



Meatier Marketing Copy: Insights on Copywriting That Generates Leads and Sparks Sales (Marketing Insight Guides)

Marcia Yudkin

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Unleash the Power of Words to Sell

It's easier to attract potential customers and persuade them to buy when you understand your audience and respect the nuances of language. Discover how to select tone, details, imagery, numbers, facts, verb tenses, punctuation, pronouns and more to create rapport and inspire an opt-in, an inquiry or a sale.

Whether you're an aspiring copywriter, a write-it-yourself business owner or a product manager hunting for a competitive edge, you'll want to devour veteran wordsmith Marcia Yudkin's advice on strategies that sell. Vivid examples and vignettes from research studies illustrate her tips.

Marcia Yudkin is the author of 6 Steps to Free Publicity, now in its third edition, and 11 other books.

"There are few genuine thought leaders in the field of copywriting. Marcia Yudkin is one of them. The strategies she presents in Meatier Marketing Copy are all easy to understand and implement, yet profoundly insightful. If you want to write marketing copy that sizzles and sells, this book is a must-read." - Steve Slaunwhite, Author, Start & Run a Copywriting Business, Co-Author, The Wealthy Freelancer

"Marcia Yudkin is a genius at writing copy that gets read and makes sales. This brilliant book reveals her proven secrets, tips, tricks and more. I have 30 years experience as a copywriter and found gems in here I didn't know or had forgotten. Read Meatier Marketing Copy - It's got the beef!" - Joe Vitale, Author, Hypnotic Writing, Buying Trances, Attract Money Now and many other books

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Ruth McGrath:

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Joseph Herbst:

A lot of people always spent their own free time to vacation as well as go to the outside with them family or their friend. Are you aware? Many a lot of people spent many people free time just watching TV, as well as playing video games all day long. In order to try to find a new activity honestly, that is look different you can read some sort of book. It is really fun in your case. If you enjoy the book which you read you can spent 24 hours a day to reading a reserve. The book Meatier Marketing Copy: Insights on Copywriting That Generates Leads and Sparks Sales (Marketing Insight Guides) it is extremely good to read. There are a lot of those who recommended this book. We were holding enjoying reading this book. Should you did not have enough space to create this book you can buy typically the e-book. You can m0ore quickly to read this book from the smart phone. The price is not very costly but this book possesses high quality.

Anna Baron:

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