



Meatier Marketing Copy: Insights on Copywriting That Generates Leads and Sparks Sales

By Marcia Yudkin

Creative Ways Publishing. Paperback. Book Condition: New. Paperback. 188 pages. Dimensions: 8.3in. x 5.5in. x 0.5in. Unleash the Power of Words to Sell Its easier to attract potential customers and persuade them to buy when you understand your audience and respect the nuances of language. Discover how to select tone, details, imagery, numbers, facts, verb tenses, punctuation, pronouns and more to create rapport and inspire an opt-in, an inquiry or a sale. Whether youre an aspiring copywriter, a write-it-yourself business owner or a product manager hunting for a competitive edge, youll want to devour veteran wordsmith Marcia Yudkins advice on strategies that sell. Vivid examples and vignettes from research studies illustrate her tips. Marcia Yudkin is the author of 6 Steps to Free Publicity, now in its third edition, and 11 other books. There are few genuine thought leaders in the field of copywriting. Marcia Yudkin is one of them. The strategies she presents in Meatier Marketing Copy are all easy to understand and implement, yet profoundly insightful. If you want to write marketing copy that sizzles and sells, this book is a must-read. - Steve Slaunwhite, Author, Start and Run a Copywriting Business, Co-Author, The Wealthy Freelancer Marcia Yudkin is...



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