

# Teach Yourself Copywriting

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fully revised for today's practical copywriting requirements improve your copywriting by one of the UK's leading copywriters reveals some of advertising's greatest creative secrets from planning to implementation it will guide you step by step through copywriting skills for a range of disciplines including the internet radio and tv business to business public relations recruitment charities and many more throughout the book you'll find quick tips and author insights summarising what you have read and exercises for you to do a practical glossary with useful addresses will help you to build your skills even further so if you are ready to have fun whilst learning how to succeed in one of the most exciting areas of marketing communications read this book and explore your full copywriting potential not got much time one and five minute introductions to key principles to get you started author insights lots of instant help with common problems and quick tips for success based on the author's many years of experience test yourself tests in the book and online to keep track of your progress extend your knowledge extra online articles at [teachyourself.com](http://teachyourself.com) to give you a richer understanding of copywriting try this innovative exercises illustrate what you've learnt and how to use it

great copywriting just got easier it's strange to think that there was a time when only the privileged few could read or write the rest of us relied on the spoken word storytelling was used to pass knowledge on from one generation to the next now most of us are literate and use the written word to gather information and inform our decision making increasingly we do this online with social media and messaging enabling rapid spontaneous global communication but rather than freeing us from the need for clear effective written communication it actually makes good communication even more important the less we communicate face to face the greater the opportunity for misunderstandings of course all writing communicates your message to people you cannot see and may never meet it means you can influence more widely it also means you must take care not to make assumptions about your reader especially those who see your public postings successful copywriting is constructed from carefully selected words each with a clear purpose it is written to prompt feelings thoughts or actions it is clear concise and at times comforting it is also comprehensible even to those not yet confident users of your language reading this book and following the techniques it introduces will make you a more effective writer expertise in grammar is not needed as all the necessary jargon is simply defined and anyway some forms of business writing deliberately ignore rules this book is for people who want to write for results each of the seven chapters in copywriting in a week covers a different aspect Sunday focusing your message Monday using layout pictures and colour to make words memorable Tuesday writing effective letters Wednesday making advertising work for you Thursday communicating clearly with the media Friday preparing promotional print Saturday composing proposals and presentation visuals

fully revised for today's practical copywriting requirements improve your copywriting by one of the UK's leading copywriters reveals some of advertising's greatest creative secrets from planning to implementation it will guide you step by step through copywriting skills for a range of disciplines including the internet radio and TV business to business public relations recruitment charities and many more throughout the book you'll find quick tips and author insights summarizing what you have read and exercises for you to do a practical glossary with useful addresses will help you to build your skills even further so if you are ready to have fun whilst learning how to succeed in one of the most exciting areas of marketing communications read this book and explore your full copywriting potential not got much time one and five minute introductions to key principles to get you started author insights lots of instant help with common problems and quick tips for success based on the author's many years of experience test yourself tests in the book and online to keep track of your progress extend your knowledge extra online articles to give you a richer understanding of copywriting try this innovative exercises illustrate what you've learnt and how to use it

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a practical and complete guide to writing advertising material this second edition includes marketing on the internet and by e-mail as well as coverage of developments in copywriting theory and practice the text is aimed at marketing students small businesses and the interested reader

great copywriting just got easier it's strange to think that there was a time when only the privileged few could read or write the rest of us relied on the spoken word storytelling was used to pass knowledge on from one generation to the next now most of us are literate and use the written word to gather information and inform our decision making increasingly we do this online with social media and messaging enabling rapid spontaneous global communication but rather than freeing us from the need for clear effective written communication it actually makes good communication even more important

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the book takes an innovative approach to promotional strategy and focuses on the integration of

the entire promotion mix not just advertising as with prior editions this edition is built on a solid behavioral foundation the authors conviction is that advertising trade promotion consumer promotion personal selling direct marketing public relations and publicity and corporate advertising are all component parts of one integrated promotional mix today most other authors and marketing practitioners also advocate this integrated marketing communication approach the book presents numerous practical real world examples illustration advertisements and cases and has been thoroughly updated and expanded to include topics of greatest importance to today s students and marketing practitioners description from amazon ca august 28 2012

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