

How to Write Copy That Sells

author: Ray Edwards

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Synopsis

author	Ray Edwards
readBy	Ray Edwards
inLanguage	english

Writing copy that sells without seeming "salesy" can be tough, but is an essential business skill. *How to Write Copy That Sells* is a step-by-step guide to writing fast, easy-to-read, effective copy. It's for everyone who needs to write copy that brings in cash - including copywriters, freelancers, and entrepreneurs.

In this audiobook, you'll find copywriting techniques for email marketing, web sites, social media, sales pages, ads, and direct mail.

You'll also discover the universal hidden structure behind all persuasive copy; how to avoid the most common copywriting mistakes; a simple technique for writing copy that's easy to read; how to write powerful short copy for social media; sample headlines, bullet points, and openings; and much, much more! *How to Write Copy That Sells* is your indispensable guide to creating fresh, fast, effective copy that generates sales like magic.

Reader's comments

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