

The Online Copywriter S Handbook Everything You Need To Know To Write Electronic Copy That Sells By Robert W Bly

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If you truly wish to be successful in your online business you'll have to learn the ropes of effective copywriting so that your readers will love you. Good copywriting practices is a learnable skill with this ebook you will learn everything you need to know about selling effectively on the internet topics covered basics of copywriting

In *The Copywriter's Handbook*, copywriter Bob Bly sets forth eight time-tested headline categories that *pel* action and rake in sales. Direct headlines go straight to the heart of the matter without any attempt at cleverness. Bly gives the example of pure silk blouses 30

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