



The Copywriting Sourcebook: How to Write Better Copy, Faster - For Everything from Ads to Websites (Paperback)

By Andy Maslen

Marshall Cavendish, United Kingdom, 2010. Paperback. Condition: New. Language: English . Brand New Book. 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.

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