effective sales  
letter explains how  
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advantage of this powerful marketing tool by writing a letter that will actually get read, generate leads, and make money, providing a step-by-step tutorial in developing the right sales letter for any business. Original. 35,000 first printing.

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## Copywriting

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

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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

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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

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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

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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

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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



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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 becoming an awesome entrepreneur, no matter where you are now or what your experience is

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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.

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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

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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

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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

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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,

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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

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is still cited as a  
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by the best writers  
working today.

The updated 4th  
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ENTREPRENEUR'S  
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BUSINESS LAW  
takes you through



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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

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entrepreneurship.

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With the rise of  
social networks,  
"Twitterized"  
attention spans,

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and new forms of video content, the techniques that worked in crafting attention-grabbing, clickable, and actionable online copy a few years ago are simply not as effective today.

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gives readers  
proven methods for  
achieving  
phenomenal  
success with their  
online sales and  
marketing efforts.  
They will learn to: \*

- Use psychological tactics that compel Web surfers to buy
- \* Create effective, highly-targeted Facebook ads \*

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Test copy to  
maximize response

\* Write online  
marketing video  
scripts that sell \*

Craft compelling  
copy for interactive  
advertising

banners \* Produce  
high-converting  
video sales letters

\* And more Proven  
and practical, Web  
Copy That Sells

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Shows how to quickly turn lackluster sites into "perpetual money machines," streamline key messages down to irresistible "cyber bites"...and ensure that Web copy, e-mail, and marketing communications pack a fast,

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powerful-and sales  
generating-punch.

On the Internet  
copy is still king.  
There is just no  
way around it, if  
you want to build  
traffic, improve  
your search engine  
rankings and  
increase your sales  
you need great  
sales copy.



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Unfortunately, with  
Internet

copywriters you  
usually get what  
you pay for ...

which means most  
marketers face a  
difficult decision. -

You can pay a  
fortune for great  
copywriting that  
produces results,  
a.k.a. profits ...

unfortunately most

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of those profits will have to be given back to pay the copywriter. - Or you can use inexpensive copywriters who simply lack the skills to generate the profits you need to truly succeed online and begin to live the wealthy lifestyle

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you've always dreamed about living. It's your basic no-win situation ... and it alone has crushed the dreams of many, many hard-working Internet marketers. What if I told you that there was a way for you to write the great copy you so

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desperately need  
... yourself? That's  
right, even if you  
flunked high school  
English class ...  
even if you  
currently have  
trouble stringing  
together two  
coherent sentences  
... you can learn to  
write great sales  
copy! All you have  
to do is learn what

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the pros do and copy it.... all you have to do is learn a few simple secrets that the pros use to turn average copy into sales-generating super copy. In the "Million Dollar Copywriting Secrets" you'll learn: - How to craft killer sales

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Copy that will have your prospects lining up and begging you to sell them your product or service! - How to write attention-grabbing headlines that'll suck readers into your copy like a 10-ton magnet attracts paperclips! - Magic words you can use in

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Secrets Of A  
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headlines to send reader curiosity soaring through the roof – use these words and prospects will have no choice, they will have to read your letter! - The four principle elements of a successful headline and how to ensure yours has all four! - How

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to write copy that  
grabs your readers'  
attention and

doesn't let go until  
they have ordered!

- A powerful  
persuasion

technique you can  
use to dramatically  
increase the

effectiveness of  
your copy! - The

proper way to use  
testimonials to



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Strengthen your copy - you may be very surprised by what you learn here as well as by how many marketers are currently doing this all wrong! - How to make an offer your readers can't refuse! - How create a sense of urgency that'll

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have your prospects pulling out there credit cards and ordering before they even realize what's going on! - The one thing you should never, ever do in sales copy - do this and you are doomed to fail, I repeat, doomed to fail! - What

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element all Internet sales letters must have to be successful - you'd be amazed at how many marketers and even professional copywriters leave this out ... put it in your letter and watch your profits skyrocket! - The nine basics of all

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great sales letters -  
just follow these  
simple steps to  
create your own  
sales-generating  
letters ... you are  
sure to be amazed  
at how easy it is to  
do! ... and much  
more!

Great copy is the  
*Page 68/70*

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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.

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the business, this is  
the ultimate  
companion  
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unlimited success.

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