



Writing Copy For Dummies

By Jonathan Kranz

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Writing Copy For Dummies, Jonathan Kranz, This work offers tips on writing to consumers and business-to-business, and create captivating, results-oriented, sales-generating copy. Need to produce winning copy for your business? This fast, fun guide takes you through every step of a successful copywriting project, from direct mail, print ads, and radio spots to Web sites, articles, and press releases. You'll see how to gather crucial information before you write, build awareness, land sales, and keep customers coming back for more. In this work, discover how to: write compelling headlines and body copy; turn your research into brilliant ideas; create motivational materials for worthy causes; fix projects when they go wrong; and, land a job as a copywriter.



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