

Teach Yourself Copywriting

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do you need to write exciting copy and sometimes get stumped are you looking for creative ideas or need a dip in reference for quick tips and hints if so this book by one of the uk s leading copywriting experts is your answer

fully revised for today s practical copywriting requirements improve your copywriting by one of the uk s leading copywriters reveals some of advertising s greatest creative secrets from planning to implementation it will guide you step by step through copywriting skills for a range of disciplines including the internet radio and tv business to business public relations recruitment charities and many more throughout the book you ll

find quick tips and author insights summarizing what you have read and exercises for you to do a practical glossary with useful addresses will help you to build your skills even further so if you are ready to have fun whilst learning how to succeed in one of the most exciting areas of marketing communications read this book and explore your full copywriting potential not got much time one and five minute introductions to key principles to get you started author insights lots of instant help with common problems and quick tips for success based on the author's many years of experience test yourself tests in the book and online to keep track of your progress extend your knowledge extra online articles at teachyourself.com to give you a richer understanding of copywriting try this innovative exercises illustrate what you've learnt and how to use it

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 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 presentation visuals

the ability to write great copy is crucial to anyone who wants to advance their career written by robert ashton a leading expert on copywriting as both a coach and a practitioner this book quickly teaches you the insider secrets you need to know in order to write brilliant copy the highly motivational in a week structure of the book provides seven straightforward chapters explaining the key points and at the end there are optional questions to ensure you have taken it all in there are also cartoons and diagrams throughout to help make this book a more enjoyable and effective learning experience so what are you waiting for let this book put you on the fast track to success

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a practical and complete guide to writing advertising material this second edition includes marketing on the internet and by e mail as well as coverage of developments in copywriting theory and practice the text is aimed at marketing students small businesses and the interested reader

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 than freeing us from the need for clear effective written communication it actually makes good communication even more important

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do you want to make money online write an online course this book walks you through every step of creating an effective online learning course using time tested principles of instructional design and instructional writing it s a multi step guide that subject matter experts and copywriters can follow to go from idea to fully developed online course whether your course will be sold on a marketplace platform such as udemy self hosted on your own website or launched through sites such as teachable thinkific or kajabi this book will help you even if you re not sure yet on what type of course you want to create turn your expertise into passive income take advantage of the surge in popularity e learning has seen over the last few years create engaging materials so that your audience gains and retains the knowledge and skills you re teaching design your course according to how adults actually learn learn how to evaluate the effectiveness your course make sure your course isn t boring are you interested in creating and selling your own e course this book is for you if you re interested in creating and selling your own online training course that facilitates true change for your students it s not a get rich quick scheme but a reference on how to design a quality course that your students will be happy they purchased bringing you rave reviews and increasing your credibility in your field are you a freelance copywriter the popularity of online learning has created a new opportunity for copywriters this book will help you create courses for your clients are you a subject matter expert or solopreneur do you think of yourself as a subject matter authority if you have experience in a subject area chances are you re further along on that journey than many other people you may have expertise in a certain type of business or you may have mastered a skill that others may want to learn leverage your knowledge to increase your income with a well written course whatever the subject the elearning industry is an enormous modern day opportunity to make money online leverage your knowledge and generate passive income in an entirely new way become an authority in your industry if you re in business your own online course can help you get your message out to the market and establish you as an authority in your industry if you have a special talent or skill you can share it with the world even better you can create a passive income stream in the process if you have mastery or knowledge of a subject you can teach it learn instructional design best practices from a professionalif your courses create true change for your students then you re well on your way to success in the online training world i wrote this book to help you do just that as a professional copywriter and instructional designer i ve created corporate training courses in a variety of formats over the past twenty five years i m sharing my extensive real world experience in course writing and design along with time tested instructional design principles put this practical advice and tips to work for you to create quality content the step by step guide to copywriting online learning and course design is perfect for professionals business owners

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the book takes an innovative approach to promotional strategy and focuses on the integration of the entire promotion mix not just advertising as with prior editions this edition is built on a solid behavioral foundation the authors conviction is that advertising trade promotion consumer promotion personal selling direct marketing public relations and publicity and corporate advertising are all component parts of one integrated promotional mix today most other authors and marketing practitioners also advocate this integrated marketing communication approach the book presents numerous practical real world examples illustration advertisements and cases and has been thoroughly updated and expanded to include topics of greatest importance to today s students and marketing practitioners description from amazon ca august 28 2012

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