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The Wise Guy s Copywriting Handbook: How to Create Marketing Messages and Offers They Just Can t Refuse. (Paperback)

By Anthony Policci

Anspach Media, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. This book is a simple, down to earth guide, even a blueprint, for how to write compelling marketing messages and irresistible advertising and direct response copy. It includes no-nonsense explanations, worksheets, and reference lists to give you the knowledge and capabilities to create messages that compel people to notice and respond to your promotions. It is authored by direct response copywriter and marketing strategist, Anthony Policci who is often referred to as the guru s secret weapon. He is the former vice president of Piranha Marketing, Inc., and founder of Absolutely Brilliant Concepts, Inc. In this book, you ll see the exact methods of writing copy so compelling it may literally cause customers to beg you to take their money. Why? Because the words you choose and put into print have power. Incredible power. This book will teach you how to become intimately involved with that incredible power, and be able to use it to win over your audience. But you must have a willingness to learn. As it s been said in places as great as the bible and as enlightening as Spiderman...



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