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(Brilliant Business)

## **Brilliant Copywriting: How to craft the most interesting and effective copy imaginable (Brilliant Business)**

*Roger Horberry*

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If you've ever struggled to craft a persuasive message that really hits the spot, it's harder than it looks. Wouldn't it be helpful to have an expert on hand to give you tips and tricks? Someone who could pass on their knowledge and know-how? Someone who told you how the professionals really do it? Well, that's exactly what this book does for aspiring copywriters. Think of it as a rocket-assisted launch for your writing career. Brilliant Copywriting is packed with practical techniques to help anyone who works with words to improve their writing. It lifts the lid on the world of professional copywriting to reveal the trade secrets of top-notch practitioners. It's the book every copywriter wants when they start out, full of facts, details and insights that normally take years to acquire. It will also be invaluable for anyone who works with words in pretty much any industry.

Keep it clear, keep it simple, make it brilliant and original. I've been saying that for years. It's a real joy to find that Roger and I think alike. Read the book and learn. Yes, it is brilliant. Wally Olins - Chairman, Saffron Brand Consultants. Most of us reckon we can write. Wrong. But here's a book that will help you be persuasive, interesting and brilliant in print, then help you do it again, and again, and again. Michael Johnson, Johnson Banks. From the Back Cover Craft the most effective copy imaginable. If you've ever tried to create a really persuasive piece of copy that grabs your reader's attention, then you'll know it's harder than it looks. Wouldn't it be helpful to have an expert on hand to reveal all their tips and tricks? To coach you through the entire process? Someone to tell you how the professionals really do it? Well, that's exactly what this book does. Brilliant outcomes Excite and persuade people with words Learn the trade secrets of top-notch writers Get results by getting people to read and act on your words. Keep it clear, keep it simple, make it brilliant and original. I've been saying that for years. It's a real joy to find that Roger and I think alike. Read the book and learn. Yes, it is brilliant. Wally Olins, Chairman, Saffron Brand Consultants About the Author Roger Horberry is a freelance copywriter and works for various design, branding and advertising agencies. [www.rogerhorberry.com](http://www.rogerhorberry.com)