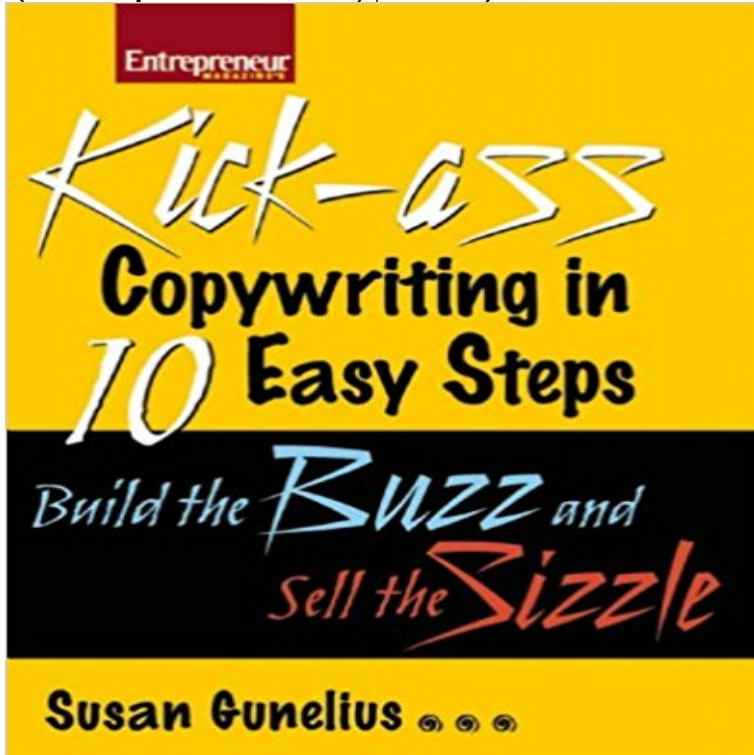


Kickass Copywriting in 10 Easy Steps: Build the Buzz and Sell the Sizzle (Entrepreneur Magazine)



Showing you that you don't need a professional ad agency or copywriter to write kick-ass copy, this hands-on guide shows you how to write compelling copy that does more than capture attention—it boosts profits. Introducing her invaluable Copywriters Outline, Gunelius spares you from the long-winded explanations and irrelevant details found in other copywriting books and teaches you the secrets behind effective, results-driving copy in ten easy steps. With real-world and fictitious advertising and marketing examples, learn the dos and don'ts of effective copywriting and quickly develop an eye for good and bad copy as well as the nuances of marketing messages for various businesses, industries and media. Discover the true simplicity of writing copy that sells!

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