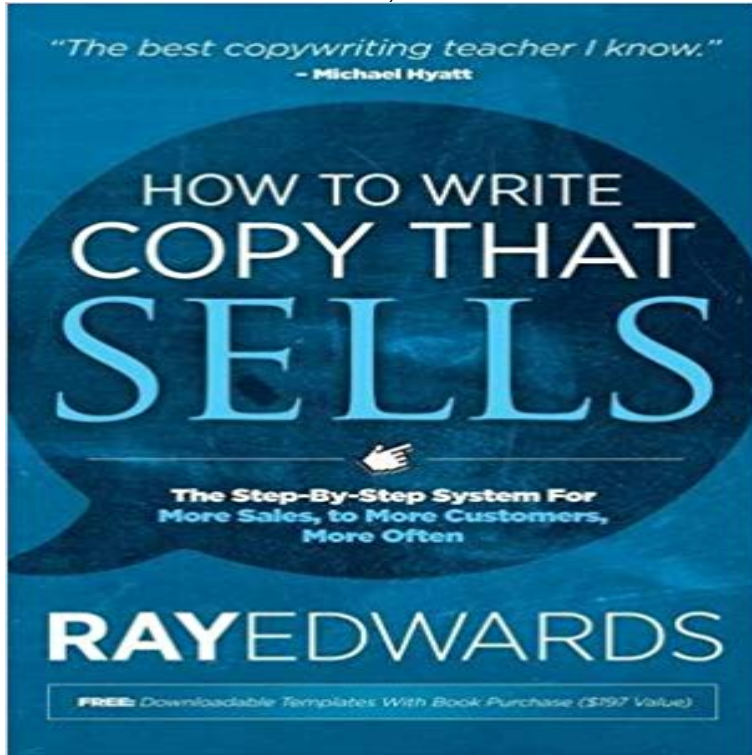


# How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often



This book is for everyone who needs to write copy that sells including copywriters, freelancers, and entrepreneurs. Writing copy that sells without seeming salesy can be tough, but is an essential skill. How To Write Copy That Sells supplies specific copywriting techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail.

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