

## Easy Copywriting

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In The Copywriter's Handbook, copywriter Bob Bly sets forth eight time-tested headline categories that compel action and rake in sales: • Direct Headlines go straight to the heart of the matter, without any attempt at cleverness. Bly gives the example of Pure Silk Blouses – 30 Percent Off as a headline that states the selling proposition directly

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you, too, must do. It won't be easy at first, but it will definitely be doable. I personally recommend that you use this two step approach to accomplish it: Step #1: Research Your Audience Before you create any product at all, you should do some market research. You should find out who is buying the type of product you aim to sell; and what

Copywriting is the optimum use of language to promote or persuade. Now, let me unpack the elements of this definition. First, copywriting is all about finding the optimum way to communicate. The professional copywriter is always looking for the right answer: the right length of copy, the right structure, the right tone, the right choice of words.

copywriting technique that has worked particularly well for you, why not send it to me so I can share it with readers of the next edition? You will receive full credit, of course. I can be reached at: Robert W. Bly Copywriter 22 E. Quackenbush Avenue Dumont, NJ 07628 Phone: 201-385-1220 Fax: 201-385-1138

The next thing they see below the signature is a Postscript (or P.S.). Truly enough, your P.S. can be the second (after the headline) or third (after the opening sentence/paragraph) most

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read element of your sales letter or email. Most copywriters use not just one postscript, but also several (P.P.S).

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**Easy Copywriting** Tricks Use These to Make Your Point Stick Out Writers know a handful of basic construction tools - copywriting tricks - that ANYONE can learn to use to help a point stick out. Naturally, your point must contain be a compelling benefit (like finding a good deal, helping a child in need, or inspiring confidence in writing skills).

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