Copy That

A Loxley

How to Write Copy That Sells Ray Edwards,2016-02-16 Communicate with potential customers—and persuade them to buy: "The best copywriting teacher I know." —Michael Hyatt, New York Times-bestselling author of Your Best Year Ever 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 offers tips for crafting powerful, effective headlines and bullet points, reveals the secrets of product launch copy, and supplies specific copywriting techniques for: email marketing websites social media direct mail traditional media ads, and more "Ray invites you into his inner sanctum where he opens his real-life copywriting toolkit . . . Get this book!" —Judith Sherven, PhD, and Jim Sniechowski, PhD, bestselling authors of The Heart of Marketing

<u>Copy This Book!</u> Paul J. Heald,2020-11-24 In Copy This Book!, Paul J. Heald draws on a vast knowledge of copyright scholarship and a deep sense of irony to explain what's gone wrong with copyright in the twenty-first century. Distilling extensive empirical data to clearly show the implications of copyright laws and doctrine for public welfare, he illustrates his findings with lighthearted references to familiar (and obscure) works and their creators (and sometimes their creators' oddball relations). Among the questions he tackles: How does copyright deter composers from writing new songs? Why are so many famous photographs unprotected orphans, and how does Getty Images get away with licensing them? What can the use of music in movies tell us about the proper length of the copyright term? How do publishers get away with claiming rights in public domain works and extracting unmerited royalties from the public? Heald translates piles of data, complex laws, and mysterious economics, equipping readers with the tools for judging past and future copyright law.

Web Copy That Sells Maria Veloso,2013-02-15 Just as technology is constantly evolving, author Maria Veloso approaches marketing communication from a posture of newer, faster, and more effective techniques. Veloso provides both timeless and cuttingedge methods to help content marketers achieve phenomenal success. With the rise of social networks, "Twitterized" attention spans, and new forms of video content, marketers' online sales techniques need an upgrade. In Web Copy That Sells, you'll gain tips for: crafting attention-grabbing, clickable, and actionable content; learn how to streamline key messages down to irresistible "cyber bites" for highly targeted Facebook ads and interactive web banners; discover the latest psychological tactics that compel customers to buy; and learn how to write video scripts that sell. Whether your focus is on web copy, email campaigns, social media, or any of the other latest and greatest opportunities for lead generation through digital marketing communication, these tips will help you pack a fast, powerful, sales-generating punch.

Copy This Book Eric Schrijver,2019-03 This book is an artist's guide to copyright, written for makers. Both practical and critical, it will guide you through the concepts underlying copyright and how they apply in your practice. How do you get copyright? For what work? And for how long? How does copyright move across mediums, and how can you go about integrating the work of others? Copy This Bookdetails the concepts of authorship and original creation that underlie our legal system, equipping the reader with the conceptual keys to participate in the debate on intellectual property today. This sharp and useful book shines a light on the rights of all artists to protect--and share--their work. Eric Schrijver has produced an essential guide for navigating the new Commons and the old laws of copyright control. --Ellen Lupton

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How to Write Ad Copy That Works - Masters of Marketing Secrets: A Course In Classic Copywriting Dr. Robert C. Worstell, J. George Frederick, 2014-05-28 As you are reading this, you are obviously interested in how Marketing actually works and what is actually effective. You already have been through the wringer with all these online marketers who use the same copy-paste template of a sales page, with mailing lists which send you unwanted traffic several times a week and insist that you are stupid enough to believe their hype, over and over and over. The Masters of Marketing Secrets series brings you these classics so that you can make up your own mind. All that has been done with these books is to give you modern versions of them which have been (mostly) cleaned up of typo's and poor editing - and also made available in ebook and paperback so you can study them at your leisure. J. George Frederick lived in those times and wrote about the people and principles of advertising they discovered. His book has been handed around for years, and as you study the other books in this series it starts pulling the pieces together for you.

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Summary of Ray Edwards's How to Write Copy That Sells Everest Media,2022-03-01T21:00:00Z Please note: This is a companion version & not the original book. Sample Book Insights: #1 The acronym P. A. S. T. O. R. stands for Pastor, Authority, Sensitivity, Trust, and Openness. It is a guide to writing copy that will get you more sales. #2 You must make the consequences of not solving the problem as painful as possible. This is the most important step in making sales, and it is widely overlooked. #3 When describing the problem, amplify the consequences of not solving it, and paint a picture of paradise. Then, share the story of how the problem can be solved. This will be different depending on your situation, but it should include at least how you solved the problem yourself, or how a client solved it on their own. #4 What you're selling is not the stuff itself, but the transformation. The delivery method is just the vehicle. Don't get the vehicle confused with the destination.

