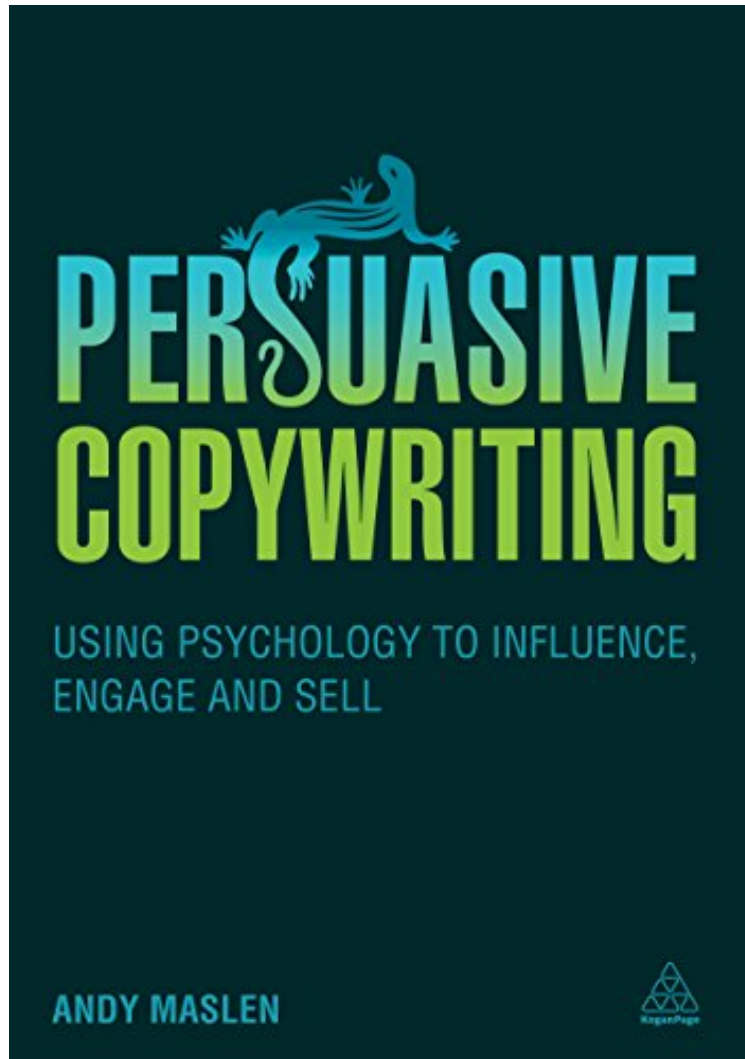


# Persuasive Copywriting: Using Psychology to Engage, Influence and Sell

Andy Maslen

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"We ordered coffee, cut open a human brain and discovered the secret of persuasive copywriting." A chance encounter with a neuroscientist showed Andy Maslen that his belief in the power of emotion was founded on hard science. Over coffee, the two discussed brain anatomy and the reason-defying power of human emotions. Andy's subsequent research led him to realise that how people think and feel haven't changed since the time of cavemen. We make decisions on emotional grounds and rationalise them later. Persuasive Copywriting takes you deep inside customers' brains. You'll learn the relationship between selling and storytelling. And the market-tested techniques that get people to engage with, and be persuaded by, your copy. Use it to modify people's behaviour by tapping into their deepest psychological drives. Gain copywriting confidence. This course-in-a-book explains the neuroscience behind our appetite for stories. It demystifies advanced copywriting skills with examples, exercises and tips. And it helps you hone your skills with easy-to-use tools included in the book, and online... 13 real-world case studies 25 psychological copywriting techniques 75 practical exercises 125 words and phrases that trigger emotions 125-question copywriting quiz All help you improve your copywriting skills and perfect the emotion-driven sale. Who should buy Persuasive Copywriting? Junior copywriters can use it to catch up with their more experienced peers. Senior copywriters can use it to stay ahead of the game. Now you can employ this powerful psychological approach. This enjoyable book helps you find the right tone of voice, avoid common copywriting traps and tap into customers' deepest drives. You'll find yourself writing enjoyable, compelling copy that stands out in today's cluttered marketplace. Andy has achieved amazing results for his clients by focusing on stories and their deep connection to customers' needs and wants. With this book by your side, you can too.

"Persuasive Copywriting by Andy Maslen is one of the most useful copywriting books I have read. It's a full copywriting curriculum, with exercises, downloads and feedback. [Maslen] makes the neuroscience behind the ideas easy to understand, and applicable. Who is Persuasive Copywriting for? Everyone who writes with a purpose. If you learned traditional copywriting and now need to add spice to your writing, then buy this. If you're self-taught, then definitely buy this. Oh, and read it too. And do the exercises. Even though I've been writing for many years, it's a good reminder for me and helps my arguments when coaching or chatting with clients."