



The Online Copywriter s Handbook: Everything You Need to Know to Write Electronic Copy That Sells (Paperback)

By Robert W. Bly

NTC Publishing Group,U.S., United States, 2003. Paperback. Condition: New. 2nd edition. Language: English . Brand New Book. Today s number 1 copywriter shows you how to grab attention and drive sales with customer-focused, results-based Web copy. In The Online Copywriter s Handbook , Robert Bly - one of the world s most honored copywriters and the bestselling author of The Copywriter s Handbook - turns his attention to the unlimited marketplace of the Internet. The result? The first book to apply long-established persuasive techniques to the interactive capabilities and unique possibilities of the Web. While the psychological hot buttons and decision drivers may be similar, the techniques of persuasion online are different - often dramatically different! Look to The Online Copywriter s Handbook for inside tips on how to write brilliant copy for: Websites; Home pages; Internet direct mail; Banner ads; Landing pages; E-zines; Web-based documents; and more! Let today s master copywriter show you how to take your online copywriting to the next level of effectiveness, success, and profitable results!.



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