THE
COPYWRITER'S
HANDBOOK

EVERYTHING YOU NEED TO KNOW ABOUT SELLING EFFECTIVELY ON THE INTERNET

Inspiration DNA

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Foreword

Have you heard of the term: "Copywriting"? Wikipedia defined it as:

"Copywriting is the use of words and ideas to promote a person, business, opinion or idea. Although the word copy may be applied to any content intended for printing (as in the body of a newspaper article or book), the term copywriter is generally limited to promotional situations, regardless of the medium (as in advertisements for print, television, radio or other media).

The purpose of marketing copy, or promotional text, is to persuade the reader, listener or viewer to act—for example, to buy a product or subscribe to a certain viewpoint".

In the online marketing world, copywriting is used extensively to promote blog readership, get opt-ins for list building and to monetize your prospects.

If you truly wish to be successful in your online business, you'll have to learn the ropes of effective copywriting so that your readers will love you.

Thankfully, good copy writing practices is a learnable skill.

The Copywriter's Handbook

Everything You Need To Know About Selling Effectively On The Internet

Chapter 1:

Introduction

The ability to turn words into gold is probably the most important aspect of any marketer. If you can do this, it does not matter where you are in the world, you can make money from anywhere, anytime just from your words.