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7 Easy Exercises to

Help You Write

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Dump Your

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Thoughts.

Distractions will always prevent you from reaching your creative goal, so

take a cue from Julia... 2) Learn Just One More Thing.

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No one wants to
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being sold to. This
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listening to your customers. Talk to your customers and listen for your message. Use online review mining to find sticky messages when you don't have a lot of time (or any customers to talk to yet).

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~~Better Copy: What
I've Learned from
Master ...~~

How To Write
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Steve Harrison A
short guide on
improving the
persuasiveness of
your writing, I
found this book
helpful and packed
full of useful
information.

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Anyone who writes for a living will probably find a few parts quite basic. The guide would really shine for someone who is only just starting out or hasn't been able to progress in their writing due to lack of feedback ...

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Academy
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Harrison ...~~

A Short Guide to
Writing Good Copy
1. Headline Writing
101. Every writer

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who wants to make an impact online must take this clinic. There is only one reason... 2.

Use common spelling. Flourishes and variations of common words distract your readers and pull them out of the story... 3. Avoid hyperbole ...

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Most of what I personally write is used for websites and emailed newsletters, and this book delivered plenty of new ideas for me to use. Most books on writing copy stress the

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Copywriting
Academy
Same techniques,
but the Copywriting
Sourcebook

actually offers you
starting points to
help you create
persuasive content
that begs to be
read.

~~The Copywriting
Sourcebook: How
to write better copy~~



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The most basic approach to writing effective copy is to simply introduce the product without gimmick or style. It's a simple presentation of the facts and benefits. There is no story. There is no conversation.

~~10 Ways to Write~~

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~~Damn Good Copy~~
~~Copyblogger~~

Writing good copy always starts with thinking about your favorite client (real or imaginary). Why do they want to hire you? What hassle do you take away? What questions do they have about your bookkeeping?

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~~11 Copywriting
Tips: How to Write
Ridiculously
Persuasive Copy~~

4 Simple but
Powerful Tactics for
Writing Compelling
Ad Copy 1. Show
viewers how you'll
solve their
problem. When it
comes to writing
ad headlines, most

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businesses start
and stop at... 2.
Include emotional
triggers. While
some visitors might
be looking for a
site with an end
goal in mind, often
...

~~4 Simple but
Powerful Tactics for
Writing Compelling
Ad Copy~~

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the 5 Stages of
Awareness By
Bryan Harris

October 2, 2020 No
Comments on How
to Write Better
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Stages of
Awareness There is
one critical
question you
should always ask

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Academy
before writing an
email, ad, or any
kind of sales copy:

~~How to Write
Better Copy with
the 5 Stages of
Awareness ...~~

Better Copy, Faster
Strategy #1... Set
up a proper writing
space: Almost
every great writer
I've studied or

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been exposed to
has (or had) a
space where they
can go that
instantly puts them
"in the mood" to
write. And I'm
starting with this
piece of advice
because I think it's
one of those "first
things first" things.

~~"How To Write~~

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~~Better Copy, To
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Halbert Letter~~

How to write better
copy: A two-part
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two consecutive
mornings,
copywriting expert
Eddy Lawrence will
show you how to
write more
impactful copy and
how to tailor your

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copy: A two-part
bootcamp |
Guardian ...~~

How to Write
Better Copy
Pretend You're
Talking to a Friend.
No one wants to
feel like they're
being sold to. This
is why your

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Use Active Voice.

The use of active

voice is super

important when

you're writing

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You want to use

a... Be Concise.

Using active voice

will ...

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~~Business 2~~ ~~Copy How To~~ ~~Community~~

When you're writing copy, focus on testimonials. If your product or service hasn't helped other people, you need to ensure you do that first. Get the testimonials.

~~15 Tips for Writing~~

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~~Killer Sales Copy~~

~~Entrepreneur~~

how to: write

better copy

teaches you to stop

and think about

how best to appeal

to your reader

before you begin,

how to make your

writing interesting,

and how to create

the brief and plan

your copy. Then it

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takes you step-by-
step from writing
the perfect
headline through to
getting the
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stories do. If your

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