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this clinic. There is only one reason... 2. Use common spelling. Flourishes and variations of common words distract your readers and pull them out of the story... 3. Avoid hyperbole ...

~~A Short Guide to Writing Good Copy~~ Copyblogger

Most of what I personally write is used for websites and emailed newsletters, and this book delivered plenty of new ideas for me to use. Most books on writing copy stress the same techniques, but the Copywriting Sourcebook actually offers you starting points to help you create persuasive content that begs to be read.

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The most basic approach to writing effective copy is to simply introduce the product without gimmick or style. It's a

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simple presentation of the facts and benefits. There is no story. There is no conversation.

~~10 Ways to Write Damn Good Copy~~ Copyblogger

Writing good copy always starts with thinking about your favorite client (real or imaginary). Why do they want to hire you? What hassle do you take away? What questions do they have about your bookkeeping?

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goal in mind, often ...

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Better Copy, Faster Strategy #1... Set up a
proper writing space: Almost every great
writer I've studied or been exposed to has
(or had) a space where they can go that
instantly puts them "in the mood" to write.
And I'm starting with this piece of advice
because I think it's one of those "first
things first" things.

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~~"How To Write Better Copy, Faster!"~~

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How to Write Better Copy Pretend You're Talking to a Friend. No one wants to feel like they're being sold to. This is why your marketing copy... Use Active Voice. The use of active voice is super important when you're writing marketing copy. You want to use a... Be Concise. Using active voice will ...

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When you're writing copy, focus on testimonials. If your product or service hasn't helped other people, you need to ensure you do that first. Get the testimonials.

~~15 Tips for Writing Killer Sales Copy—~~ ~~Entrepreneur~~

how to: write better copy teaches you to stop and think about how best to appeal to your reader before you begin, how to make your writing interesting, and how to create the brief and plan your copy. Then it takes you step-by-step from writing the perfect headline through to getting the response you want.

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At least, good stories do. If your story is long or doesn't connect with your reader,

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it can actually hurt more than help. In email marketing, fewer words are better. Don't write a novel-length message and expect your reader to savor every word during their lunch break.

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