



How to: Write Better Copy: Advice on Getting People to Notice Your Copy, Engage with it and Do What You Want Them to Do

By Steve Harrison, John Gordon

Pan MacMillan, United Kingdom, 2016. Paperback. Book Condition: New. Main Market Ed.. 197 x 130 mm. Language: English . Brand New Book. Whether you re an agency writer in need of inspiration, a one-woman-band drumming up work from new clients, an established business trying to get more from that mysterious thing called content , or you simply want to persuade your colleagues to adopt your point of view, this book will help you write better copy. It starts with the thinking before the writing, and how to create the all-important Brief. Then it takes you step-by-step from how to write a headline to how to get the response you want from your reader. With examples at every stage, and explanations based on both the author s 25 years experience and recent scientific research, this book will help hone your skills - whether you re writing websites or press ads, e-zines or direct mail, brochures or blogs, posters or landing pages, emails or white papers.

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