Copy This! Paul Orfalea, Ann Marsh, 2005-01-01 The founder of Kinko's describes how a hyperactive, dyslexic young man transformed a small copy shop into a multi-billion-dollar-a-year company, explaining how he used his learning disabilities as opportunities and created an unconventional, compassionate, partner-driven corporation acclaimed as one of the best places to work in America.

<u>Direct Mail Copy that Sells!</u> Herschell Gordon Lewis,1984 Shows examples of good and poor copywriting, explains how to motivate potential buyers, and suggests ways to improve one's writing skills

Fight Write Carla Hoch, 2019-06-11 Whether a side-street skirmish or an all-out war, fight scenes bring action to the pages of every kind of fiction. But a poorly done or unbelievable fight scene can ruin a great book in an instant. In Fight Write you'll learn practical tips, terminology, and the science behind crafting realistic fight scenes for your fiction. Broken up into Rounds, trained fighter and writer Carla Hoch guides you through the many factors you'll need to consider when developing battles and brawls. • In Round 1, you will consider how the Who, When, Where, and Why questions affect what type of fight scene you want to craft. • Round 2 delves into the human factors of biology (think fight or flight and adrenaline) and psychology (aggression and response to injuring or killing another person). • Round 3 explores different fighting styles that are appropriate for different situations: How would a character fight from a prone position versus being attacked in the street? What is the vocabulary used to describe these styles? • Round 4 considers weaponry and will guide you to select the best weapon for your characters, including nontraditional weapons of opportunity, while also thinking about the nitty-gritty details of using them. • In Round 5, you'll learn how to accurately describe realistic injuries sustained from the fights and certain weapons, and what kind of injuries will kill a character or render them unable to fight further. By taking into account where your character is in the world, when in history the fight is happening, what the character's motivation for fighting is, and much more, you'll be able write fight scenes unique to your plot and characters, all while satisfying your reader's discerning eye.

Copy This! Paul Orfalea,2007-01-01 The founder of Kinko's describes how a hyperactive, dyslexic young man transformed a small copy shop into a multi-billion-dollara-year company, explaining how he used his learning disabilities as opportunities and created an unconventional, compassionate, partner-driven corporation acclaimed as one of the best places to work in America. Reprint.

The Elements of Copywriting Gary Blake, Robert W. Bly, 1997 A concise handbook

which outlines the principles and practice of writing effective advertisements, brochures, direct mail and every other type of copy intended to sell or persuade.

In Praise of Copying Marcus Boon, 2010 This book is devoted to a deceptively simple but original argument: that copying is an essential part of being human, that the ability to copy is worthy of celebration, and that, without recognizing how integral copying is to being human, we cannot understand ourselves or the world we live in. In spite of the laws, stigmas, and anxieties attached to it, the word "copying" permeates contemporary culture, shaping discourse on issues from hip hop to digitization to gender reassignment, and is particularly crucial in legal debates concerning intellectual property and copyright. Yet as a philosophical concept, copying remains poorly understood. Working comparatively across cultures and times, Marcus Boon undertakes an examination of what this word means-historically, culturally, philosophically-and why it fills us with fear and fascination. He argues that the dominant legal-political structures that define copying today obscure much broader processes of imitation that have constituted human communities for ages and continue to shape various subcultures today. Drawing on contemporary art, music and film, the history of aesthetics, critical theory, and Buddhist philosophy and practice, In Praise of Copying seeks to show how and why copying works, what the sources of its power are, and the political stakes of renegotiating the way we value copying in the age of globalization.

This Is Not a Copy Kaja Marczewska,2018-02-22 In This Is Not a Copy, Kaja Marczewska identifies a characteristic 'copy-paste' tendency in contemporary culture-a shift in attitude that allows reproduction and plagiarizing to become a norm in cultural production. This inclination can be observed in literature and non-literary forms of writing at an unprecedented level, as experiments with text redefine the nature of creativity. Responding to these transformations, Marczewska argues that we must radically rethink our conceptions of artistic practice and proposes a move away from the familiar categories of copying and originality, creativity and plagiarism in favour of the notion of iteration. Developing the new concept of the Iterative Turn, This Is Not a Copy identifies and theorizes the turn toward ubiquitous iteration as a condition of text-based creative practices as they emerge in response to contemporary technologies. Conceiving of writing as iterative invites us to address a set of new, critical questions about contemporary culture. Combining discussion of literature, experimental and electronic writing, mainstream and independent publishing with debates in 20th- and 21st-century art, contemporary media culture, transforming technologies and copyright laws, This Is Not a Copy offers a timely and urgently needed argument, introducing a unique new perspective on practices that permeate our contemporary culture.

