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Copywriting That Sells High Tech is the definitive guide to writing powerful promotional materials for technology products, services, and companies. I wrote this book because it is a resource that I needed, but could not find, for my own copywriting work for technology companies.

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A compact, practical reference containing step-by-step guidance through the process of planning, designing, writing, contracting and producing marketing and promotional materials for technology-based products. Covers all the ins and outs of technical copywriting including how to handle international markets, cultural biases and computer jargon. Features ideas for nonprint marketing such as video, E-mail, fax and interactive presentations. Numerous examples are drawn exclusively from the high-tech industry.

Becoming a Public Relations Writer is a comprehensive guide to the writing process for public relations practice. Using straightforward, no-nonsense language, realistic examples, easy-to-follow steps, and practical exercises, this text introduces the various formats and styles of writing you will encounter as a public relations practitioner. A focus on ethical and legal issues is woven throughout, with examples and exercises addressing public relations as practiced by corporations, non-profit agencies, and other types of organizations both large and small. In addition, the book offers the most comprehensive list of public relations writing formats to be found anywhere—from the standard news release to electronic mail and other opportunities using a variety of technologies and media. The fifth edition has been updated to reflect significant developments in the public relations field, including: New and updated information on research into persuasion and social psychology aimed at helping readers be more influential in their writing. Significant updating on a new chapter on multimedia, introducing a new transmedia format for a comprehensive news package for print, broadcast, online and social media. Expansion of a chapter on websites, blogs and wikis. Expansion of the chapter on direct mail and online appeals. Updated examples of actual pieces of public relations writing. A companion website with resources for instructors and students, including a glossary, flashcards, exercises, and appendices on ethical standards, careers in public relations, and professional organizations. Through its comprehensive and accessible approach, Becoming a Public Relations Writer is an invaluable resource for future and current public relations practitioners.

With the rise of social networks, "Twitterized" attention spans, and new forms of video content, the techniques that worked in crafting attention-grabbing, clickable, and actionable online copy a few years ago are simply not as effective today. Thoroughly revised, the third edition of Web Copy That Sells gives readers proven methods for achieving phenomenal success with their online sales and marketing efforts. They will learn to: * Use psychological tactics that compel Web surfers to buy * Create effective, highly-targeted Facebook ads * Test copy to maximize response * Write online marketing video scripts that sell * Craft compelling copy for interactive advertising banners * Produce high-converting video sales letters * And more Proven and practical, Web Copy That Sells shows how to quickly turn lackluster sites into "perpetual money machines," streamline key messages down to irresistible "cyber bites"...and ensure that Web copy, e-mail, and marketing communications pack a fast, powerful--and sales generating--punch.

The classic guide to copywriting, now in an entirely updated third edition This is a book for everyone who writes or approves copy: copywriters, account executives, creative directors, freelance writers, advertising managers . . . even entrepreneurs and brand managers. It reveals dozens of copywriting techniques that can help you write ads, commercials, and direct mail that are clear, persuasive, and get more attention—and sell more products. Among the tips revealed are • eight headlines that work—and how to use them • eleven ways to make your copy more readable • fifteen ways to open a sales letter • the nine characteristics of successful print ads • how to build a successful freelance copywriting practice • fifteen techniques to ensure your e-mail marketing message is opened This thoroughly revised third edition includes all new essential information for mastering copywriting in the Internet era, including advice on Web- and e-mail-based copywriting, multimedia presentations, and Internet research and source documentation, as well as updated resources. Now more indispensable than ever, The Copywriter's Handbook remains the ultimate guide for people who write or work with copy. "I don't know a single copywriter whose work would not be improved by reading this book." —David Ogilvy

Annotation To be truly successful, sales professionals need to create an irresistible attraction-not only to their products but also to themselves. Magnetic Selling reveals the secrets to developing a sales personality that draws people in and makes them want to do business. Readers will learn how to: develop and exhibit the qualities that will attract people avoid the seven mistakes salespeople make that repel potential buyers develop a telephone voice people can't say no to master the principle of "continuing the conversation" exclude the nonessential information people consider irrelevant or boring The book gives readers proven techniques for attracting more potential buyers, improving response rates while prospecting, and intensifying interest when closing the deal to encourage bigger orders. Magnetic Selling provides the key for closing more sales more often-and achieving unprecedented success.

Market more successfully-with thousands of powerful, persuasive words. This reference is for anyone who needs to write effective marketing copy-for ads, catalogs, brochures, letters, press releases, displays, fundraising materials, and more. With thousands of entries, it does the brainstorming for you-and sparks ideas that stand out in a sea of hype. -Three A-to-Z sections: descriptive words, promotional words, and words organized by industry (cosmetics, food, travel, computers, etc.) -Extensive synonym lists for frequently used marketing words: 45 words for big; 19 words for authentic; 27 words for clean; 46 words for money; ... and 10 words for purple -Additional lists of Related Words and Phrases, Expressions, Symbols, and Antonyms -Also features A Concise Guide to Copywriting, with chapters on consumer psychology; tricks of the trade; grammar and style tips; and 7 Qualities that Make a Great Copywriter

"We ordered coffee, cut open a human brain and discovered the secret of persuasive copywriting." A chance encounter with a neuroscientist showed Andy Maslen that his belief in the power of emotion was founded on hard science. Over coffee, the two discussed brain anatomy and the reason-defying power of human emotions. Andy's subsequent research led him to realize that the way people think and feel hasn't changed since the time of cavemen. We make decisions on emotional grounds and rationalize them later. Persuasive Copywriting takes you deep inside customers' brains. You'll learn the relationship between selling and storytelling, and the market-tested techniques that get people to engage with, and be persuaded by, your copy. Use it to modify people's behaviour by tapping into their deepest psychological drives. Gain copywriting confidence: This course-in-a-book explains the neuroscience behind our appetite for stories. It demystifies advanced copywriting skills with examples, exercises and tips. And it helps you hone your skills with easy-to-use tools included in the book, and online... Features 13 real-world case studies; 25 psychological copywriting techniques; 75 practical exercises;125 words and phrases that trigger emotions ;125-question copywriting quiz All help you improve your copywriting skills and perfect the emotion-driven sale. Who should buy Persuasive Copywriting? Junior copywriters can use it to catch up with their more experienced peers. Senior copywriters can use it to stay ahead of the game. Now you can employ this powerful psychological approach. This enjoyable book helps you find the right tone of voice, avoid common copywriting traps and tap into customers' deepest drives. You'll find yourself writing enjoyable, compelling copy that stands out in today's cluttered marketplace. Andy has achieved amazing results for his clients by focusing on stories and their deep connection to customers' needs and wants. With this book by your side, you can too.

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 supplies specific copywriting techniques for everything from email marketing, web sites, and social media, to traditional media ads and direct mail.

If you sell any kind of service, whether professional, personal, or technical, this book will give you the information you need to bring in large numbers of sales at the fees you want.

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