



## Copywriting Mastery: Exactly How to Become a Professional Copywriting Expert Create Content That Gets Attention Sells

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By Devon Wilcox

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.#1 Amazon Bestseller: The Ultimate Guide To Creating Amazing Copy That Can Be Used For Any Every Business What is so important about copy? Isn't it just a verbiage created to explain a product? Sure, copy can be used simply as a filler, something to take up the space, a general unenthusiastic explanation of who you are or what you have to offer. Used correctly, however, effective copy can make all the difference in a product or business and can turn a browser into a buyer with just a few words. What makes copy, copy and why is it so important? Simply put, copy is text that serves a purpose other than informative. Its objective is to sell a product, business or idea to the reader and it can exist in almost any type of media. Copy is all around us. It's on billboards, it's in commercials, the back of books and at this very moment, it is right in front of your eyes. The role copy plays in the marketing and advertising of your product...



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