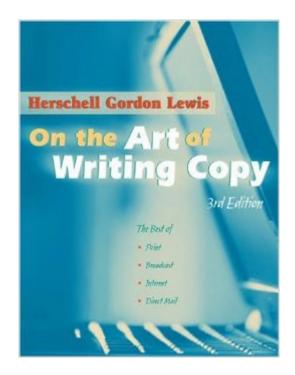
The book was found

On The Art Of Writing Copy: Third Edition





Synopsis

What Are You Planning to Write? YOU HAVE IT ALL RIGHT HERE Everything You Need to Write More Powerful, More Profitable Copy Itâ [™]s the MasterWork by the Worldâ [™]s Master Copywriter. If you have any interest in the power of the written word or any control over what those words are supposed to accomplish…youâ [™]re about to choose the right book. Herschell Gordon Lewis, internationally recognized as the number-one copywriter in the world, has made this book his magnum opus. In these pages, youâ [™]III find: How to write ""killer"" e-mail copy. How to avoid spam filters and still sell with power. Simple, effective rules for letter writing. When to use envelope copy and what to say. How broadcast copy differs. Why some of the old rules donâ [™]t work any more. How to write an effective guarantee. It's all here for you in simple, straightforward language. TWO HUGE BONUSES! Bonus 1: Here are hundreds of examples, some excellent and some so stupid youâ [™]II wonder how they ever made it into print, on the air, or through the computer. Bonus 2: Here are more than 100 specific rules copy professionals use to grab and sell readers, viewers, and listeners. Far and away the most complete, most comprehensive, and, yes, the most useful handbook and guide to copywriting ever published, this will be the most thumbed-through book on your shelf because by any criterion itâ [™]s The Bible of Copywriting. Enjoy it. Use it. Profit from it.

Book Information

Paperback: 397 pages Publisher: Racom Communications; 3rd ed. edition (September 17, 2003) Language: English ISBN-10: 0970451547 ISBN-13: 978-0970451545 Product Dimensions: 8.5 x 1 x 11 inches Shipping Weight: 2 pounds (View shipping rates and policies) Average Customer Review: 4.8 out of 5 stars Â See all reviews (14 customer reviews) Best Sellers Rank: #1,105,923 in Books (See Top 100 in Books) #182 in Books > Business & Money > Skills > Secretarial Aids & Training #3308 in Books > Textbooks > Humanities > Literature > Creative Writing & Composition #14648 in Books > Reference > Writing, Research & Publishing Guides > Writing

Customer Reviews

There are a ton of books available about how to write copy, and you will learn something from just about any of them. But in that vast array of titles, few do what THE ART OF WRITING COPY by

Herschell Gordon Lewis does. This book, if studied and closely followed, will keep the copywriter from writing BAD copy. Lewis meticulously guides the student through the process of things to avoid doing. Whatever grand idea you've come up with, chances are very good, Mr. Lewis has something to say about it in this book. If you're like me, many times throughout this book, you'll feel as if Lewis is pointing his rather sarcastic finger directly at you as he uncovers mistakes I know I've made in the past, and probably you have too. But that's okay. The whole purpose of reading such books is to study the craft and hone our skills, right? Sometimes it takes someone like Herschell Lewis to point out our mistakes so we don't keep making them. Usually in a book like this, I can single out one or two chapters as "favorites." Here, not so much. I loved the whole thing from cover to cover. The format is great, leaving ample margin space for note-taking. There are countless examples of good and mostly bad ad examples to illustrate the points covered. Along the way, the pages are laden with tips, rules and in-your-face guips. I hesitate to even mention chapters 26 & 27, which are composites of the major lessons covered in the preceding 25 chapters. Please, do yourself a favor. Read the book in its entirety and don't get lazy and skip to the back. You'll lose much of the flavor of the lessons. This is not a book for someone looking for their first volume on copywriting. Read some of the other fine volumes available first.

Download to continue reading...

On the Art of Writing Copy: Third Edition Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing Prompts Book 1) Advertising: Concept and Copy (Third Edition) Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (How To Write Romance Novels, Romance Writing Skills, Writing Romance Fiction Plots, Publishing Romance Books) Exam Copy of Literature: An Introduction to Reading and Writing The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells Caxton's Mallory: A New Edition of Sir Thomas Malory's Le Morte Darthur - Based on the Pierpont Morgan Copy of William Caxton's Edition of 1485 Resume Writing for IT Professionals - Resume Magic or How to Find a Job with Resumes and Cover Letters: Google Resume, Write CV, Writing a Resume, Get Job, IT Resume, Writing CV, Resume CV Resume: [ORIGINAL] Writing 2016 The ULTIMATE, Most Up-to-date Guide to Writing a Resume that Lands YOU the Job! (Resume, Resume Writing, CV, Jobs, Career, Cover Letter, Profile Hacks) Resume: How To Write A Resume Which Will Get You Hired In 2016 (Resume, Resume Writing, CV, Resume Samples, Resume Templates, How to Write a CV, CV Writing, Resume Writing Tips, Resume Secrets) 2K to 10K: Writing Faster, Writing Better, and Writing More of What You Love How to Write a Song: Lyric and Melody Writing for Beginners: How to Become a Songwriter in 24 Hours or Less! (Songwriting, Writing better lyrics, Writing melodies,

Songwriting exercises) How to Write a Song: Beginner's Guide to Writing a Song in 60 Minutes or Less (Songwriting, Writing better lyrics, Writing melodies, Songwriting exercises Book 1) Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (Romance Stories Book & Novel Writing Guide) Know Your Bible Perpetual Calendar: 365 Days of Explanation and Inspiration from the Two-Million-Copy Bestseller My Family and Friends (Copy and Cut) Create vs. Copy: Embrace Change. Ignite Creativity. Break Through with Imagination. LITTLE CELEBRATIONS, MARGARITO'S CARVING, SINGLE COPY, FLUENCY, STAGE 3A Advertising Creative: Strategy, Copy, and Design How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often

<u>Dmca</u>