The Copy Book ,1995 Now in its seventh reprint, this volume selects the world's best copywriters and asks them to explain how they work. Ranging from the serious to the seemingly glib and flippant, it features wisdom, hints and tips for the advertising industry.

Rubens in Repeat Aaron M. Hyman,2021-08-03 This book examines the reception in Latin America of prints designed by the Flemish artist Peter Paul Rubens, showing how colonial artists used such designs to create all manner of artworks and, in the process, forged new frameworks for artistic creativity. Peter Paul Rubens (1577-1640) never crossed the Atlantic himself, but his impact in colonial Latin America was profound. Prints made after the Flemish artist's designs were routinely sent from Europe to the Spanish Americas, where artists used them to make all manner of objects. Rubens in Repeat is the first comprehensive study of this transatlantic phenomenon, despite broad recognition that it was one of the most important forces to shape the artistic landscapes of the region. Copying, particularly in colonial contexts, has traditionally held negative implications that have discouraged its serious exploration. Yet analyzing the interpretation of printed sources and recontextualizing the resulting works within period discourse and their

original spaces of display allow a new critical reassessment of this broad category of art produced in colonial Latin America—art that has all too easily been dismissed as derivative and thus unworthy of sustained interest and investigation. This book takes a new approach to the paradigms of artistic authorship that emerged alongside these complex creative responses, focusing on the viceroyalties of New Spain and Peru in the seventeenth and eighteenth centuries. It argues that the use of European prints was an essential component of the very framework in which colonial artists forged ideas about what it meant to be a creator.

Papers American Association of Advertising Agencies, 1927

<u>Give This Book a Title</u> Jarrett Lerner, 2020-12-15 Kick-start creativity with this collection of fun-filled activities prompting kids to use and grow their imaginations from Jarrett Lerner, author of the EngiNerds, Geeger the Robot, and Hunger Heroes series! This collection of fun, open-ended writing and drawing prompts will challenge kids to think and create in new ways with every turn of a page. In the Finish This Comic section, young writers are inspired to write and illustrate a six-panel story. Following How to Draw instructions will encourage kids to find their own drawing styles. Every fun activity and silly prompt will keep young readers engaged and entertained!

Copywriting Made Simple Tom Albrighton, 2020-06-06 Copywriting is writing with purpose. It's about using words to reach people and change what they think, feel and do. This easy-to-read guide will teach you all the essentials of copywriting, from understanding products, readers and benefits to closing the sale. It's packed with real-life examples that will show you exactly how the ideas and techniques will work in the real world. And with dozens of useful illustrations and diagrams, Copywriting Made Simple shows you the ideas that other books just talk about. Plus there's a whole chapter of handy tips on writing ads, websites, broadcast media, direct mail, social media and print. Copywriting Made Simple is the perfect introduction to copywriting today. No wonder it hit the #1 spot in Marketing & Sales at Amazon UK, Canada and Australia, and is featured on the BA Advertising course at the University for the Creative Arts. What you'll learn... Understand the product and its benefits • Pinpoint how the product helps people. • Turn features into benefits and seek out USPs. • Identify tangible and intangible benefits. Get to know your reader • Uncover your reader's inner fears and desires. • Use empathy to get inside the reader's feelings. • Decide how your copy will change how they think, feel or act. • Capture your aims in the brief. Engage the reader in your message • Talk to the reader and make your copy more like a conversation. • Use the same words that the reader uses. • Bring the product to life with rich, sensory language. • Make your copy active, positive and specific. Craft compelling copy • Learn eight proven formulas for enticing headlines. • Choose a rock-solid structure. • Create powerful calls to action. Use 20 proven strategies for creative copy • Show the product in a new light. • Use humour, wordplay, metaphors and contrasts. • Turn weakness into strength. Make persuasion and psychology work for you • Learn the six proven principles of persuasion. • Overcome the reader's objections. • Exploit cognitive biases to nudge the reader into action. What industry experts say... 'Where was this book when I started copywriting? A must for every newbie copywriter (and a few old copy dogs too).' Kate Toon, Co-host of the Hot Copy Podcast 'Impressively thorough without ever losing its rhythm. Deserves to be mentioned in the same breath as the copywriting classics.' Ryan Wallman, author of Delusions of Brandeur 'Tom's put a lifetime of learning into this book.' Dave Trott, Creative legend, agency founder and author of Creative Mischief, One and One Make Three and Predatory Thinking 'From insights gleaned from NLP and psychology to real-world examples of great, effective copy - this is educational, entertaining and energetic. Prepare to dig deep, enjoy and see your results skyrocket!' Katherine Wildman, Host, The Writing Desk 'Tom has written the best all-round introduction to copywriting available today.' Leif Kendall,

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