

30 Or So Thoughts On Thinking Like Copywriter: A Must-Read for Anyone Who Wants to Write Persuasive Copy

If you want to write persuasive copy, you need to think like a copywriter. That means understanding the principles of copywriting and how to apply them to your writing.



Copywriting Is...: 30-or-so thoughts on thinking like a copywriter by Andrew Boulton

★★★★☆ 4.7 out of 5

Language	: English
File size	: 13858 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 138 pages



In his book 30 Or So Thoughts On Thinking Like Copywriter, copywriting expert John Caples shares his insights into the art of writing persuasive copy. Caples has been writing copy for over 50 years, and his work has helped to sell millions of products and services.

In 30 Or So Thoughts On Thinking Like Copywriter, Caples covers a wide range of topics, including:

- The importance of understanding your audience
- How to create a strong headline
- The power of using benefits
- How to write a call to action

If you're serious about writing persuasive copy, then you need to read *30 Or So Thoughts On Thinking Like Copywriter*. Caples' insights will help you to write copy that sells.

Here are a few of the key takeaways from *30 Or So Thoughts On Thinking Like Copywriter*:

- **Your audience is the most important thing.** When you're writing copy, you need to keep your audience in mind at all times. What are their needs? What are their desires? What are their pain points?
- **A strong headline is essential.** Your headline is the first thing your audience will see, so it needs to be strong enough to grab their attention and make them want to read more.
- **Benefits sell.** When you're writing copy, focus on the benefits of your product or service. What will your audience get out of it? How will it make their lives better?
- **A call to action is a must.** Your copy should always end with a call to action. Tell your audience what you want them to do, whether it's to buy your product, sign up for your service, or visit your website.

If you follow these principles, you'll be well on your way to writing persuasive copy that sells.

Free Download your copy of 30 Or So Thoughts On Thinking Like Copywriter today!

You can Free Download your copy of 30 Or So Thoughts On Thinking Like Copywriter from Our Book Library or Barnes & Noble. You can also Free Download the book directly from Caples' website.

Don't wait any longer to learn the secrets of writing persuasive copy. Free Download your copy of 30 Or So Thoughts On Thinking Like Copywriter today!



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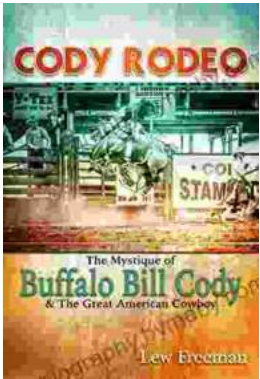
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